A Year in Review | 2018-2019
Accelerating Social Change
Table of Contents

Opening Letter ................................................. 4
Research & Evaluation ........................................ 6
Learning & Development ..................................... 9
Our Services ..................................................... 12
A Note of Gratitude ........................................... 14

www.impactedphl.com
@impactEDphl
At the beginning of every collaboration, we ask our clients to trust the process. This is more than a classic Philadelphia sports reference (although some members of the ImpactED team are avid sports fans)! Our mission at ImpactED is to empower leaders with critical skills and data to accelerate social change. We realize that the only way to continually improve is to push yourself—and your organization—beyond your comfort zone and through inevitable setbacks. This requires trusting the work you put in and recognizing that change takes time.

Leaders often think about research and evaluation work as being about “data.” While we do indeed love data at ImpactED, our work is actually about much more than facts and figures—it’s about learning. As a guest speaker at one of our trainings last year so aptly noted, “learning is an act of curiosity and humility.” In 2018–2019, we worked with more than 50 organizations and 200 leaders in the region. In each of our organization’s services, we have seen how curiosity, humility, and a whole lot of hard work can advance social change.

- **Research & Evaluation.** We helped 15 organizations explore questions about their programs and use data to understand and communicate about their impact. Drawing on four years of research, we asked what it would take to empower fellow Philadelphians with information and knowledge to choose drinking tap water over bottled water and developed a partnership to launch the Drink Philly Tap campaign.

- **Learning & Development: Evaluation Capacity-Building.** Through our two evaluation capacity building programs—The William Penn Foundation’s Social Impact Collaborative (SIC) and The Pew Fund’s Evaluation Capacity Building Initiative (ECBI)—we helped leaders from 40 organizations identify the outcomes of their work and build a culture where they use data to constantly get better at what they do.

- **Learning & Development: Leadership & Board Development.** We doubled the size of our DiverseForce On Boards program and are now training over 50 leaders of color each year to serve on nonprofit boards in the region. The demand for diverse talent continues to grow, and we now have more than 150 nonprofit board matching partners.

The work we engage in inspires and challenges us every day. Continuous learning requires asking big questions and often being comfortable with not having all the answers. As we move into the 2019–2020 year, we’re committed to continuing to trust the process. We invite you to join us.

All the best,

Claire Robertson-Kraft
Founder & Executive Director
ImpactED’s unique approach to research and evaluation focuses not only on data collection and analysis, but also on developing a customized evaluation strategy and plan for using data to inform action. The organizations we worked with in 2018-2019 ranged in size from startup nonprofits to city agencies to state departments. Below are several featured evaluation projects, which exemplify our goal of leveraging data to maximize organizational impact.

Health Information Project
Impact Evaluation 2018–2019

Health Information Project (HIP) is a peer health promotion program dedicated to supporting, informing, and empowering youth. Founded in 2008, HIP started in two schools and quickly expanded to 58 schools across Miami, Florida. In ten years, HIP has trained 8,200 11th and 12th grade student peer health educators who have provided valuable health information to over 180,000 9th graders. In 2018-2019, HIP commissioned ImpactED to conduct a mixed-methods evaluation of its program’s impact on students’ health knowledge, health behaviors, and school climate. Our evaluation included surveys with 9th grade students, Peer Health Educators, 9th grade teachers, and principals; four focus groups with 9th grade students and Peer Health Educators; 21 individual interviews and observations with key stakeholders; and additional observations. The evaluation found that HIP had a positive impact on students’ knowledge of health topics, their prohealth and prosocial behaviors, and their soft skills. HIP also had high levels of acceptance and satisfaction amongst stakeholders, with 100% of principals and 95% of 9th grade teachers reporting that they would recommend HIP to other schools.

Barnes Foundation
Evaluation of Visitor Experience

The Barnes Foundation is an art collection and educational institution promoting the appreciation of art and horticulture, located on the Benjamin Franklin Parkway in Philadelphia, Pennsylvania. In the fall of 2018, ImpactED worked with the Barnes Foundation to conduct a mixed-methods study of the visitor journey. The research included an in-person intercept survey at the point-of-sale for tickets, a citywide survey focusing on general resident perceptions of the Barnes and cultural institutions in Philadelphia, and in-depth focus groups with past visitors as well as those who had never visited the museum. The final report identified key aspects of the visitor experience to the Barnes Foundation, and factors that potential visitors consider in deciding to visit.

Drink Philly Tap
Public Engagement Campaign

Over the past four years, ImpactED and the Philadelphia Water Department have partnered to survey more than 12,000 Philadelphia residents on their perceptions of our city’s water. The survey has consistently found that 40% of city residents drink bottled water instead of tap water at home. To put this research into action and promote Philadelphia’s safe drinking water, ImpactED partnered with the Water Center at Penn, PennEnvironment Research & Policy Center, and the Philadelphia Water Department to launch the Drink Philly Tap campaign. Drink Philly Tap empowers Philadelphia residents with information and knowledge to choose drinking tap water over bottled water. To date, Drink Philly Tap has recruited and trained 19 ambassadors and collected nearly 5,000 Take the Tap Pledges. Drink Philly Tap is funded by a grant from the William Penn Foundation and in-kind donations from the Philadelphia Water Department.
Learning & Development

To create meaningful impact, social impact organizations need a clear vision of what they want to accomplish and how their programs and services will lead to those outcomes. They also need strategic and inclusive leadership to effect change. ImpactED offers targeted development opportunities for nonprofit leaders and their organizations designed to build evaluation capacity and cultivate leadership. Over the past year, we trained 50 organizations and more than 150 leaders through our two evaluation capacity building programs: the Social Impact Collaborative and the Pew Fund Evaluation and Capacity Building Initiative. We also welcomed two new cohorts of the DiverseForce On Boards program which trains leaders of color to serve on nonprofit boards in the region.

Social Impact Collaborative (SIC)

With continued support from the William Penn Foundation (WPF), we were thrilled to welcome the second cohort of the Social Impact Collaborative (SIC) training program, which helps organizations use data to accelerate social change. Collectively, the organizations participating in SIC address a variety of critical issues affecting the region including education, arts and culture, public space, and sustainability, and bring in 70 million dollars annually.

2018-2019 Participating Organizations

- Community Design Collaborative
- Cooper’s Ferry Partnership
- Independence Seaport Museum
- Families Forward Philadelphia
- Fleisher Art Memorial
- Free Library of Philadelphia Foundation
- People’s Emergency Center
- Philadelphia Parks & Recreation
- Sustainable Business Network
- The Village of Arts and Humanities

SIC by the Numbers | 2018-2019

10 organizations
40 leaders trained

99% of participants agreed or strongly agreed that the trainings were high quality and provided concrete tools and deliverables that would support their organization’s growth

86% of participants reported increasing their understanding and confidence at each of the six sessions over the year

Sustainable Business Network

The mission of the Sustainable Business Network of Greater Philadelphia (SBN) is to build a just, green, and thriving economy in the Greater Philadelphia region. In the first year of the SIC, SBN focused its measurement and evaluation efforts on its Green Stormwater Infrastructure (GSI) Partners Initiative. GSI Partners are SBN members in the GSI industry, a nature-based approach to stormwater management, including firms in design, construction, maintenance, and material supply.

Over the course of the year, the SBN team developed and administered a survey at their quarterly GSI Partners meetings to gather input on partners’ satisfaction with the meeting, knowledge of and ability to implement GSI practices, and connections to—and collaborations with—other GSI Partners. They are using the data they’ve collected to inform how best to advance the local GSI industry and ultimately amplify the environmental, social, and economic impact of GSI in the region.

“SBN’s participation in SIC couldn’t have come at a better time. As we approach our twentieth anniversary, we have been reassessing how we measure and communicate our impact. SIC has helped developed our skillset—and our organizational culture—in qualitative and quantitative data collection and analysis, which are critical to our understanding of how well we are advancing our mission.” — Anna Shipp, Executive Director, Sustainable Business Network
The Pew Fund Evaluation Capacity Building Initiative (ECBI)

Over the last year, ImpactED and McClanahan Associates partnered with The Pew Fund for Health and Human Services in Philadelphia to equip more than 100 leaders from 30 Pew Fund nonprofits with the knowledge and skills to assess and strengthen their impact.

Through group learning sessions and individualized coaching, the 15-month program expands the abilities of these organizations to monitor their progress, use data to inform their practices, and evaluate results to determine whether goals are being met and how to make improvements.

2018-2019 Participating Organizations

Bread Street Ministry
Career Wardrobe
Center for Advocacy for the Rights and Interests of the Elderly (CARIE)
Central Behavioral Health
Community Learning Center
Drueding Center
Ed Snider Youth Hockey Foundation
ElderNet of Lower Merion and Narberth
Esperanza Health Center
Face to Face
Family Service Association of Bucks County
Garage Community & Youth Center
Intercommunity Action
Intercultural Family Services
Joseph E. Peters Institute
Lutheran Settlement House
Maternal and Child Health Consortium of Chester County
Mural Arts Philadelphia
Network of Victim Assistance
Philabundance
Philadelphia Local Initiative Support Corporation (LISC)
Project HOME
Senior Community Services
SquashSmarts
Support Center for Child Advocates
Supportive Older Women’s Network
Surrey Services for Seniors
Women Against Abuse
Women’s Opportunities Resource Center
YouthBuild Philadelphia Charter School

Philabundance

For 35 years, Philabundance has provided emergency food to those in need. But it’s not enough; despite receiving food, individuals and families still may go to bed not knowing where their next meal will come from, or if they’ll have one at all.

During the ECBI, the Philabundance team developed their new strategy, Ending Hunger. For Good., which seeks to provide emergency food AND provide long-term food security. In collaboration with Habitat for Humanity of Montgomery and Delaware Counties and the Pottstown Cluster of Religious Communities, the team began a pilot program in February 2019 that provides food, financial literacy coaching, and case management to help improve other issues, including housing challenges. They collected comprehensive data on participating families to understand their needs and to assess the impact of the pilot over time.

“Ending Hunger. For Good. is a bold, new strategy that will allow us, through collaboration, to focus on the vicious cycle of spending trade-offs and no-win decisions: Do I buy food or medicine? Heat or eat? With the support of our ECBI learnings, Philabundance has been able to lay the groundwork for transformational change within our organization and to develop meaningful evaluation plans for our expanded mission.” —Melanie Cataldi, Chief Impact Officer, Philabundance

DiverseForce On Boards

The DiverseForce On Boards program was founded in 2017 as a partnership between DiverseForce and ImpactED to address the lack of racial and ethnic diversity on boards. The program provides leaders of color with the necessary knowledge, skills, and network to catalyze social change.

Over the last year, we were able to expand our services and train two cohorts of more than 50 leaders with support from the William Penn Foundation, Knight Foundation, and Philadelphia Foundation. During the program, participants complete a six-session curriculum on board leadership and governance, which includes strategic planning, fundraising, and legal roles and responsibilities. In addition to developing their professional skills, participants build a deeper understanding of their personal leadership style and are empowered to help organizations better align with the communities they serve.

At the most recent graduation ceremony, Philadelphia Mayor Jim Kenney presented all graduates with a City Council citation, which recognizes DiverseForce on Boards as an innovative solution to increasing board diversity. To date, more than 150 nonprofit boards have signed on as matching partners demonstrating the high level of interest in the program.

DiverseForce by the Numbers

100% of participants agreed or strongly agreed that the trainings were high quality and provided concrete tools and deliverables that would support their organization’s growth.

98% of program participants are promoters of the program.

150+ organizations signed up to be matching partners.

“...a bold, new strategy that will allow us, through collaboration, to focus on the vicious cycle of spending trade-offs and no-win decisions: Do I buy food or medicine? Heat or eat? With the support of our ECBI learnings, Philabundance has been able to lay the groundwork for transformational change within our organization and to develop meaningful evaluation plans for our expanded mission.” —Melanie Cataldi, Chief Impact Officer, Philabundance

“It has been my pleasure to be a part of this wonderful initiative since its inception. The case for diversity on nonprofit boards is compelling, yet we have not made enough progress. The DiverseForce On Boards Program is confronting this gap and making a real difference.”

—Sharmain Matlock-Turner
President and CEO,
Urban Affairs Coalition
Our Services

Our data-informed evaluation and development services are designed to equip organizational leaders with the knowledge, skills, and tools they need to increase their social impact.

Research and Evaluation

**Customized evaluation strategy**
We support organizations in developing a customized strategy for mapping program design and objectives, and measuring progress towards key outcomes.

**Comprehensive research**
We use qualitative and quantitative sources of data to learn about the population you serve, what they think, and what they need from your organization.

**Rigorous data collection and analysis**
We leverage qualitative and quantitative sources of data to understand the implementation and impact of programs, projects, and initiatives.

**Data-to-action planning**
We help organizations develop data use plans that inform internal programmatic improvement and deliver high-quality reports that support organizations in telling their story.

**Measurement and evaluation training programs**
Offered in a hybrid format, with both online and in-person components, our measurement and evaluation trainings help your organization build internal capacity for developing evaluation strategies, collecting and analyzing data, and using data to inform action and storytelling.

**Leadership development**
We offer collaborative, customizable training programs that provide your organization’s leaders with the skills, confidence, and support they need to affect positive change.

**Retreat and meeting facilitation**
We collaborate with your organization’s leadership to facilitate board retreats, advisory board meetings, planning sessions, and conferences. We work with you to define success, produce reports, and provide suggested opportunities for ongoing work.

Comprehensive research
Learning and Development
A Note of Gratitude

Through our customized evaluations and organizational development programs, we have cultivated an expansive network across the Greater Philadelphia region. Our work would not be possible without our talented staff, team of coaches, instructors, partners, and clients.

Our Staff

Claire Robertson-Kraft
Founder & Executive Director
Nina Hoe Gallagher
Director of Research & Evaluation
Jocelyn Hastings
Program Coordinator
Alyssa Matteucci
Assistant Director of Research & Evaluation
Alex Bird Becker
Assistant Director of Learning & Evaluation

Coaching and Instructional Team

Adela Smith
Vice President & Partner
Fairmont Ventures
Annette Mattei
Principal
Metro Martics
Brian Peterson
President
Mathew Black Cultural Center
Christina Mattison
President & CEO
Mattison Advisors, LLC
Chris Satullo
Consultant
Keystone Civic Ventures
Daniela Korom-Djakovic
Consultant
Erica Bennett
Leadership & Executive Development Partner, Independence Blue Cross
Fernando Chang-Muy
Thomas O’Byrne Lecturer in Law
University of Pennsylvania School of Law
Julie Donofrio
Managing Director
Penn Praxis
Kelly Piccinino
Director of Research & Operations
McClanahan Associates
Omar Woodard
Executive Director
GreenLight Philadelphia
Rebecca Reumann-Moore
Consultant
Rayce Rollins
Assistant Professor
Temple University
Sarah Pepper
Consultant
McClanahan Associates
Sara Shuman
Assistant Professor
La Salle University
Sharman Matlock-Turner
President & CEO
Urban Affairs Coalition
Wendy McClanahan
President / CEO
McClanahan Associates

Partners

BLOOM
DIVERSEFORCE
wittygritty
McClanahan Associates
TECHIMPACT

Clients

After-School All Stars
Barnes Foundation
Broad Street Ministry
Career Wardrobe
Center for Advocacy for the Rights and Interests of the Elderly (CARIE)
Central Behavioral Health
Community Design Collaborative
Community Learning Center
Cooper’s Ferry Partnership
Delaware Department of Education
Draw the Lines
Drueding Center
Ed Snider Youth Hockey Foundation
ElderNet of Lower Merion and Narberth
Esperanza Health Center
Face to Face
Fairmount Park Conservancy
Families Forward Philadelphia
Family Service Association of Bucks County
First Book
Fleisher Art Memorial
Free Library of Philadelphia
Garage Community & Youth Center
Girl Develop It
Health Information Project
Independence Seaport Museum
Intercommunity Action
Intercultural Family Services
Joseph J. Peters Institute
Lenfest Center

Let it Ripple
Lutheran Settlement House
Maternal and Child Health Consortium
Meetup, LLC
Mr. Airy USA
Mural Arts Philadelphia
Network of Victim Assistance
People’s Emergency Center
Philabundance
Philadelphia Local Initiatives Support Corporation (LISC)
Philadelphia Music Alliance for Youth
Philadelphia Parks & Recreation
Philadelphia Parks Alliance
Philadelphia Public School Notebook
Philadelphia Water Department
Playworks
Project HOME
Senior Community Services
SquashSmarts
Support Center for Child Advocates
Supportive Older Women’s Network
Surrey Services for Seniors
Sustainable Business Network
TeenSHARP
The Village of Arts and Humanities
West Philadelphia Skills Initiative
Women Against Abuse
Women’s Opportunities Resource Center
YouthBuild Philadelphia Charter School

www.impactedphl.com
@impactEDphl