

INTERNATIONAL ALLIANCE MEETING 2019

Measuring Outcomes

WHAT EVIDENCE DO WE HAVE WE ARE
MAKING A DIFFERENCE?

Sarah Wiley
Fundraising & Events Manager
The Motor Neurone Disease Association of WA

"OUTCOMES MEASUREMENT
PRACTICE DECREASED BETWEEN
2018 AND 2019"

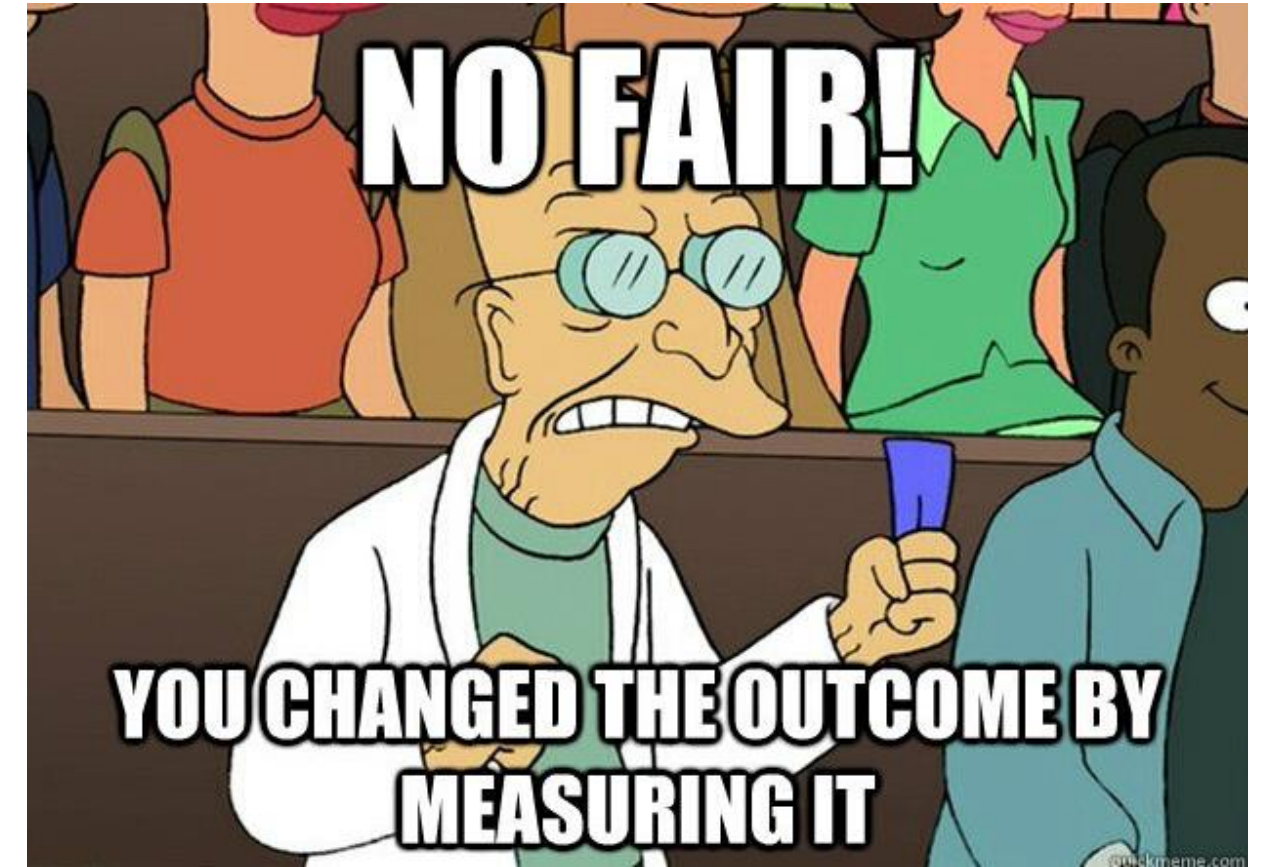
"THE EXTENT OF MEASUREMENT
INCREASED BETWEEN 2018 AND
2019"

"FUNDING IS THE LARGEST
BARRIER TO OUTCOMES
MEASUREMENT"*

BACKGROUND

*Bankwest Foundation Social Impact Series - Outcomes Measurement in the
Australian Community Sector: A National Report Card

WHAT IS OUTCOMES MEASUREMENT?



“Outcome (or performance) measurement is essentially a method of determining the impact of a program or activity”*

*Smith & Howard: The Power of Outcome Measurement for Nonprofits

WHAT OUTCOMES
DO WE
CURRENTLY
MEASURE?

WHAT ARE WE
TRULY
MEASURING?

HOW DO WE
REPORT
OUTCOMES?

HOW COULD WE
PRESENT OUR
OUTCOMES?



WHAT
OUTCOMES DO
WE CURRENTLY
MEASURE?

—

CURRENT MEASUREMENTS & TOOLS



CLIENT & CARER
SATISFACTION
SURVEYS

Annually via post &
email

MND ADVISOR
SERVICE
PROVISION

Online Patient
Database

EDUCATION
WORKSHOP
EVALUATIONS

Following each
workshop in person

PRE & POST
EVENT
FEEDBACK

Word of mouth and
via social media

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WHAT ARE WE
TRULY
MEASURING?

8 out of 10

BEARS PREFER THE WOODS

9 out of 10

CATS LAND ON THEIR FEET

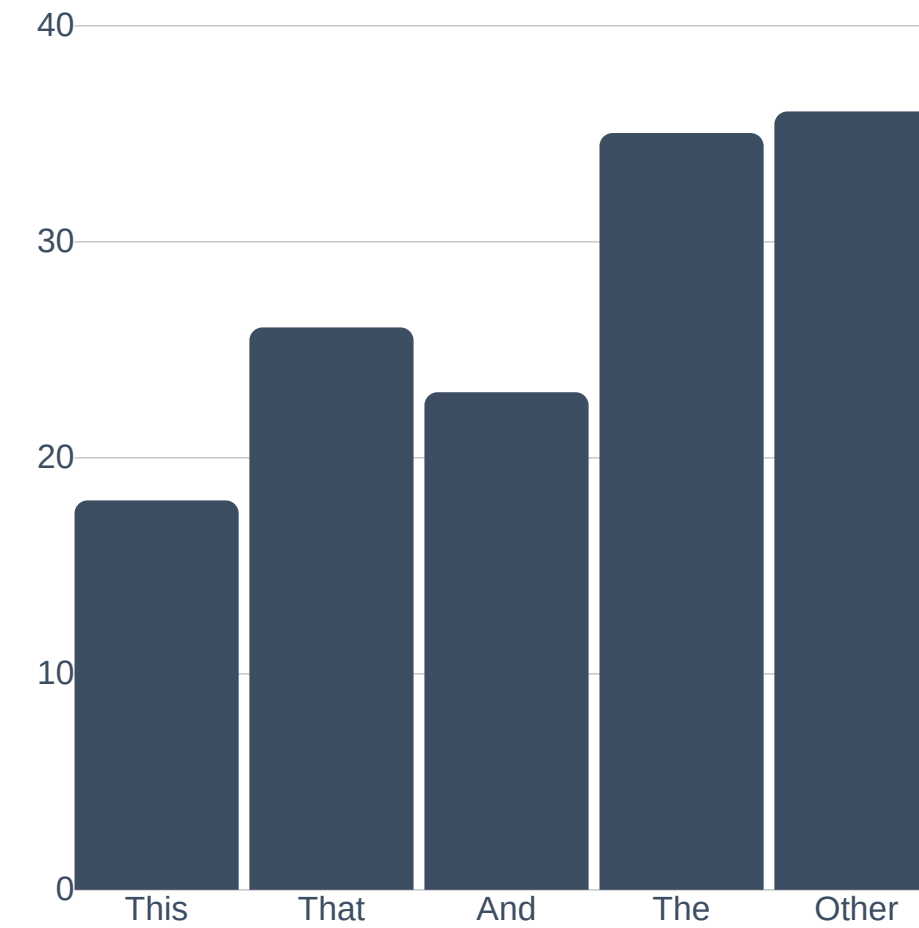




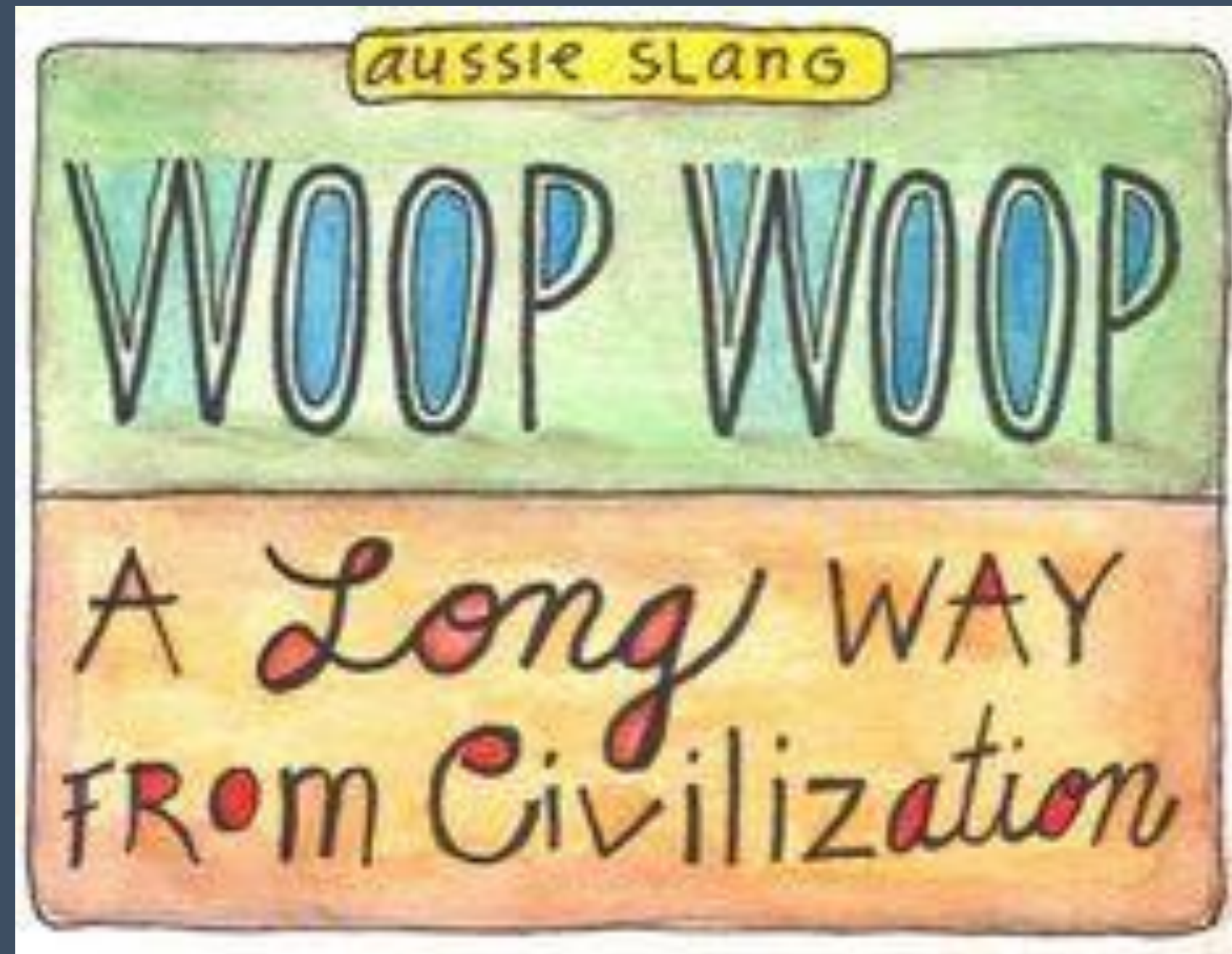
OUR IMPACT- QUALITY OF LIFE

—

HOW DO WE REPORT OUTCOMES?





HOW COULD WE PRESENT OUR OUTCOMES?



34 & **2.2** MILLION
Percentage of students receiving tuition assistance Dollars given in tuition assistance

84
Donors increasing their gift from the previous year

92
New students

118
New donors

Increased education opportunities for parents in Social Emotional Learning
Increased number and range of offerings in Middle School elective curriculum

5 National Merit commended students
24 Lower School teachers

SOUTH BRISTOL YOUTH
INSPIRING SELF-BELIEF TO CHANGE YOUNG PEOPLE'S LIVES
IMPACT REPORT 2016/17



2,000 YOUNG PEOPLE INVOLVED

100%* GREATER SELF CONFIDENCE

SINCE 1993

\$8,185,631

4387

STUDENT IMPACT REPORT 2018

CALM WATERS 2018 IMPACT REPORT



2,280 children served through School-Based Groups

155 individuals served through Crisis Intervention

2,023 individuals served through Center-Based Groups

222 individuals trained by Calm Waters staff in grief theory

4,303

total number of individuals served through calm waters' grief support services in FY18

1,700+ volunteer hours completed

40,000 children & families served since 1992

>89,000 estimated number of bereaved children in Oklahoma

Oklahoma is **8th** in the country for number of children under 18 years-old grieving the

18 clients served through Calm Waters individual counseling

27 individuals received specialized holiday support

155 volunteers utilized in Support Groups and Events

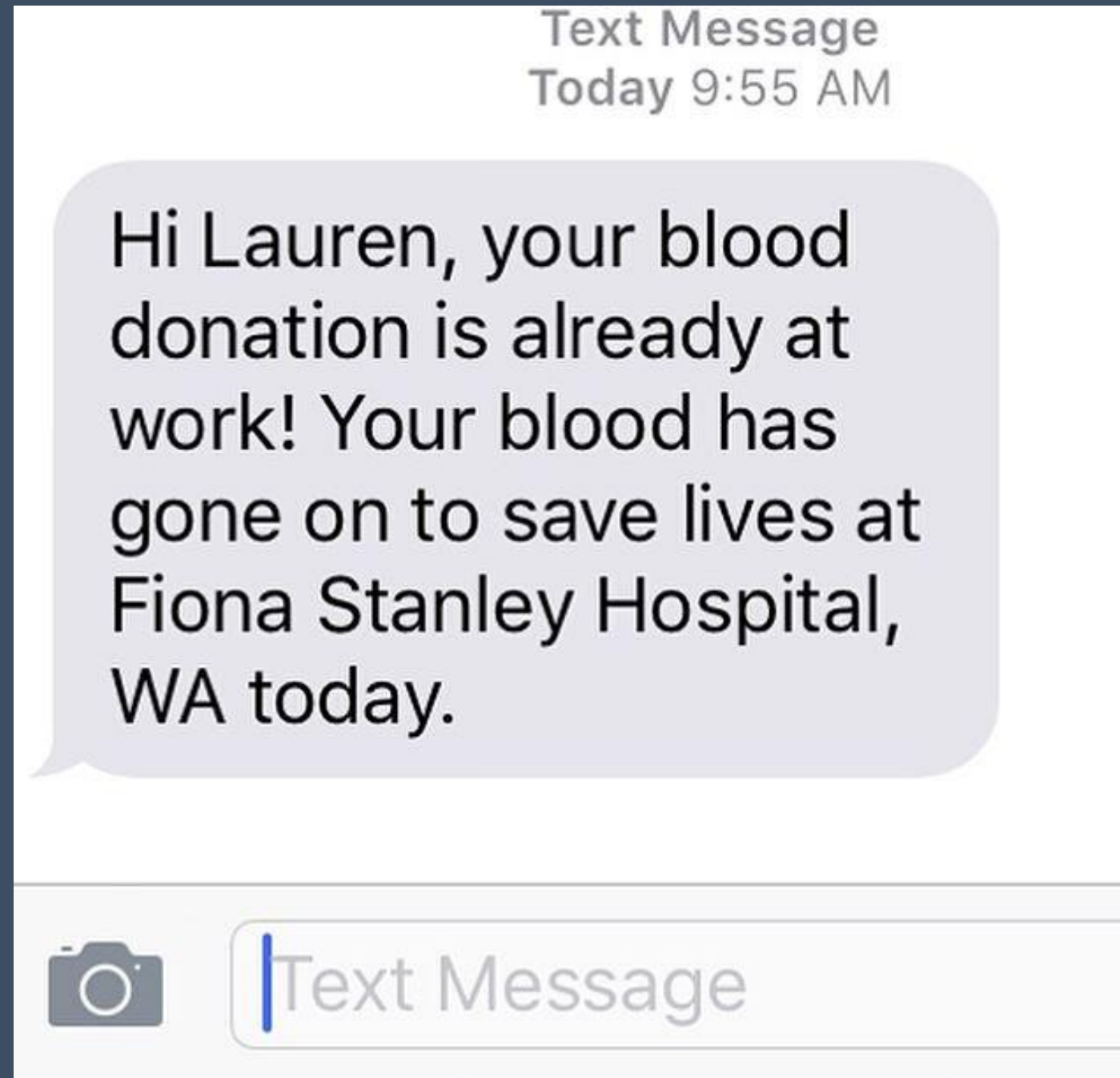
5,859 individuals received the furnishings they needed to create a home

460 volunteer hours helping client candidates lift themselves out of poverty

95,000+ hours volunteered across ministries

Learn more about how you can help us serve & feed those in need at svdpindy.org.





REAL TIME IMPACT REPORTING

"91% OF AUSTRALIAN'S USE A
SMARTPHONE"*

*Deloitte Mobile Consumer Survey 2019

Text Message
Today 9:55 AM

Hi Sarah, because of you, June and her family are attending counselling today following her recent diagnosis of MND.



| Text Message

COULD WE?



"Measuring outcomes isn't just about accountability – it can make not-for-profit organisations more effective and maximise impact."

ANDREW CAIRNS, COMMUNITY SECTOR
BANKING CEO.

ANY QUESTIONS?

