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Being accountable to the community: Measuring grant impact

Grant Making

Friday, Oct. 28, 2:45 p.m.



Your facilitators

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Executive Director

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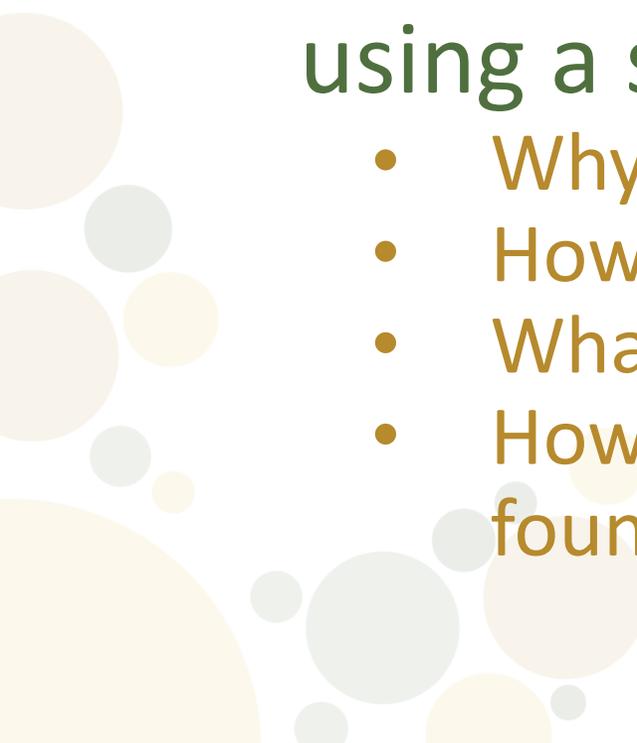
The Winnipeg Foundation
Community Grants Associate

Kevin Parsons

Endow Manitoba
Capacity Building Consultant



Our approach

- The fundamentals: cellphones and washrooms.
 - The goal: create a *fun, safe and engaging* space.
 - The format: share knowledge and experience using a structure of:
 - Why is this important?
 - How do you do it?
 - What is the outcome?
 - How can I apply this learning with my community foundation?
- 



Our philosophy

- *You* are the expert of your community and your community foundation.
- Please share your *thoughts, knowledge, and experiences* so that we can all learn from each other.





Why does it matter how much your grants impact your community?

Take a worksheet and **write** down your answer.



Madeleine Arbez Francofonds



Definition: Measuring grant impact

- Process by which your foundation **understands, measures, and recognizes** the impact of their grants on their community:
 - Needs, priorities & overall well-being
 - Focus
 - Relevance





Why does measuring grant impact matter?

- Helps your foundation make better future grant decisions.
- Strengthens our work.
- Affirms our commitment to our community.
- Celebrates our community.

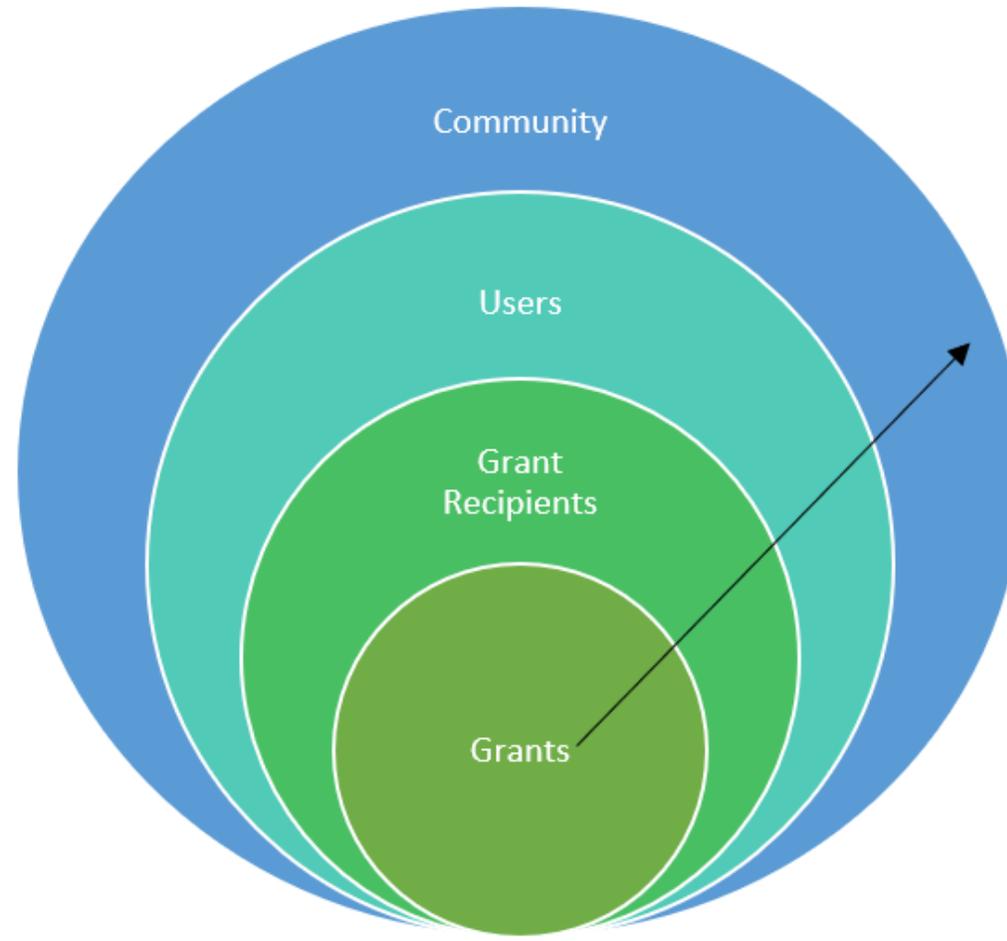




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How to measure grant impact?

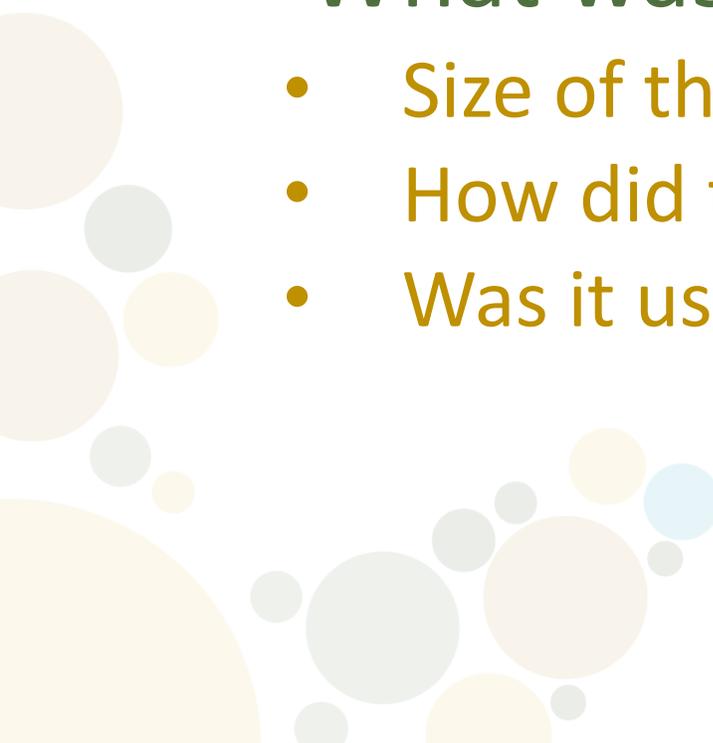




How to measure grant impact

Start with the basics – The Grant itself

- What was the project?
 - Size of the grant? (on its own, % of your grant budget)
 - How did the organization use the grant?
 - Was it used as intended?





How to measure grant impact

Intermediate – Collaborate with grant recipients to develop a deeper understanding of their goals.

- How did the grant further the organization's mission and vision?
- How did it support the people these organizations serve?
 - What feedback can they share?

Begin to identify trends throughout your grants impact.

- i.e., Your grants primarily support X (arts, sports, health)
- 



How to measure grant impact

Advanced – How did the grant address broader community priorities?

- Did the grant contribute to your community's well-being?
 - i.e., Is your community better off now? How so?
- Begin to look at all your grants and their impact collectively against community need
 - i.e., Community needs X, we supported % of grants toward X.

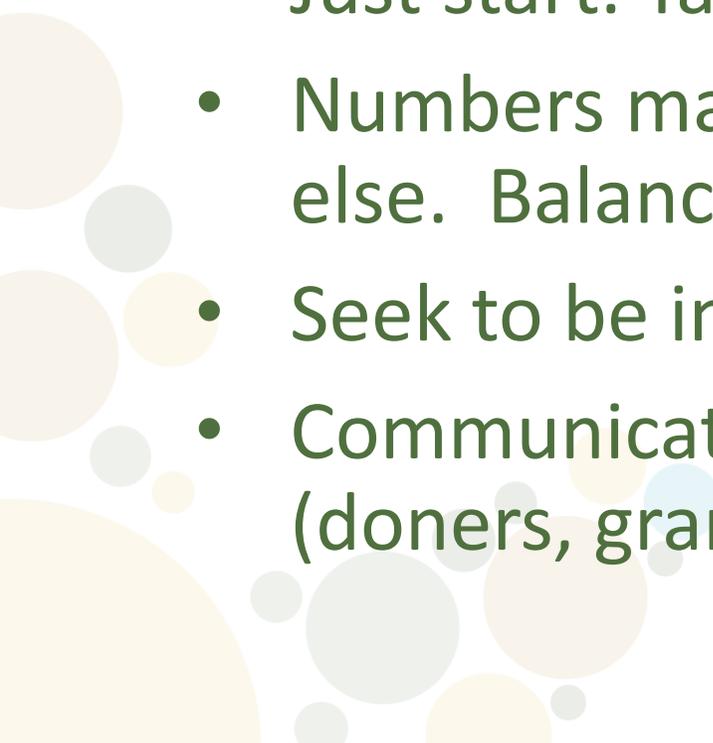




How to measure grant impact

Best Practices

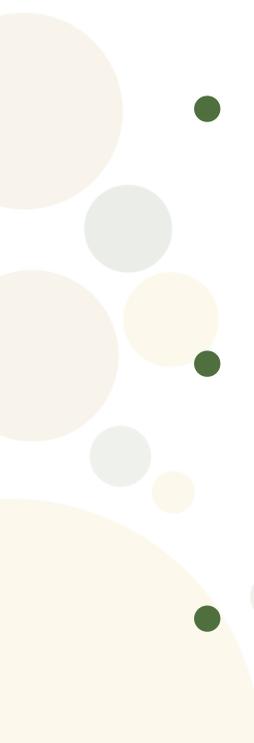
- Know/articulate what your community's needs are before you even make a grant. Makes measuring impact so much easier.
- Just start. Take small steps.
- Numbers matter but so does everything else. Balance quantitative with qualitative results.
- Seek to be inclusive.
- Communicate/share your grants' impacts with all stakeholders (doners, grant recipients, and your whole community).





Outcomes of measuring grant impact

- Improves trust.
- Underscores your foundation's importance.
- Increases your foundation's reach and engagement.
- Shows your commitment to learning and improvement.
- Celebrate your contribution in community.





Being accountable to community

Do you have your grant recipients complete "*project reports*" as part of their grant agreements? Why or why not? For those that do, what insights have you discovered?



Being accountable to community

Have you ever examined your collective grant impact in a year?

- For example: How much you granted? To whom? What area of need did it address (arts, health, etc.)?

What insights did you discover?





Being accountable to community

Exploring YOUR challenges:

- What is your biggest challenge with respect to measuring the impact of your grants?

Discuss in group. Share with all.



Concluding Thoughts

**Being accountable to the community:
Measuring grant impact**
Grant Making

*What's one key takeaway or "AHA" that
you want to remember?*

What are you curious about now?



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Thank you

Endow Manitoba is an initiative of The Winnipeg Foundation