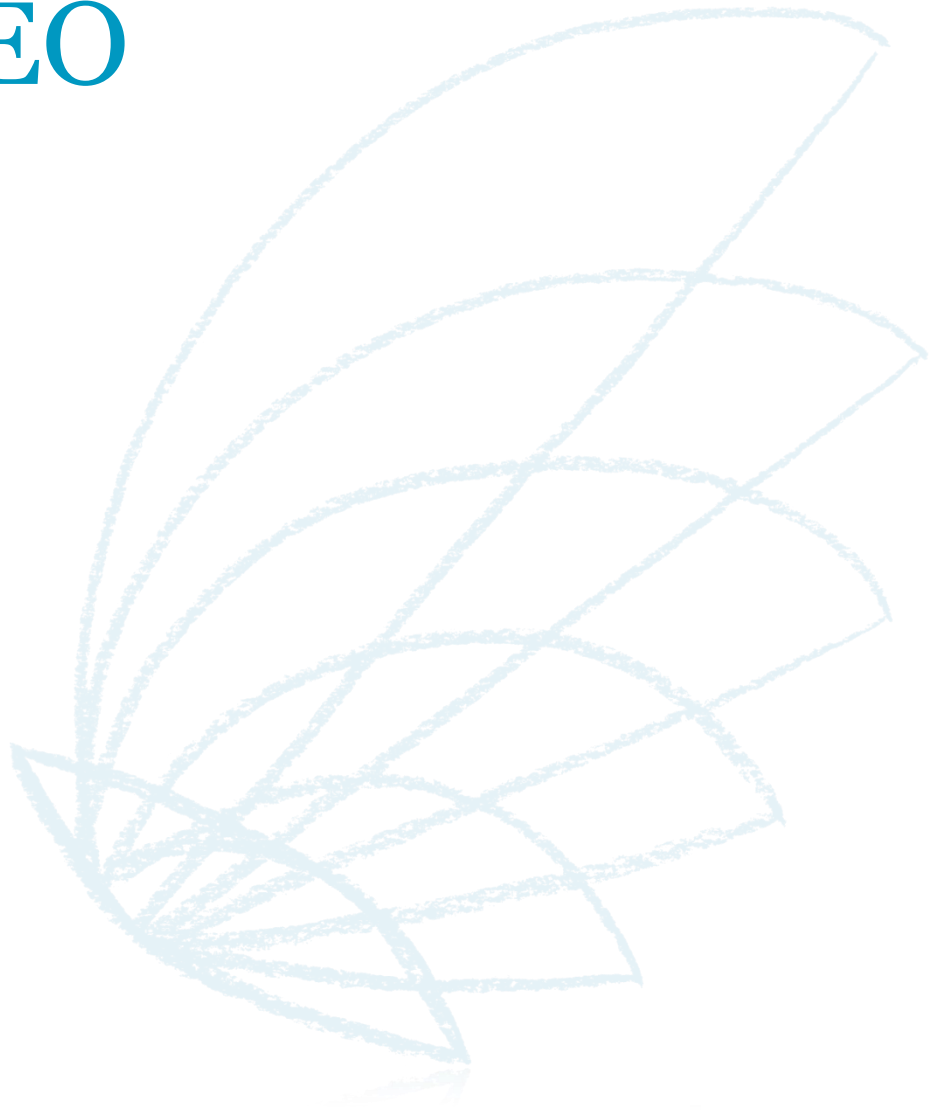


Foundations: Their Impact and its „Measurement“

Dr. Philipp Hoelscher
Moscow, 5 June 2015

About PHINEO





PHINEO seeks to strengthen the social sector by making the success of NPOs visible!

For-Profit: Success = Profit Maximization



Non-Profit / Foundations:
Success = ???





Phineo addresses both...

ORGANIZATIONS



better achieve their objectives



INVESTORS



invest more sustainably



PHINEO enables effective social engagement

Creating and sharing knowledge



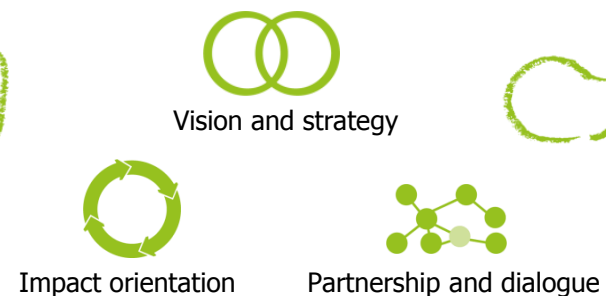
Showing best-practice NPOs and projects



Agenda setting



Supporting Social Investors





PHINEO – Building bridges across sectors




Social Impact and its „Measurement“





High expectations about impact

- 
- 92% surveyed charities: impact orientation results in higher quality of work
 - 71% expect positive outcomes when applying for funds
 - 83% believe that there are more effective ways for implementing their resources

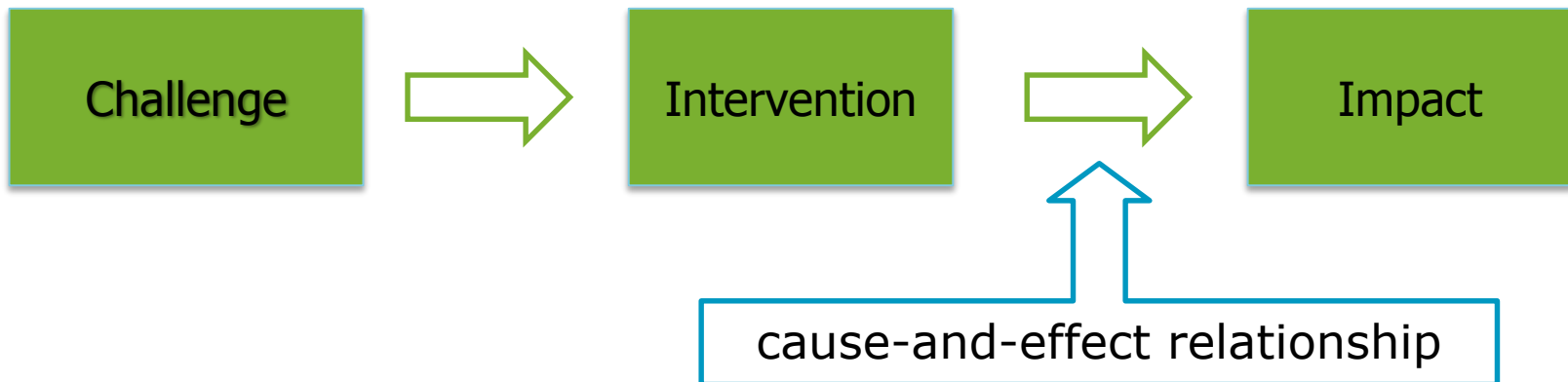
Source: PHINEO-study „Wirkungorientierte Steuerung von Nonprofit-Organisationen (2013)



Impact is ...

Impact refers to a planned change that can be traced back to a certain measure (intervention) taken.

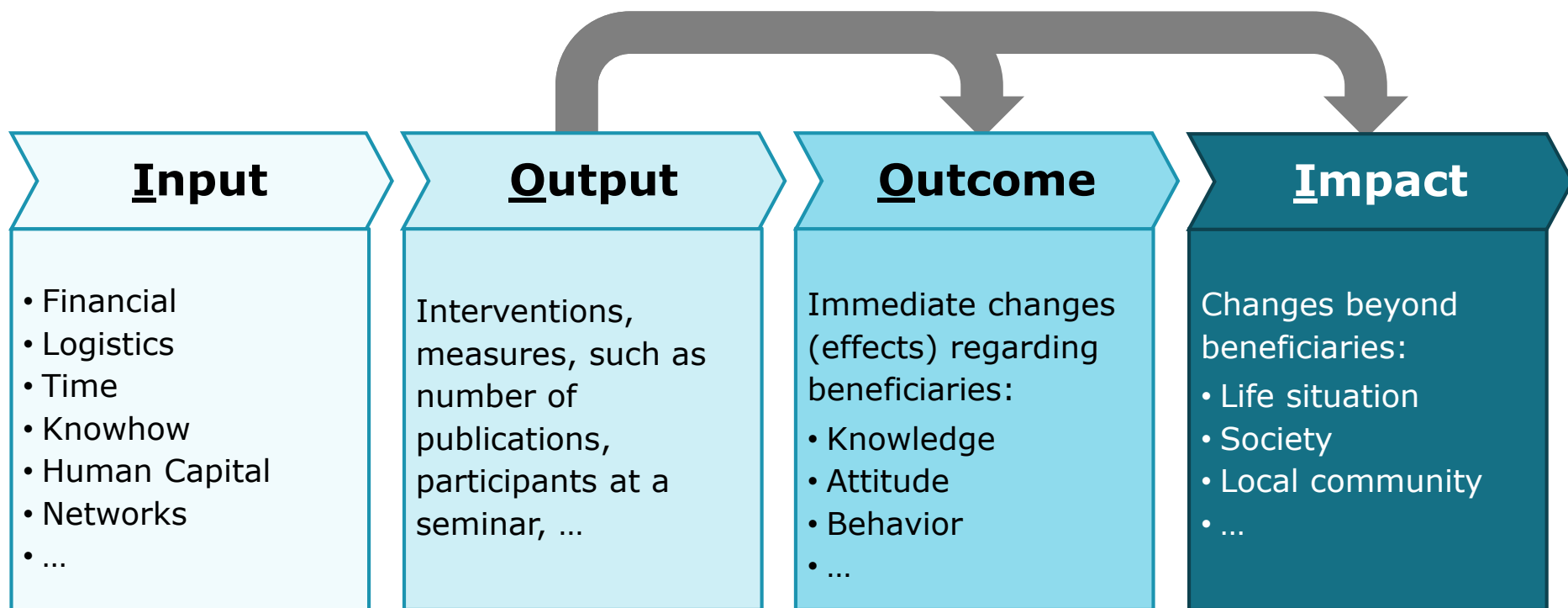
Causality (lat. *causa* – “cause”) refers to the relationship between *cause* and *impact*, and therefore also applies to a series of interrelated events and conditions.





IOOI Logic Model

Impact refers to a planned change that occurs following an intervention





The „Outcome-Staircase“





Impact-oriented project management

1 Strategy and planning

- Challenges and needs
- Strategic approach and concept
- Theory of change/ IOOI, beneficiaries, objectives, indicators

4 Prove and improve

- Internal and external reporting (for key stakeholders)
- Learning, quality development and scaling up



2 Implementation

- Operational management of activities and data collection
- Systematic internal communication and coordination
- Efficient use of resources

3 Impact analysis

- IOOI analysis
- Interpretation of results



Many different methods can be used for an impact analysis

Rule of thumb: 5 to 10% of project budget should be allocated to impact analysis

Effort
(time,
costs,
expertise)

Longitudinal studies
with control groups

Surveys regarding subjective perception of
changes

Survey regarding satisfaction

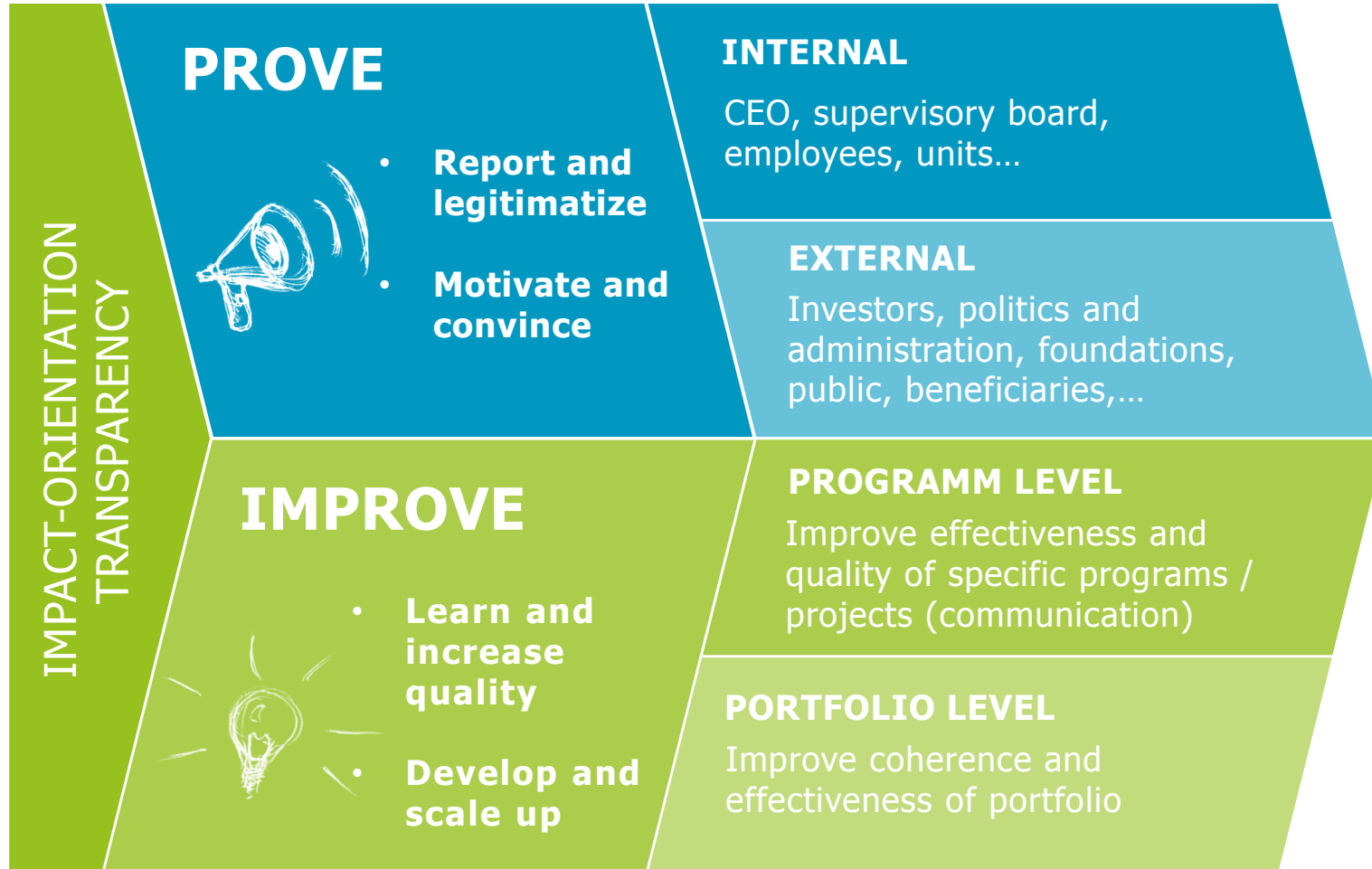
Monitoring of participant numbers, demands, etc.

Collecting anecdotes

Informative value



Advantages of impact analysis





Summary

- Impact analysis aims at **proving and improving** the work of foundations and charities
- Impact analysis is a **holistic tool** involving all organizational dimensions of a foundation or charity
- Impact analysis starts with the right **mindset** and requires an overarching framework, e.g. the **IOOI model**
- Impact orientation requires openness, trust and the **will to continuously learn**
- Impact is always **subjective** – depending on context, problem situation and goal-setting



Thank you!

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PHINEO's impact analysis involves 2 dimensions and 8 criteria

<u>Project's impact potential</u>		Key	
Objectives and beneficiaries	★★★★★	★★★★★	Outstanding
Concept and approach	★★★★★	★★★★★	<u>Very good</u>
Quality development	★★★★★	★★★★★	<u>Good</u>
		★★★★★	<u>Acceptable</u>
		★★★★★	<u>In need of development</u>
		★★★★★	<u>Insufficient</u>
<u>Organisation's performance capacity</u>			
Vision and strategy	★★★★★		
Governing bodies and human resources	★★★★★		
Supervision	★★★★★		
Finances and controlling	★★★★★		
Transparency and communication work	★★★★★		