

# MEASURING IMPACT

The Christopher Family Foundation aims to invest in organizations that are making a clear, positive impact in the communities they serve. CFF asks grant applicants to develop objectives to help us understand progress towards the desired impact. In this guide, we will explain why measuring impact is important and how to create objectives.

## Why measure impact?

- To gauge the effectiveness of the organization's activities
- To communicate results and achievements
- To facilitate performance improvement and course correction
- To demonstrate accountability

## Impact

Begin by asking yourself, “What does success look like?” “Why does our work matter?” Then you can craft an impact statement. **Impact** is the broader, long-term change that the non-profit's work produces.

**Impact:** More individuals in the Austin community will retain high-quality jobs, with family-sustaining wages, which fosters economic stability.

## Outcomes

Next, consider the **outcomes**, the short-term effects that the program produces within the grant period. What can you accomplish during the grant cycle?

**Outcome:** Increase by 10% the number of individuals placed in jobs with hourly wages above \$18.

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## Goals

Now you're ready to set a goal. The **goal** is a general direction to achieve an outcome.

**Goal:** Improve the effectiveness of job placement services to ensure participants obtain full-time employment upon program completion.

## Objectives

To accomplish your goal, you will need to take some specific, measurable actions, which are called **objectives**.

**Objective 1:** By December 31, 2025, the Employment Specialists will increase the number of employer partnerships to 25 (2024 Baseline: 20).

**Objective 2:** The Job Training Program will launch a job shadowing program and serve 30 trainees by December 31, 2025.

**Objectives** should be **SMART**.



## SWOT Analysis

A SWOT analysis is a framework for assessing an organization's strengths, weaknesses, opportunities, and threats. Conducting an analysis can generate insights to develop strategic, realistic goals and objectives.