Corporate Citizenship Watch

Optimizing Impact: Strengthening Corporate Philanthropy and Citizenship
Programs Through Better Decision-Making
September 29, 2020

ESG Center

Corporate Governance

Sustainability

Corporate Citizenship & Philanthropy

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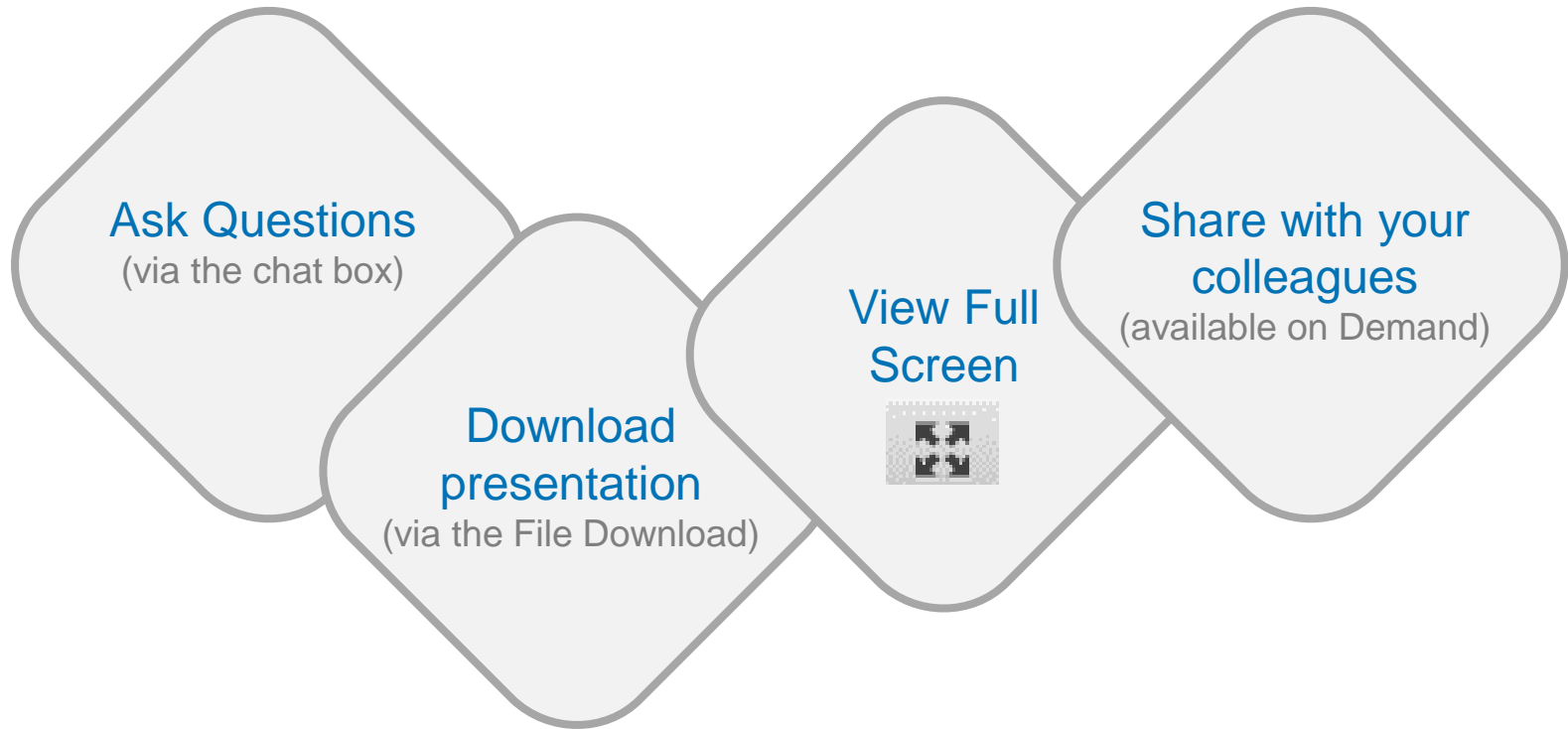Citizenship & Philanthropy, ESG
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The Conference Board

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Benchmarking Impact

Introducing The Price of Impact™ Index

Benchmarking Impact Has Long Eluded the Nonprofit Sector

"There is incredible 'silver bulletism' seeking that 'one special number' that will tell us if we are succeeding or failing. This is driven by bureaucratic fantasy, not reality."

- Susan Stout, former Manager of the World Bank's Results Secretariat

"It is so much easier to measure our financial rather than our social bottom line," explained an NGO leader. "Until we can figure that out, we will be stuck with financial measures of effectiveness."

- *Impact, Not Overhead, Is What Counts,* SSIR (11/13/13)

Outcomes Can Be Standardized

Programs State Different Goals

- Science competitions
- Building bottle rockets
- Robotics classes
- Field trips
- School science fairs
- STEM career exploration events
- Introductory coding classes
- Laboratories in science classes
- Math/science games
- Internships
- After school programs
- Developing models
- Educational videos/games
- Science summer camps
- Tutoring and mentoring supports
- Visiting college programs

But Outcomes Are Common

STEM Interest

The attainment of access to and awareness of STEM subjects (science, computer science / information technology, math, engineering), STEM academic options, and STEM career opportunities.

Outcomes Can Be Benchmarked

$$\frac{\text{Efficacy Rate x Reach}}{\text{Program Budget}}$$

Example:

81%	95,413	77,285	$18
Efficacy Rate	**Program Reach**	**Actual Outcomes**	**Cost per Outcome**
% participants achieving a positive outcome	# of participants served	Total # participants achieving a positive outcome	Actual Outcomes / Budget

The Price of Impact Index™

Impact Area	Focus	Outcome	Price	Range
Arts [↗]	Access and Appreciation	Enhance Arts Appreciation	$153	$64-$242
	Creative Community	Expose New Artistic Talent	$511	$474-$547
	Creative Community	Strengthen Creative Community	$9,054	$6,414-$11,694
	Creative Community	Strengthen Individual Creativity Skills	$728	$492-$963
Critical Human Needs [↗]	Disability	Mental and Physical Well-Being	$1,714	$1,182-$2,245
	Disability	Social Competence	$6,414	$3,976-$8,853
	Elderly Care	Aging Awareness and Social Support	$875	$734-$1,015
	Food Security	Emergency Supply and Distribution of Food	$754	$188-$1,320
	Food Security	Healthy Food Consumption and Behaviour	$577	$453-$700

How To Use Benchmarks?

For Grantmakers

➔ To improve due diligence

➔ To size the grant appropriately

➔ To compare alternatives

➔ To identify innovation

For Nonprofits

➔ To communicate the true cost of the work

➔ To justify your theory of change

➔ To identify innovation

➔ To simplify measurement and reporting

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At the Heart of a Company's Social Impact

December 03 - 04, 2020
(Virtual Event)

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