

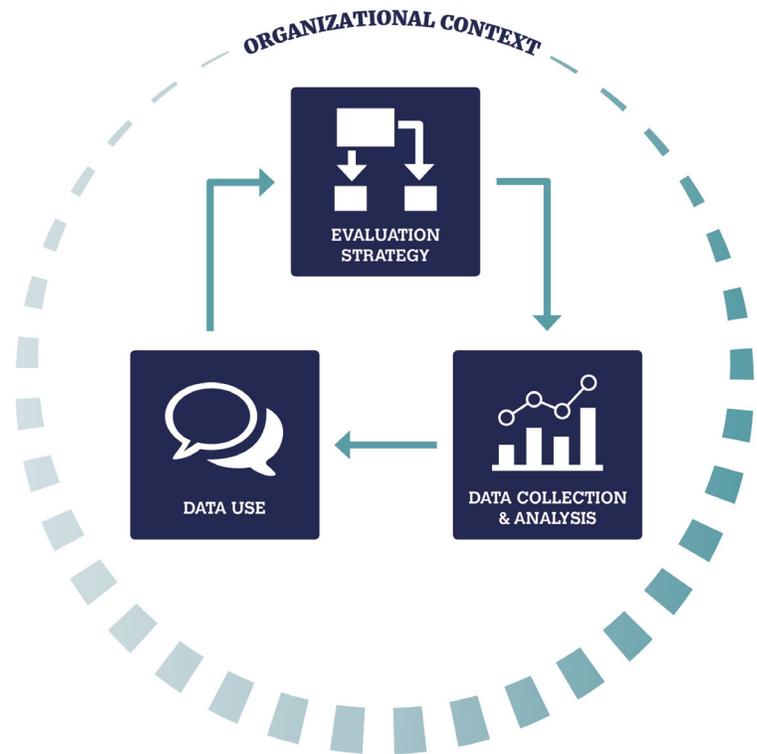
# Social Impact Collaborative Program Overview



## Program Goals

The Social Impact Collaborative will equip a cohort of William Penn Foundation grantees with the information, skills, and tools they need to use data to drive improvement and share their story with key stakeholders in the Philadelphia community and beyond. Each participating grantee will select a program, project, campaign, or initiative to be the focus of their participation in Year 1 of the Social Impact Collaborative. Year 2 of the Social Impact Collaborative will focus on applying these practices organization-wide.

- ▼ **Evaluation Strategy.** Participating grantees will identify current evaluation needs and performance measurement capacity within their organizations. They will create or refine a logic model for a specific program or initiative that they are currently implementing and develop key metrics to track progress.
- ▼ **Data Collection & Analysis.** Participating grantees will develop a data collection plan and aligned instruments (e.g., surveys, focus group protocols) to capture information on implementation and impact for the selected program. They will also build their data analysis skill set and learn how to interpret results.
- ▼ **Data Use.** Participating grantees will learn strategies for using data to inform programmatic improvement. They will also develop an approach for sharing the impact of their work with internal and external stakeholders.



Throughout the Social Impact Collaborative, participating grantees will focus on building a culture of learning in their organizations that supports evaluation and monitoring practices.

## Testimonials

Ten organizations recently finished the first year of the Social Impact Collaborative. These grantees' missions addressed a variety of critical issues affecting the region from education, arts and culture, public space, to sustainability. Hear more about their experiences [in this video](#)  and the testimonials below.

### PHILADELPHIA PARKS ALLIANCE

The Philadelphia Parks Alliance staff builds capacity for Recreation Advisory Councils (RACs) and reignites the conversation between communities and their local recreation centers. Over the course of the Social Impact Collaborative, they developed and piloted new data collection tools for capturing information on community needs.

*“I would highly recommend that other organizations join the Social Impact Collaborative. We were fortunate enough to start this process at a transitional point for our organization. As we’ve rebuilt our organization, it’s been useful to incorporate these changes now-- rather than months or years down the road. It’s allowed us to build data analysis into nearly all of the work we’re doing-- and better analyze our progress as we advance our mission.”*

—George Matysik, Executive Director, The Philadelphia Parks Alliance

Over the course of the Social Impact Collaborative, the Norris Square Community Alliance staff developed logic models for all of the organization’s out-of-school time programs, piloted a new student interest survey, and developed strategies for institutionalizing data collection practices within the organization.

### NORRIS SQUARE COMMUNITY ALLIANCE

*“We’ve been in the community for over 30 years now, and we’ve gotten to the point where our neighborhood is changing and we have new challenges. I think building a culture of data will be really important for our organization lasting another 30 years and retaining the community that we serve in that neighborhood for another 30 years.”*

—Candace McKinley, Development & Communications,  
Norris Square Community Alliance

## Grantee Expectations

Participating grantees will be expected to:

- ▼ **Attend Monthly Training Sessions.** Grantees will select a team of 3-4 organizational representatives to participate in the initiative. This team should include the organization's executive director, another senior-level leader, a program staff member, and a data and/or communication staff member (if relevant). The Executive Director will be expected to attend select sessions.
- ▼ **Participate in Targeted Support.** Grantees will work with a member of the coaching team between sessions (see technical assistance overview below).
- ▼ **Commit to Ongoing Data Use.** Grantees will commit to institutionalizing data use within their organizational culture beyond the duration of the program.

## Program Content & Support

Participating grantees will be provided with varying types of support:

- ▼ **Resource Toolkit.** Grantees will receive a toolkit for evaluation strategy, data collection & analysis, and data use, which will include best practices and recommendations, as well as tools for implementation (e.g., checklists, videos).
- ▼ **Training Sessions.** In Year 1 of the program, grantees will attend an orientation, six half-day training sessions, and a culminating event to share results. Each of these trainings will provide an overview of best practices and include individual and group learning opportunities. See full schedule of training sessions below. In Year 2, grantees will attend two half-day training sessions and a final event to showcase organizational learning.
- ▼ **Technical Assistance.** Throughout Years 1 and 2, grantees will receive differentiated technical assistance from the program team between sessions. The program team will identify specific grantee's needs and provide targeted support for evaluation strategy, data collection and analysis, and strategic communication. Technical assistance will include a combination of in-person meetings, as well as email and phone consultation, depending on the grantee's needs. This technical assistance will be ~1 day a month of time.

## Program & Coaching Team

The Social Impact Collaborative will be run by ImpactED. Based at the Fels Institute of Government at the University of Pennsylvania, ImpactED has a proven track record in program evaluation and organizational development. For more information on the program team, please visit [www.impactdphl.com](http://www.impactdphl.com). ↩

# Eligibility Requirements & Application Process

All William Penn Foundation grantees with a current grant active through May 2018, or after, are eligible to apply. Below is a detailed overview of the eligibility requirements and application process.

## Introductory Workshop

At least one organizational representative is required to attend one of the following three introductory workshops to learn more about evaluation activities and the program. If possible, we recommend 2 members per organization attend one of these sessions as a team. This workshop will be offered in partnership with the Scattergood Foundation, who will share information about the Building Capacity for Evaluation Initiative open to all area non-profits that may also be of interest to grantees.

- ▶ Wednesday, April 18th, 9-12, at the Science Center Building 3440 Market St, Classroom C
- ▶ Monday, April 23rd, 9-12, at the Friends Center 1501 Cherry Street, The Rufus Jones Room
- ▶ Monday, April 30th, 9-12, at the Friends Center 1501 Cherry Street, The Rufus Jones Room

[Please use the link here to RSVP for the information session.](#) ↗

## Written Application

All grantees must submit a written application detailing their organization's interest in the program, as well as current data use practices. The application deadline is Friday, May 11th at 11:59pm.

[Please submit your application using the link here.](#) ↗

## Interviews

A subset of grantees will be selected for interviews with the ImpactED team. These interviews will provide organizations with an opportunity to expand on information from the written application and for the ImpactED team to determine if the organization's needs are a fit for the Social Impact Collaborative.

- ▶ Organizations will be notified if they have been selected for an interview in early June
- ▶ Organizations will be notified if they have been selected for the program in early July

## Eligibility Requirements

- ▶ Organizations with WPF grants active through May 2018 (or after) are eligible to apply.
- ▶ Organizations will be selected based on organizational readiness and commitment and the ability to create a diverse cohort that promotes learning opportunities across organizations.
- ▶ Organizations that are currently participating in another evaluation capacity building initiative (i.e., the Building Evaluation Capacity Initiative or the Pew Fund Evaluation Capacity Building Initiative) are not eligible to apply
- ▶ If you have any questions about eligibility requirements, please contact your program officer.

# Year 1 Calendar

The first year of the program will run from Fall 2018 through Fall 2019. All dates are provided below.

## Orientation

- ▶ **August 2018** (*Scheduled based on availability*): Individual meetings with program team\*\*  
*Meeting to discuss organizational needs and capacity for performance measurement and evaluation*
- ▶ **Thursday September 13th, 2018** (5:00pm-8:00pm): Kick-Off\*\*  
*Program kick-off event*

## Evaluation Strategy

- ▶ **Friday, October 5th, 2018** (9am-1:30pm): Logic Models\*\*  
*Grantees will develop a program logic model to capture their programmatic strategy*
- ▶ **Wednesday, November 7th, 2018** (9am-1:30pm): Metrics & Indicators  
*Grantees will identify clear metrics and short- and long-term indicators for capturing impact*

## Data Collection & Analysis

- ▶ **Wednesday, December 5th, 2018** (9am-1:30pm): Data Collection  
*Grantees will create or refine their plan for data collection aligned to indicators of impact*

*During the months of January-February, grantees will pilot their data collection and attend peer learning group sessions.*

- ▶ **Friday, March 8th, 2019** (9am-1:30pm): Data Analysis  
*Grantees will share progress on data collection pilot & learn strategies for analyzing data*

*During the month of March/April grantees will attend small group training sessions on data analysis strategies.*

## Data Use

- ▶ **Friday, May 3rd, 2019** (9am-1:30pm): Implementation Planning\*\*  
*Grantees will create a plan for using data to drive improvement and building a culture of data use*
- ▶ **Wednesday, June 5th, 2019** (9am-1:30pm): Storytelling  
*Grantees will learn strategies for using data to share their story of impact*
- ▶ **Fall 2019 (TBD)**: Culminating event & presentations

*\*\*The Executive Director is required to attend these sessions.*

## Year 2 Calendar

The second year of the program will run from Fall 2019 through Fall 2020. Below is an overview of the key elements of Year 2 support.

### Developing & Monitoring Work Plans

Grantees will refine the work of Year 1 and develop an annual work plan for Year 2. This work plan will include the following:

- ▶ **Goals & Objectives.** Annual goals for data planning, collection, analysis, and use.
- ▶ **Outputs & Deliverables.** Key deliverables over the year.
- ▶ **Activities & Tasks.** Key tasks that need to be executed to reach these outputs.
- ▶ **Timeframe.** Key timeframe and deadlines.
- ▶ **Resources.** Key resources (e.g., staffing, material, financial) that need to be employed.

Grantees will meet with their coach quarterly (dates determined based on the work plan) to assess progress, troubleshoot challenges, and discuss next steps.

### Small Group Learning Sessions

Grantees would have an opportunity to attend a variety of online and in-person sessions during the year on the following topics (among others based on identified need):

- ▶ **Data Collection.** Reviewing strategies for quantitative and qualitative data collection.
- ▶ **Data Analysis.** Reviewing strategies for data analytics.
- ▶ **Database Management.** Merging data sources across the organization and managing an organization-wide database and dashboard.
- ▶ **Data Visualization.** Discussing best practices in data visualization.
- ▶ **Reporting.** Discussing strategies for sharing data with various audiences.

### Peer Learning Sessions

Grantees will attend peer learning sessions to discuss lessons learned and challenges with others in the cohort. These sessions will introduce key principles of change management and provide an opportunity for organizations to consider the best way to approach change in their organizations. Throughout the initiative, we will also host online and in-person office hours to address specific organizational challenges.

### Technology Support

We will offer additional technology support for select grantees. Depending on need, grantees will be provided with technical assistance to select a new database management system or enhance an existing database/reporting system.

*\*All dates and locations for Year 2 programming will be confirmed in Spring 2019.*