



Measuring Social Impact

Social Action Projects can change people's lives and communities for the better. By addressing challenges in your community, you have the ability to create social value in ways not measured by money.

Example #1

The following is one formula for measuring social impact.

- **Inputs:** Inputs are the resources your team puts into your project including your time, money and materials.



- **Outputs:** Outputs are the direct results of your team's action in your community. For example an output might be a change in a drunk driving law or delivery of 100 meals to hungry members of your community.



- **Outcomes:** Outcomes are changes to people in your community in less tangible ways. For example an outcome of a team's teenage suicide prevention program could be increased awareness of community members to the problem.



- **Impacts:** Impacts are the outcomes minus an estimate of what would have happened without your work. For example, if your team implemented a teenage suicide prevention program and the community awareness of the problem rose from 20 percent to 80 percent, your Impact would be 60 percent.

Example #2

Another method for measuring the impact of your **Social Action Project** is to conduct two surveys: one prior to the start of your project and another following the conclusion of your project.

The initial survey will establish a baseline for comparison. By comparing the results in the follow up survey with the baseline information in the initial survey you will be able to measure the impact of your Social Action Project.

Examples:

If your goal is to reduce the number of teenage attempted suicides in your community, you need to find out what the number of attempted suicides is before you start. To do so you may want to interview counselors, psychologists, and community health care professionals in the area before you start your Project.

If your goal is to provide healthy food to people in need, you may want to interview directors at a local food bank to find out how much food they have available before you start your Project.

If your goal is to clean up a local playground by removing graffiti, trash and other problems, you may want to take photos of the site and quantify how much trash and graffiti is in the area.

Final Survey

The follow-up study at the end of your Project will help you determine the effectiveness or **Social Impact** of your Social Action Project. The combined survey will be an important part of your **Story of Social Impact** that will be posted on the **Foundation Forum**.