Looking Beyond the Buzzwords of Impact and Sustainability for Nonprofits

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Agenda

- Impact of Non-profit Organizations
- Sustainability of Impact
- Obstacles to Measurement
- Factors Affecting Impact
- Levels of Impact
- Measuring Impact
- Unified Impact
Impact of Non-profit Organizations

- Serving those most in need
- Lifting people toward self-reliance
- Advocating and empowering
- Cooperating in mutual dependence and assistance
- Exercising religious belief
- Serving many other causes and places - from arts to zoos
- Serving many other causes and places - from kindergartens to cemeteries

Impact of Non-profit Organizations

Non-profit organizations are central actors

- Delivering needed services
- Forging social capital within communities
- Allowing individuals to enact deeply held beliefs and religious convictions

Obstacles to Measurement

- The sector is tremendously heterogeneous
- The missions of non-profits range in a wide spectrum
- The range of outputs produced by non-profits is so varied
- Unlike business, which has the bottom line of profitability, the non-profit sector's purpose is far more diffuse and multidimensional

Factors Affecting Impact

- Focus
- Resources
- Actions
- Stakeholders

Impact
Factors Affecting Impact

Actions
Factors Affecting Impact

Focus
Factors Affecting Impact
Factors Affecting Impact

Stakeholders
Factors Affecting Impact

Stakeholders
Levels of Impact

- Community Level
- Group Level
- Individual Level
Levels of Impact

Individual level
Levels of Impact

Group level
Levels of Impact

Community level
Levels of Impact

Community

Group

Individual
Measuring Impact

Impact

Focus
Resources
Actions
Stakeholders
Individual
Group
Community

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Measuring Impact

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Input

Output

Outcome

Focus

Resources

Actions

Stakeholders

Individual

Group

Community

Impact
Sustainability of Impact
Measuring Impact

Individual

Group

Community
# Measuring Impact

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<th>Stakeholders</th>
<th>Individual</th>
<th>Group</th>
<th>Community</th>
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# Measuring Impact

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Measuring Impact

Individual

Community

- Community centre
- Shelter
- Education
- Animal shelter
- Art charity
- Environment
- Health
Unified Impact
Unified Impact
Thank You
Questions and Answers