



ImpactED

UNIVERSITY of PENNSYLVANIA

A Year in Review | 2018-2019

Accelerating Social Change





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Opening Letter

“TRUST THE PROCESS.”

—*The Philadelphia 76ers*

At the beginning of every collaboration, we ask our clients to trust the process. This is more than a classic Philadelphia sports reference (although some members of the ImpactED team are avid sports fans)! Our mission at ImpactED is to empower leaders with critical skills and data to accelerate social change. We realize that the only way to continually improve is to push yourself—and your organization—beyond your comfort zone and through inevitable setbacks. This requires trusting the work you put in and recognizing that change takes time.

Leaders often think about research and evaluation work as being about “data.” While we do indeed love data at ImpactED, our work is actually about much more than facts and figures—it’s about learning. As a guest speaker at one of our trainings last year so aptly noted, “learning is an act of curiosity and humility.” In 2018–2019, we worked with more than 50 organizations and 200 leaders in the region. In each of our organization’s services, we have seen how curiosity, humility, and a whole lot of hard work can advance social change.

- **Research & Evaluation.** We helped 15 organizations explore questions about their programs and use data to understand and communicate about their impact. Drawing on four years of research, we asked what it would take to empower fellow Philadelphians with information and knowledge to choose drinking tap water over bottled water and developed a partnership to launch the Drink Philly Tap campaign.
- **Learning & Development: Evaluation Capacity-Building.** Through our two evaluation capacity building programs—The William Penn Foundation’s Social Impact Collaborative (SIC) and The Pew Fund’s Evaluation Capacity Building Initiative (ECBI)—we helped leaders from 40 organizations identify the outcomes of their work and build a culture where they use data to constantly get better at what they do.
- **Learning & Development: Leadership & Board Development.** We doubled the size of our DiverseForce On Boards program and are now training over 50 leaders of color each year to serve on nonprofit boards in the region. The demand for diverse talent continues to grow, and we now have more than 150 nonprofit board matching partners.

The work we engage in inspires and challenges us every day. Continuous learning requires asking big questions and often being comfortable with not having all the answers. As we move into the 2019–2020 year, we’re committed to continuing to trust the process. We invite you to join us.



All the best,
Claire Robertson-Kraft
Founder & Executive Director



Research & Evaluation

ImpactED's unique approach to research and evaluation focuses not only on data collection and analysis, but also on developing a customized evaluation strategy and plan for using data to inform action. The organizations we worked with in 2018-2019 ranged in size from startup nonprofits to city agencies to state departments. Below are several featured evaluation projects, which exemplify our goal of leveraging data to maximize organizational impact.

HIP

“Health Information Project’s collaboration with ImpactED has exceeded our expectations! The ImpactED team’s rigorous research, data collection, analysis and strategic evaluation plan has helped catapult our organization to the next level. ImpactED has given us the tools to scale our model and make a more profound impact on the physical and emotional health of teenagers. In addition to their expertise, they are truly passionate and excited about our cause and our mission, making our partnership with them so much more than what can be outlined on paper. As a nonprofit that is growing, we feel lucky to have ImpactED as a part of our team and we look forward to continuing our work together!”

—Valerie Berrin
Director of Operations,
Health Information Project

Health Information Project Impact Evaluation 2018–2019

Health Information Project (HIP) is a peer health promotion program dedicated to supporting, informing, and empowering youth. Founded in 2008, HIP started in two schools and quickly expanded to 58 schools across Miami, Florida. In ten years, HIP has trained 8,200 11th and 12th grade student peer health educators who have provided valuable health information to over 180,000 9th graders. In 2018–2019, HIP commissioned ImpactED to conduct a mixed-methods evaluation of its program’s impact on students’ health knowledge, health behaviors, and school climate. Our evaluation included surveys with 9th grade students, Peer Health Educators, 9th grade teachers, and principals; four focus groups with 9th grade students and Peer Health Educators; 21 individual interviews and observations with key stakeholders; and additional observations. The evaluation found that HIP had a positive impact on students’ knowledge of health topics, their prohealth and prosocial behaviors, and their soft skills. HIP also had high levels of acceptance and satisfaction amongst stakeholders, with 100% of principals and 95% of 9th grade teachers reporting that they would recommend HIP to other schools.



THE BARNES FOUNDATION

“ImpactED did an amazing job telling this story — they really got the full arc end-to-end and the patterns are very clear. We’re going to learn a lot from this.”

—Shelley Bernstein
former Chief Experience Officer,
Barnes Foundation

Barnes Foundation Evaluation of Visitor Experience

The Barnes Foundation is an art collection and educational institution promoting the appreciation of art and horticulture, located on the Benjamin Franklin Parkway in Philadelphia, Pennsylvania. In the fall of 2018, ImpactED worked with the Barnes Foundation to conduct a mixed-methods study of the visitor journey. The research included an in-person intercept survey at the point-of-sale for tickets, a citywide survey focusing on general resident perceptions of the Barnes and cultural institutions in Philadelphia, and in-depth focus groups with past visitors as well as those who had never visited the museum. The final report identified key aspects of the visitor experience to the Barnes Foundation, and factors that potential visitors consider in deciding to visit.



Join thousands of fellow Philadelphians who are signing the pledge to Drink Philly Tap and help make our city cleaner, greener, healthier, and more prosperous!

Take the pledge:
drinkphillytap.org/pledge

Drink Philly Tap Public Engagement Campaign

Over the past four years, ImpactED and the Philadelphia Water Department have partnered to survey more than 12,000 Philadelphia residents on their perceptions of our city’s water. The survey has consistently found that 40% of city residents drink bottled water instead of tap water at home. To put this research into action and promote Philadelphia’s safe drinking water, ImpactED partnered with the Water Center at Penn, PennEnvironment Research & Policy Center, and the Philadelphia Water Department to launch the Drink Philly Tap campaign. Drink Philly Tap empowers Philadelphia residents with information and knowledge to choose drinking tap water over bottled water. To date, Drink Philly Tap has recruited and trained 19 ambassadors and collected nearly 5,000 Take the Tap Pledges. Drink Philly Tap is funded by a grant from the William Penn Foundation and in-kind donations from the Philadelphia Water Department.

Learning & Development

To create meaningful impact, social impact organizations need a clear vision of what they want to accomplish and how their programs and services will lead to those outcomes. They also need strategic and inclusive leadership to effect change. ImpactED offers targeted development opportunities for nonprofit leaders and their organizations designed to build evaluation capacity and cultivate leadership. Over the past year, we trained 50 organizations and more than 150 leaders through our two evaluation capacity building programs: the [Social Impact Collaborative](#) and the [Pew Fund Evaluation and Capacity Building Initiative](#). We also welcomed two new cohorts of the [DiverseForce On Boards](#) program which trains leaders of color to serve on nonprofit boards in the region.

Social Impact Collaborative (SIC)

With continued support from the William Penn Foundation (WPF), we were thrilled to welcome the second cohort of the Social Impact Collaborative (SIC) training program, which helps organizations use data to accelerate social change. Collectively, the organizations participating in SIC address a variety of critical issues affecting the region including education, arts and culture, public space, and sustainability, and bring in 70 million dollars annually.

2018-2019 Participating Organizations

- [Community Design Collaborative](#)
- [Cooper's Ferry Partnership](#)
- [Independence Seaport Museum](#)
- [Families Forward Philadelphia](#)
- [Fleisher Art Memorial](#)
- [Free Library of Philadelphia Foundation](#)
- [People's Emergency Center](#)
- [Philadelphia Parks & Recreation](#)
- [Sustainable Business Network](#)
- [The Village of Arts and Humanities](#)



Sustainable Business Network

The mission of the Sustainable Business Network of Greater Philadelphia (SBN) is to build a just, green, and thriving economy in the Greater Philadelphia region. In the first year of the SIC, SBN focused its measurement and evaluation efforts on its Green Stormwater Infrastructure (GSI) Partners Initiative. GSI Partners are SBN members in the GSI industry, a nature-based approach to stormwater management, including firms in design, construction, maintenance, and material supply.

Over the course of the year, the SBN team developed and administered a survey at their quarterly GSI Partners meetings to gather input on partners' satisfaction with the meeting, knowledge of and ability to implement GSI practices, and connections to—and collaborations with—other GSI Partners. They are using the data they've collected to inform how best to advance the local GSI industry and ultimately amplify the environmental, social, and economic impact of GSI in the region.

“SBN’s participation in SIC couldn’t have come at a better time. As we approach our twentieth anniversary, we have been reassessing how we measure and communicate our impact. SIC has helped developed our skillset—and our organizational culture—in qualitative and quantitative data collection and analysis, which are critical to our understanding of how well we are advancing our mission.” — **Anna Shipp**, *Executive Director, Sustainable Business Network*



The Pew Fund Evaluation Capacity Building Initiative (ECBI)

Over the last year, ImpactED and [McClanahan Associates](#) partnered with [The Pew Fund for Health and Human Services in Philadelphia](#) to equip more than 100 leaders from 30 Pew Fund nonprofits with the knowledge and skills to assess and strengthen their impact.

Through group learning sessions and individualized coaching, the 15-month program expands the abilities of these organizations to monitor their progress, use data to inform their practices, and evaluate results to determine whether goals are being met and how to make improvements.

2018-2019 Participating Organizations

[Broad Street Ministry](#)

[Career Wardrobe](#)

[Center for Advocacy for the Rights and Interests of the Elderly \(CARIE\)](#)

[Central Behavioral Health](#)

[Community Learning Center](#)

[Drueding Center](#)

[Ed Snider Youth Hockey Foundation](#)

[ElderNet of Lower Merion and Narberth](#)

[Esperanza Health Center](#)

[Face to Face](#)

[Family Service Association of Bucks County](#)

[Garage Community & Youth Center](#)

[Intercommunity Action](#)

[Intercultural Family Services](#)

[Joseph J. Peters Institute](#)

[Lutheran Settlement House](#)

[Maternal and Child Health Consortium of Chester County](#)

[Mural Arts Philadelphia](#)

[Network of Victim Assistance](#)

[Philabundance](#)

[Philadelphia Local Initiative](#)

[Support Corporation \(LISC\)](#)

[Project HOME](#)

[Senior Community Services](#)

[SquashSmarts](#)

[Support Center for Child Advocates](#)

[Supportive Older Women's Network](#)

[Surrey Services for Seniors](#)

[Women Against Abuse](#)

[Women's Opportunities Resource Center](#)

[YouthBuild Philadelphia Charter School](#)



Philabundance

For 35 years, Philabundance has provided emergency food to those in need. But it's not enough; despite receiving food, individuals and families still may go to bed not knowing where their next meal will come from, or if they'll have one at all.

During the ECBI, the Philabundance team developed their new strategy, Ending Hunger. For Good., which seeks to provide emergency food AND provide long-term food security. In collaboration with Habitat for Humanity of Montgomery and Delaware Counties and the Pottstown Cluster of Religious Communities, the team began a pilot program in February 2019 that provides food, financial literacy coaching, and case management to help improve other issues, including housing challenges. They collected comprehensive data on participating families to understand their needs and to assess the impact of the pilot over time.

“Ending Hunger. For Good. is a bold, new strategy that will allow us, through collaboration, to focus on the vicious cycle of spending trade-offs and no-win decisions: Do I buy food or medicine? Heat or eat? With the support of our ECBI learnings, Philabundance has been able to lay the groundwork for transformational change within our organization and to develop meaningful evaluation plans for our expanded mission.” —**Melanie Cataldi**, Chief Impact Officer, Philabundance

DiverseForce On Boards

The DiverseForce On Boards program was founded in 2017 as a partnership between DiverseForce and ImpactED to address the lack of racial and ethnic diversity on boards. The program provides leaders of color with the necessary knowledge, skills, and network to catalyze social change.

Over the last year, we were able to expand our services and train two cohorts of more than 50 leaders with support from the William Penn Foundation, Knight Foundation, and Philadelphia Foundation. During the program, participants complete a six-session curriculum on board leadership and governance, which includes strategic planning, fundraising, and legal roles and responsibilities. In addition to developing their professional skills, participants build a deeper understanding of their personal leadership style and are empowered to help organizations better align with the communities they serve.

At the most recent graduation ceremony, Philadelphia Mayor Jim Kenney presented all graduates with a City Council citation, which recognizes DiverseForce on Boards as an innovative solution to increasing board diversity. To date, more than 150 nonprofit boards have signed on as matching partners demonstrating the high level of interest in the program.



DiverseForce by the Numbers

100% of participants agreed or strongly agreed that the trainings were high quality and provided concrete tools and deliverables that would support their organization's growth

98% of program participants are promoters of the program

150+ organizations signed up to be matching partners



“It has been my pleasure to be a part of this wonderful initiative since its inception. The case for diversity on nonprofit boards is compelling, yet we have not made enough progress. The DiverseForce On Boards Program is confronting this gap and making a real difference.”

—**Sharmain Matlock-Turner**
President and CEO,
Urban Affairs Coalition

Our Services

Our data-informed evaluation and development services are designed to equip organizational leaders with the knowledge, skills, and tools they need to increase their social impact.

Research and Evaluation

Customized evaluation strategy

We support organizations in developing a customized strategy for mapping program design and objectives, and measuring progress towards key outcomes.

Rigorous data collection and analysis

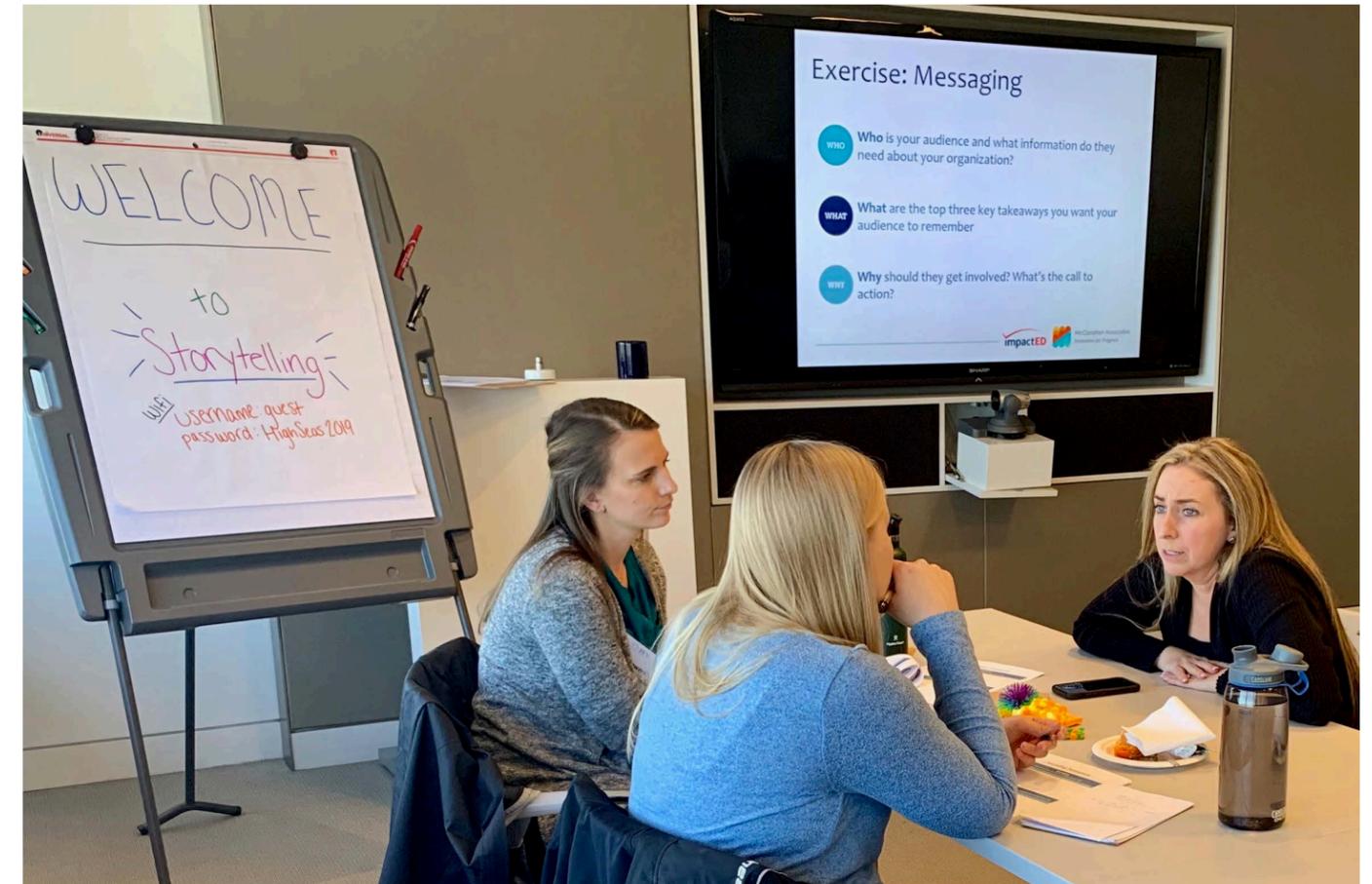
We leverage qualitative and quantitative sources of data to understand the implementation and impact of programs, projects, and initiatives.

Comprehensive research

We use qualitative and quantitative sources of data to learn about the population you serve, what they think, and what they need from your organization.

Data-to-action planning

We help organizations develop data use plans that inform internal programmatic improvement and deliver high-quality reports that support organizations in telling their story.



Learning and Development

Measurement and evaluation training programs

Offered in a hybrid format, with both online and in-person components, our measurement and evaluation trainings help your organization build internal capacity for developing evaluation strategies, collecting and analyzing data, and using data to inform action and storytelling.

Leadership development

We offer collaborative, customizable training programs that provide your organization's leaders with the skills, confidence, and support they need to affect positive change.

Retreat and meeting facilitation

We collaborate with your organization's leadership to facilitate board retreats, advisory board meetings, planning sessions, and conferences. We work with you to define success, produce reports, and provide suggested opportunities for ongoing work.

A Note of Gratitude

Through our customized evaluations and organizational development programs, we have cultivated an expansive network across the Greater Philadelphia region. Our work would not be possible without our talented staff, team of coaches, instructors, partners, and clients.

Our Staff

Claire Robertson-Kraft
Founder & Executive Director

Nina Hoe Gallagher
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President & CEO
Urban Affairs Coalition

Wendy McClanahan
President / CEO
McClanahan Associates

Clients

After-School All Stars

Barnes Foundation

Broad Street Ministry

Career Wardrobe

Center for Advocacy for the Rights
and Interests of the Elderly (CARIE)

Central Behavioral Health

Community Design Collaborative

Community Learning Center

Cooper's Ferry Partnership

Delaware Department of Education

Draw the Lines

Drueding Center

Ed Snider Youth Hockey Foundation

ElderNet of Lower Merion and Narberth

Esperanza Health Center

Face to Face

Fairmount Park Conservancy

Families Forward Philadelphia

Family Service Association of Bucks County

First Book

Fleisher Art Memorial

Free Library of Philadelphia

Garage Community & Youth Center

Girl Develop It

Health Information Project

Independence Seaport Museum

Intercommunity Action

Intercultural Family Services

Joseph J. Peters Institute

Lenfest Center

Let it Ripple

Lutheran Settlement House

Maternal and Child Health Consortium

Meetup, LLC

Mt. Airy USA

Mural Arts Philadelphia

Network of Victim Assistance

People's Emergency Center

Philabundance

Philadelphia Local Initiatives
Support Corporation (LISC)

Philadelphia Music Alliance for Youth

Philadelphia Parks & Recreation

Philadelphia Parks Alliance

Philadelphia Public School Notebook

Philadelphia Water Department

Playworks

Project HOME

Senior Community Services

SquashSmarts

Support Center for Child Advocates

Supportive Older Women's Network

Surrey Services for Seniors

Sustainable Business Network

TeenSHARP

The Village of Arts and Humanities

West Philadelphia Skills Initiative

Women Against Abuse

Women's Opportunities Resource Center

YouthBuild Philadelphia Charter School

Partners





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