How to make data driven decisions to support philanthropic investments and volunteerism

Jennifer Gibbs, Associate Director, Corporate Impact, KPMG US
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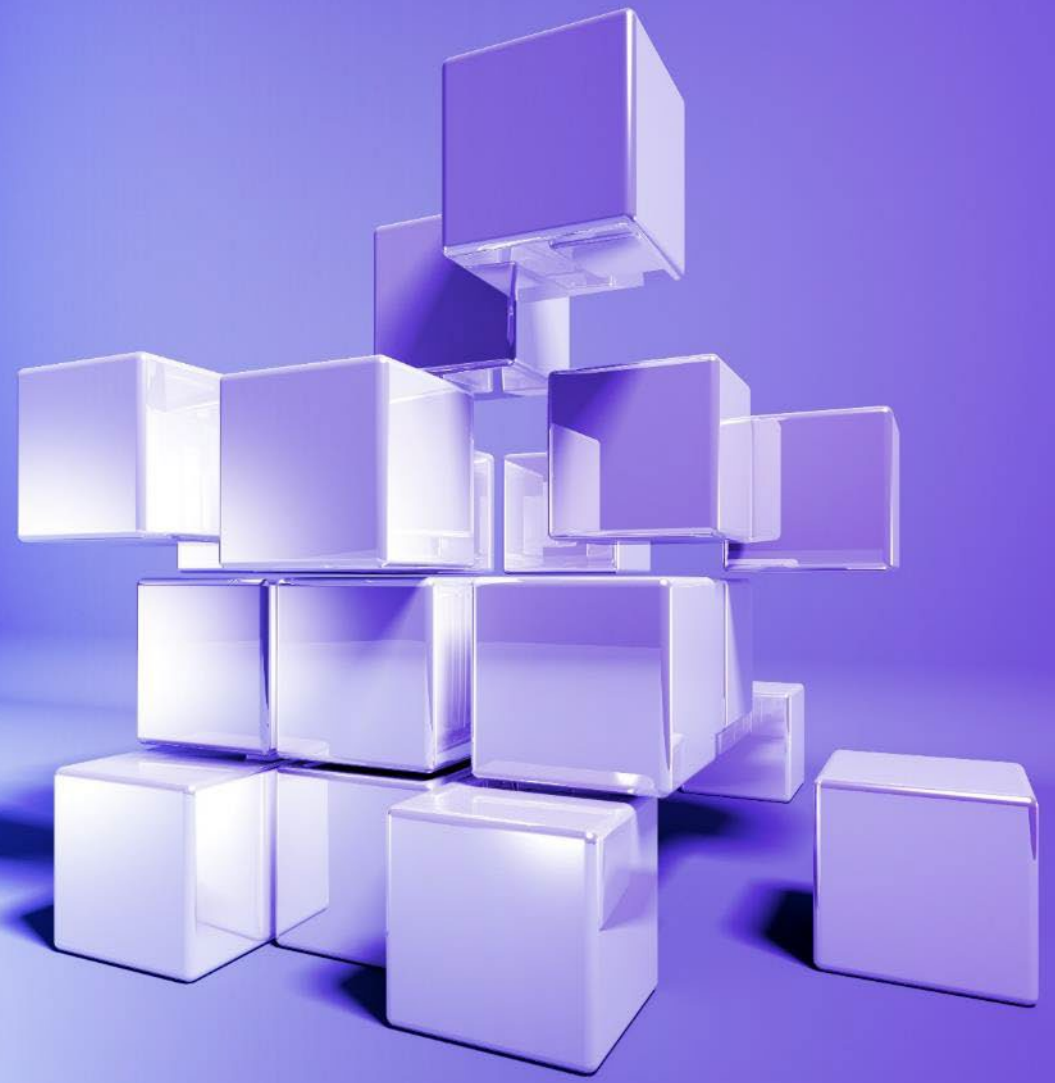
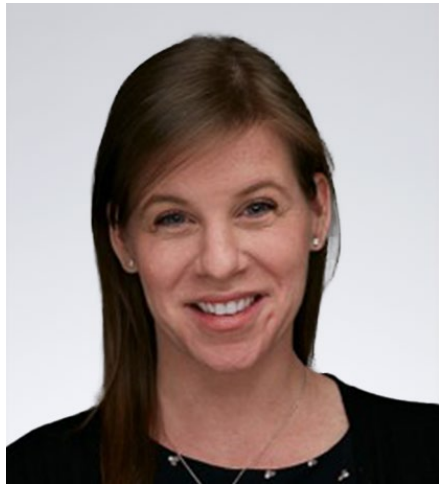


Introduction



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Measurement Journey

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Objective for Session

Develop a more focused approach to measurement

How to evaluate community need

How to improve your decision-making strategy

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The importance of measurement

01	**Informs strategy**
02	**Creates the ability to track progress and tell a cohesive story**
03	**Improves delivery and resource allocation**
04	**Forced to make difficult program decisions (funding and volunteering)**

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Measurement Framework

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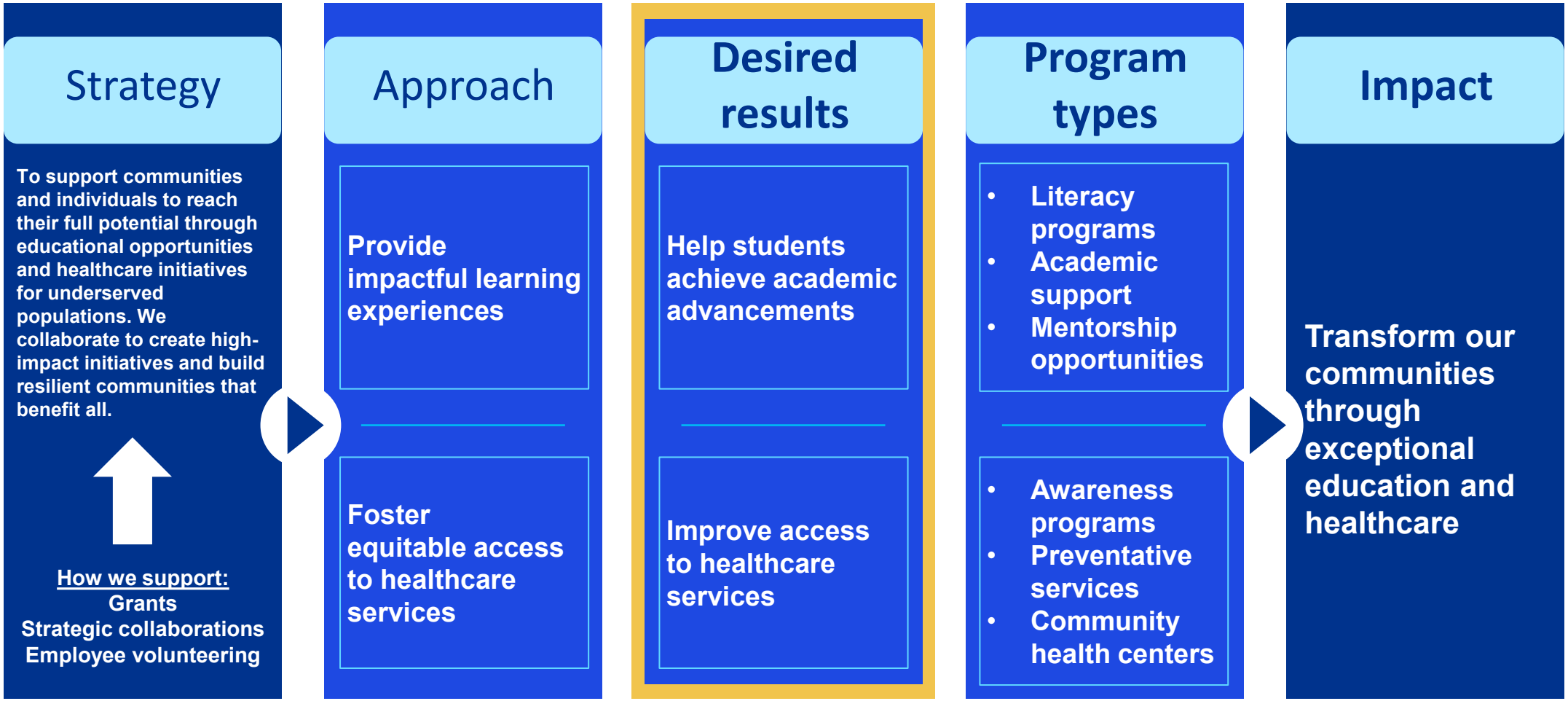
Sample: Measurement Framework



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Examples of metrics

	Help students achieve academic advancements	Improve access to healthcare services
Outputs	• Number of students reached • $ amount donated	• Number of beneficiaries reached • $ amount donated
Outcomes	• % of students that have a positive change in attitude • % of students that had improved academic performance and literacy rates	• % of beneficiaries who changed their behavior after receiving services • % of organizations that expanded healthcare services
Impact	• High school graduation rates • College acceptance rates	• Improved health outcomes in the community

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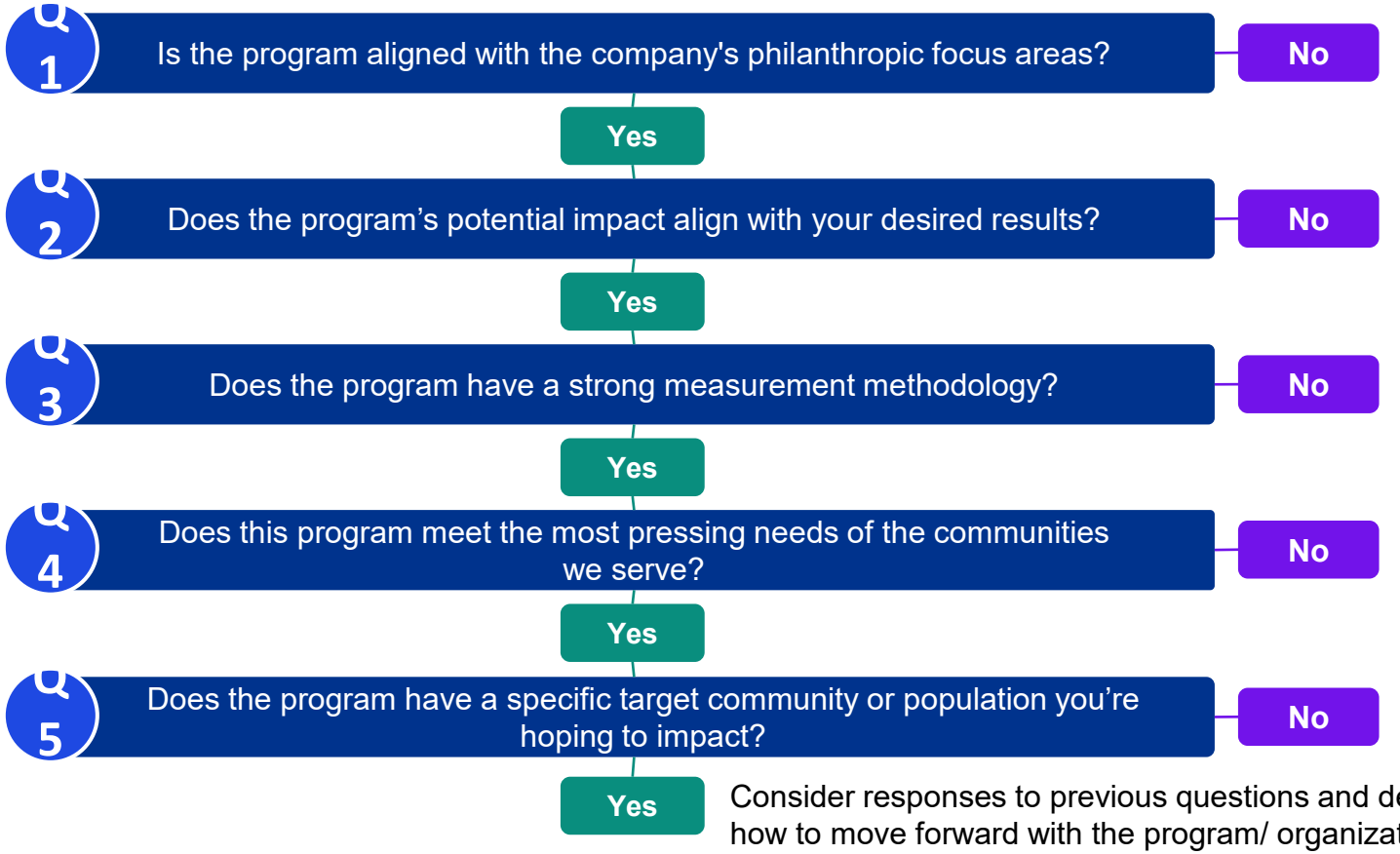
Data based decision making

After organization has been vetted



Consider whether there are any compelling reasons to deviate from the focus areas.

Consider whether this is a new organization or program and may need support to measure impact or if the program achieves another desired result. If they have a compelling plan for impact, you may still consider them.

Consider whether the organization's measurement rigor/methodology poses a risk to their ability to deliver impact. If so, what support could be offered to the organization to help them advance in this area.

Consider if there are other organizations that better align

Consider whether the lack of a clear plan impacts their ability to deliver impact.

Consider responses to previous questions and determine how to move forward with the program/ organizations

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Data based decision making

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Our World's Expanding Data Ecosystem

Q4 Does this program meet the most pressing needs of the communities we serve?

Q5 Does the program have a specific target community or population you're hoping to impact?

As of 2021, estimated download time ~ 181 million years

The amount of data available from 2010-2020 increased by 5000%

An estimated 80-90% of the data on the internet is *unstructured*

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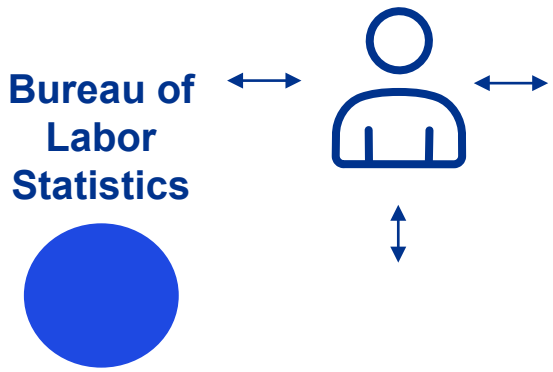
The Open Data Index for Schools (ODIS)



ODIS Domain	Indicator Variable	Data Source
Economic	Unemployment	Bureau of Labor Statistics
	Poverty	U.S. Census Bureau
	Access to broadband internet	U.S. Census Bureau
	Single-parent household	County Health Rankings
Education	Education less than high school	U.S. Census Bureau
	Education 2 years of college or more	U.S. Census Bureau
	Linguistic isolation	U.S. Census Bureau
Health	Access to healthcare	U.S. Census Bureau
	Infant mortality rate	County Health Rankings
	SNAP recipients	County Health Rankings
	Low birth weight	County Health Rankings
	Lead exposure risk	City Health Dashboard
Housing	Housing-vacancy rate	U.S. Census Bureau
	Housing affordability	U.S. Census Bureau
	Park access	City Health Dashboard
Crime	Violent Crime	County Health Rankings
	Incarceration rate	Vera Institute of Justice

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The Open Data Index for Schools (ODIS)

01 **Opportunity Index**

02 **Community Well-Being Index**

03 **Community Opportunity Map**

ODIS Domain	Indicator Variable	Data Source
Economic	Unemployment	Bureau of Labor Statistics
	Poverty	U.S. Census Bureau
	Access to broadband internet	U.S. Census Bureau
	Single-parent household	County Health Rankings
Education	Education less than high school	U.S. Census Bureau
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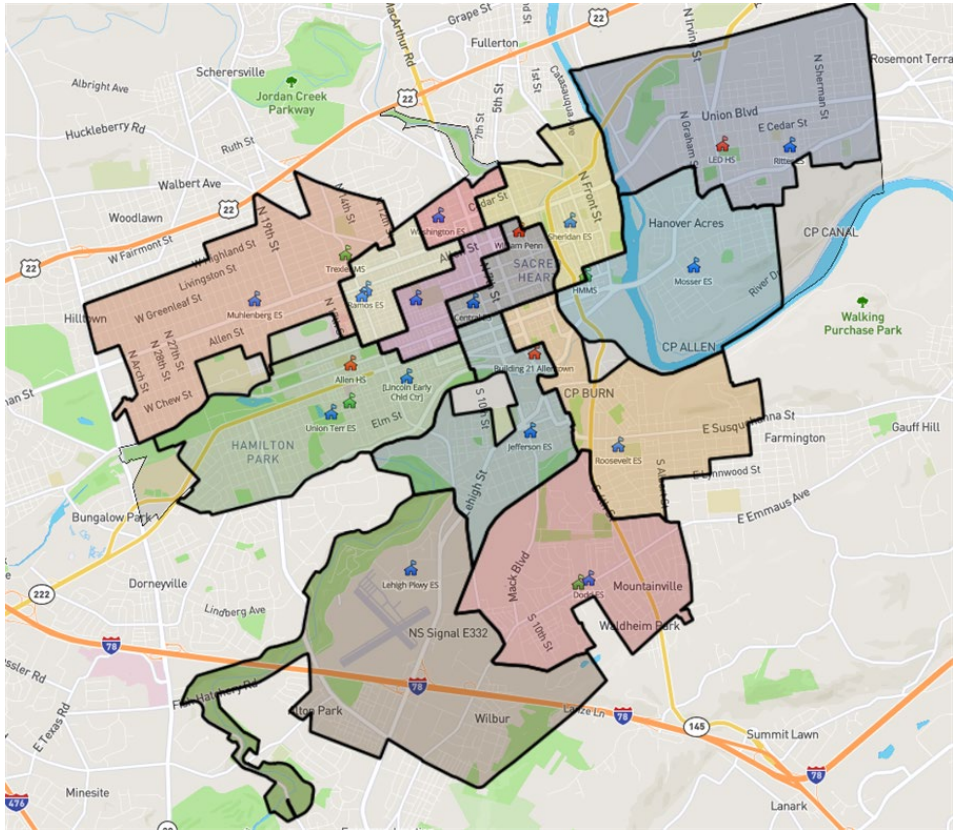
	Incarceration rate	Vera Institute of Justice



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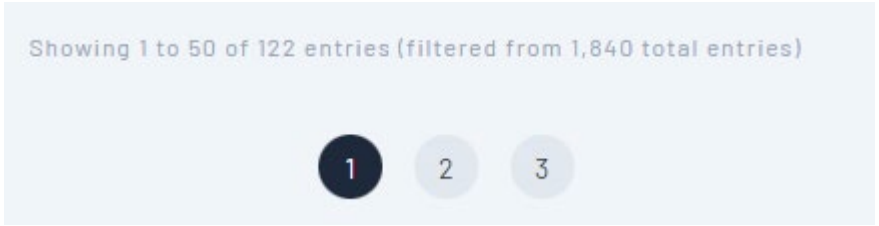
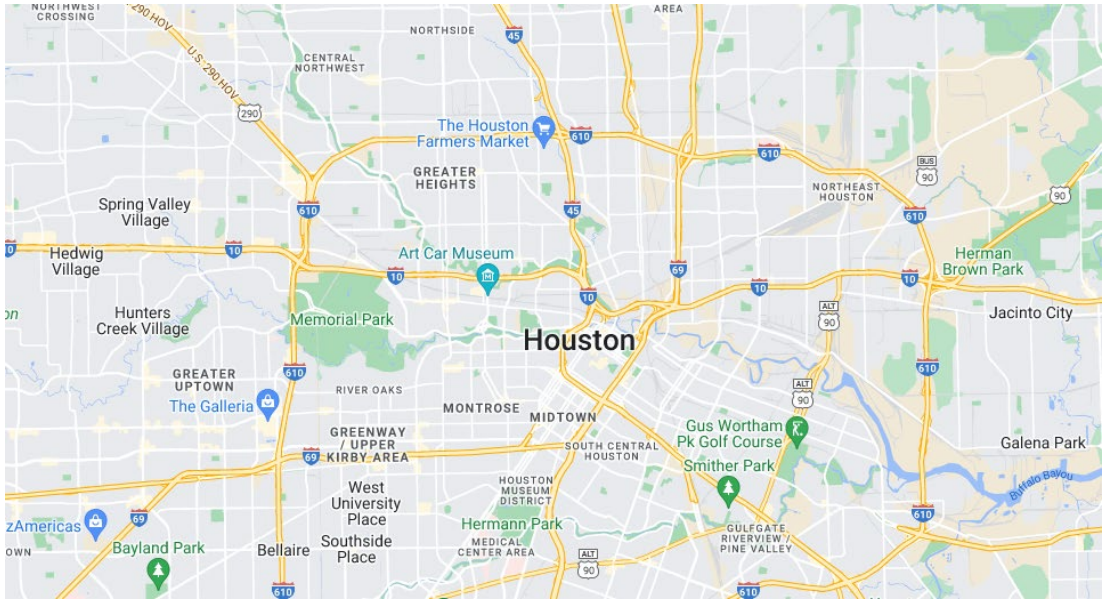
Let’s Walk Through A Use Case

1. https://ash.naf.org/public/odis
2. State -> Texas
3. County -> Harris County (Not Houston County)
4. City ->Houston



City of Houston, Texas = 122 unique 9-12th grade Public high school communities.



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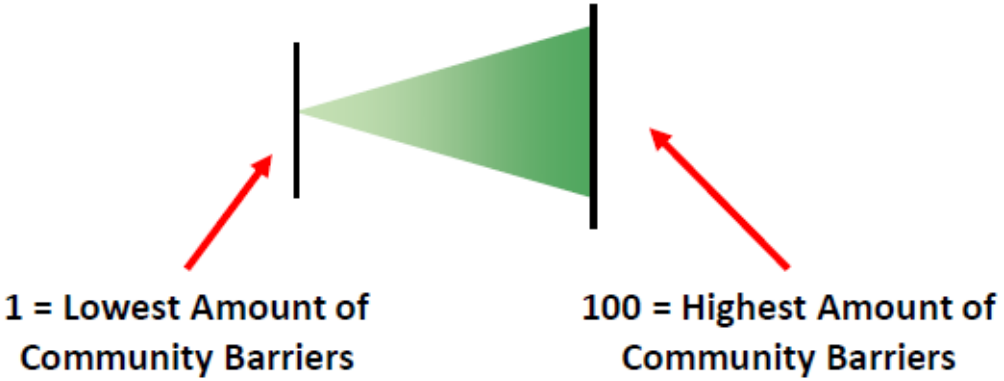
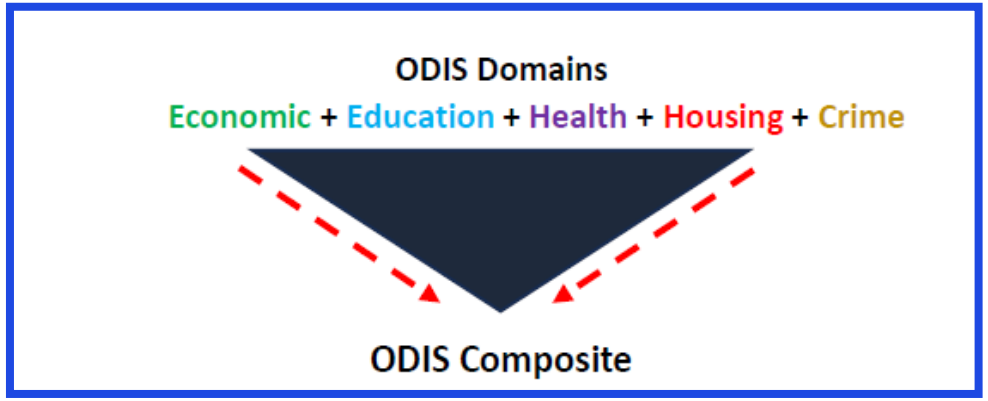
Interpreting ODIS



Economic	Education	Health	Housing	Crime	ODIS COMPOSITE
25	42	19	40	47	35

ODIS metrics are all presented on a scale of **1-100**, with higher numbers indicating greater community barriers and challenges.



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Houston, TX

SCHOOL NAME	SCHOOL DISTRICT	LOCATION	ECONOMIC	EDUCATION	HEALTH	HOUSING	CRIME	ODIS COMPOSITE
Aldine High School	Aldine Isd	Houston, TX 77037	49	81	47	37	64	56
Hall Success Academy	Aldine Isd	Houston, TX 77032	50	83	38	42	64	56
Harmony School Of Advancement-Houston	Harmony School Of Excellence	Houston, TX 77038	46	83	41	40	64	55
Blanson Cte High School	Aldine Isd	Houston, TX 77038	46	83	41	40	64	55

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Aldine High School Community

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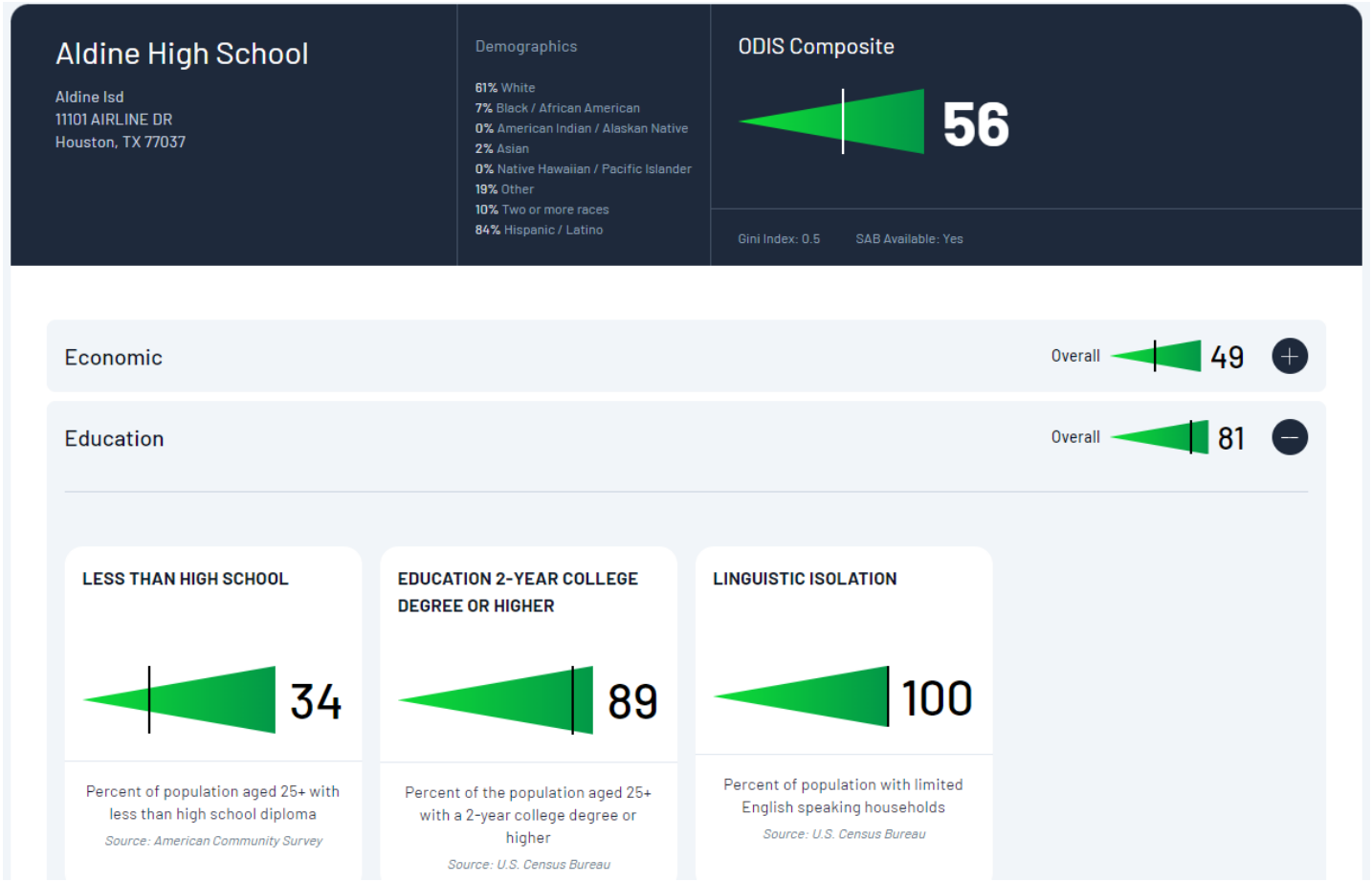
Aldine High School Community



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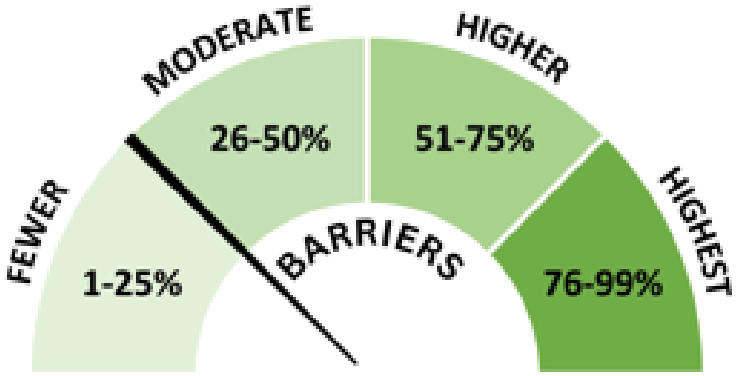
Comparing to National Data

How does your school community compare to others?

	1%-25%	26%-50%	51%-75%	76%-99%
Composite	1 - 29	30 – 34	35 – 39	40+
Economic	1 - 27	28 – 32	33 – 37	38+
Education	1 – 38	39 – 40	41 – 44	45+
Health	1 – 23	24 – 28	29 – 33	34+
Housing	1 - 16	17 – 23	24 – 31	32+
Crime	1 - 30	31 – 42	43 – 55	56+



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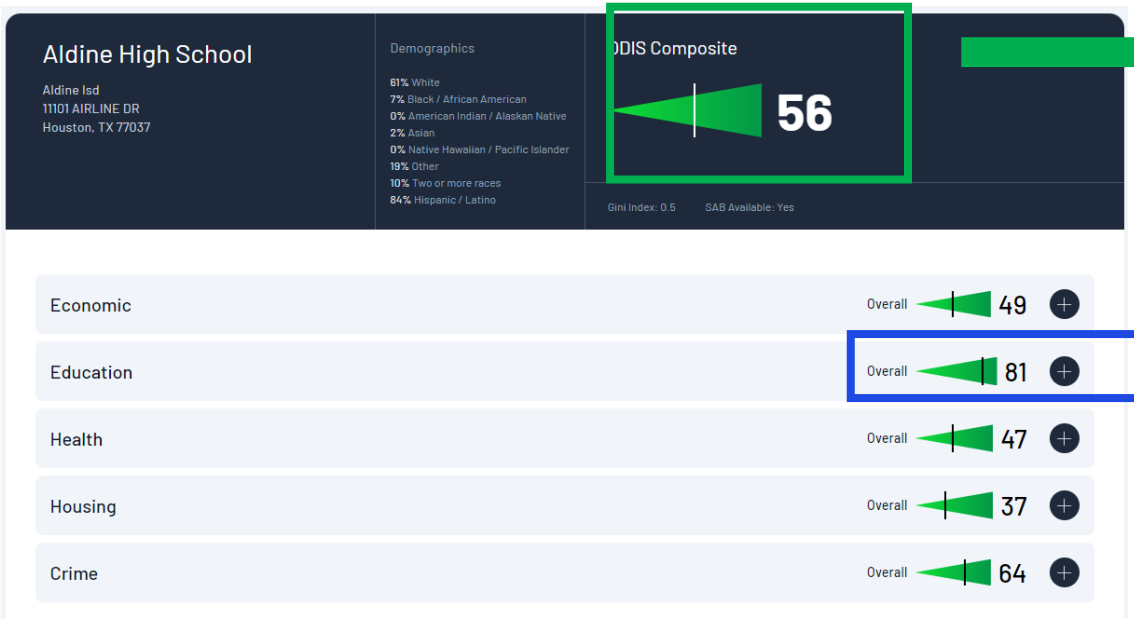

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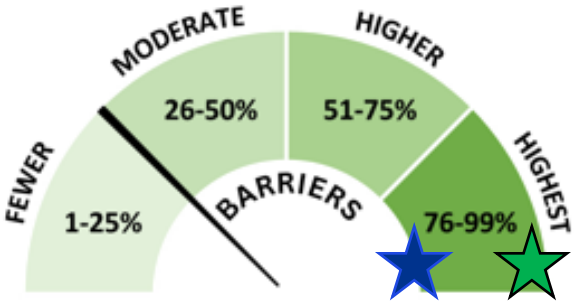
Education	1 – 38	39 – 40	41 – 44	45+
Health	1 – 23	24 – 28	29 – 33	3
Housing	1 - 16	17 – 23	24 – 31	32+
Crime	1 - 30	31 – 42	43 – 55	56+



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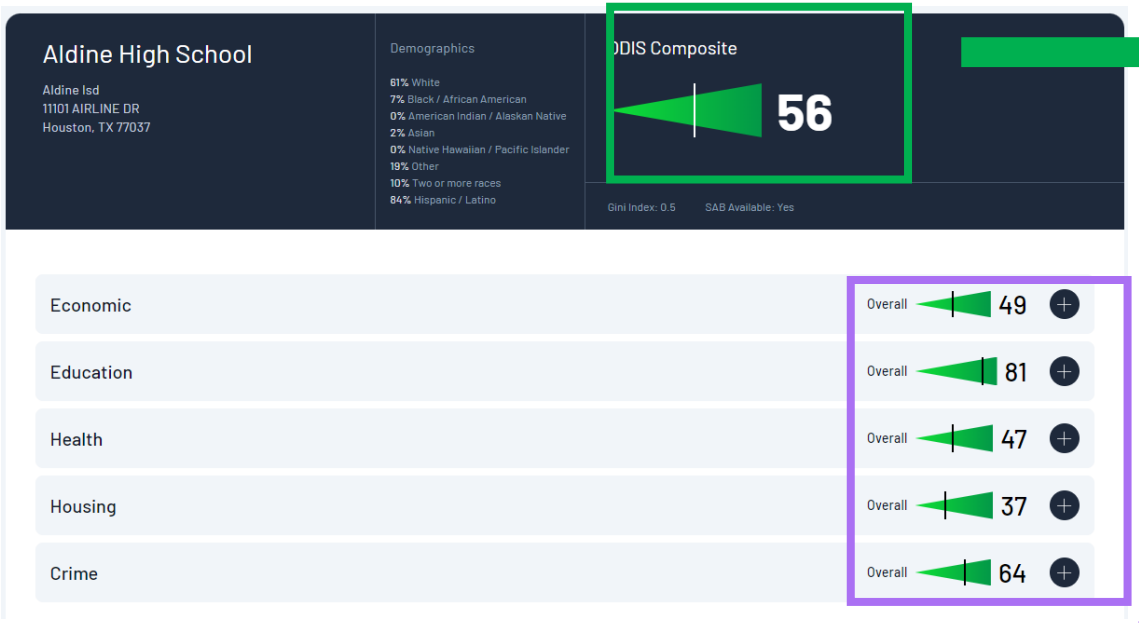

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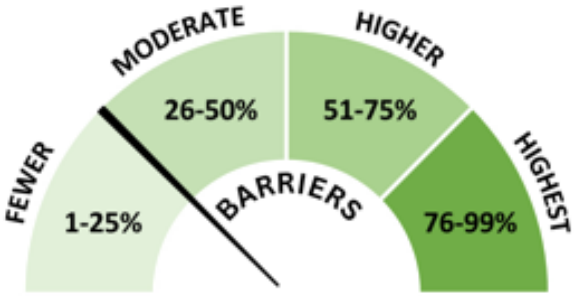

Education's

Exact percentile = 98%

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Example Use Case – HealthRise Foundation

Organization:	HealthRise Foundation
Mission:	Strive to empower high school students, especially BIPOC students of color in rural communities, through health education and resources that foster access to healthcare, improve health literacy, and form positive lifelong habits.
Audiences:	Students, Educators, Community Health Organizations – Focus on BIPOC communities of color

Grant Proposal 1

Grant Proposal 2

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Example Use Case – HealthRise Foundation

Grant Proposal 1

Goal: To establish a youth health literacy program for students that facilitates regular access to healthcare.

Location: Cheyenne Wells, CO

Free/Reduced Price Lunch: 100%

School Type: Rural

- Q1 Is the program aligned with the company's philanthropic focus areas? ✓
- Q2 Does the program's potential impact align with your desired results? ✓
- Q3 Does the program have a strong measurement methodology? ✓

Grant Proposal 2

Goal: To establish a ride-share program pairing school students with community members aged 65+ to overcome transportation barriers related to access to healthcare.

Location: Riverdale, CA

Free/Reduced Price Lunch: 90%

School Type: Rural

- Q4 Does this program meet the most pressing needs of the communities we serve? ?
- Q5 Does the program have a specific target community or population you're hoping to impact? ?

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Example Use Case – HealthRise Foundation

Grant Proposal 1

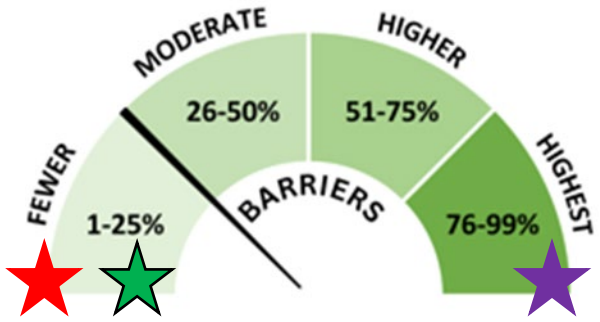
Goal: To establish a youth health literacy program for students that facilitates regular access to healthcare.

Demographic Makeup: 87% White, 6% “other” and 6% two or more races; 17% identifying as Hispanic/Latino

Overall ODIS Composite: 26

Health ODIS: 24

Access to Healthcare: 14



Q4 Does this program meet the most pressing needs of the communities we serve?

Q5 Does the program have a specific target community or population you’re hoping to impact?

Grant Proposal 2

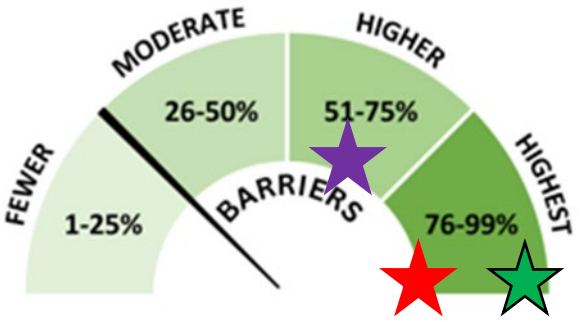
Goal: To establish a ride-share program pairing school students with community members aged 65+ to overcome transportation barriers related to access to healthcare.

Demographic Makeup:49% White, 37% “Other”, 11% Two or more races; 79% Hispanic/Latino

Overall ODIS Composite: 57

Health ODIS: 45

Access to Healthcare: 6



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Data Decision Tree Use Case – YOUR Organization

Organization:	Your Organization
Mission:	Your organization’s mission
Audiences:	Who does your organization serve?

- Q1 Is the program aligned with the company's philanthropic focus areas?
- Q2 Does the program’s potential impact align with your desired results?
- Q3 Does the program have a strong measurement methodology?
- Q4 Does this program meet the most pressing needs of the communities we serve?
- Q5 Does the program have a specific target community or population you’re hoping to impact?

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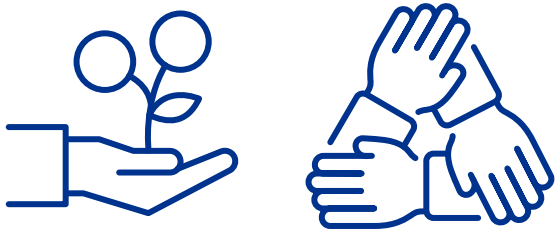
CodeInclusive

Organization:	CodeInclusive
Mission:	Strives to address the widening skills and degree attainment gap for software engineers by working directly with high schools to get students interested in computer programming and coding.
Audiences:	Students (especially BIPOC), Industry Computer Programmers
Measurement Strategy:	Track the number of student/industry engagements and also how many program participants have a reliable industry contact in computer science.
The Ask:	Interested in $25,000 of funding or 20 volunteers to work with them at a school near your offices



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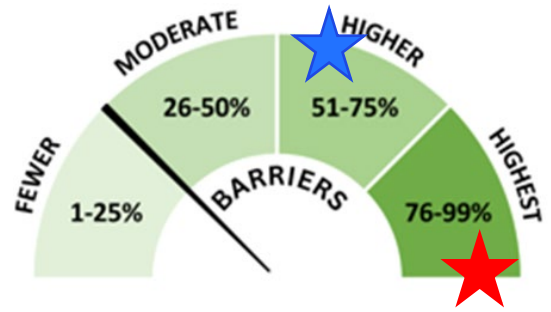
CodeInclusive

Q1	Is the program aligned with the company's philanthropic focus areas?	👍	👎
Q2	Does the program's potential impact align with your desired results?	👍	👎
Q3	Does the program have a strong measurement methodology?	👍	👎
Q4	Does this program meet the most pressing needs of the communities we serve?	👍	👎
Q5	Does the program have a specific target community or population you're hoping to impact?	👍	👎

Access to broadband internet



Two-year college degrees or higher

65% Black/African American 20% White 75% Hispanic/Latino

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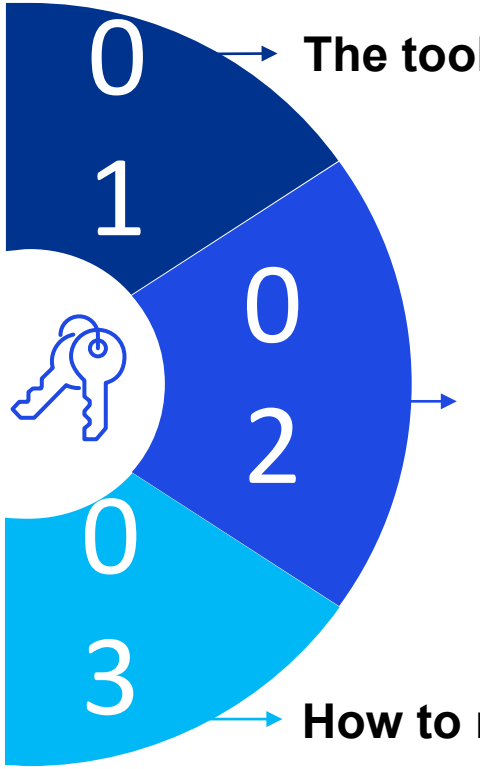
Key Takeaways



The tools to develop a more focused approach to measurement

Understand how to assess community need

How to make data-based decisions

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Q&A

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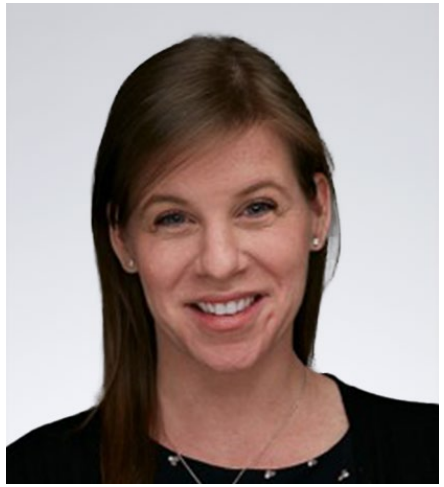
Thank You!



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