F. M. Kirby Impact Prize
How to Talk About Your Impact to Date

Thank you for joining us. We'll be starting shortly.

I'm your host....

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I'm your host....

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Objectives

- Participants will understand the F. M. Kirby Impact Prize basics

- Participants will understand how the Kirby Impact Prize selection committee will evaluate their impact to-date

- Participants will increase understanding of the basics of impact evidence measurement

- Participants will learn what CASE resources are available to learn more about impact evidence

About CASE

CASE Vision:
All social entrepreneurs have the skills, networks, and funding needed to scale their impact and solve the world's most pressing challenges.

CASE Mission:
CASE prepares leaders and organizations with the business skills needed to achieve lasting social change.

EDUCATION

Train next generation social impact leaders

THOUGHT LEADERSHIP

Apply a research lens to the field of social entrepreneurship.

PRACTITIONER ENGAGEMENT

Build strong strategic networks & develop tools to accelerate the pace of change

Kirby Impact Prize Basics

What is the F. M. Kirby Impact Prize?

- A **new** global prize to amplify and accelerate impact-driven enterprises

- $100, 000 (USD) in unrestricted funds

- What makes this award unique:
  - Scaling Focus
  - Institutional & Brand Support
  - Open to Nonprofit & For-Profit Models
  - Unrestricted Funding

Who is eligible to apply?

The F. M. Kirby Impact Prize is open to all impact enterprises, operating anywhere in the world, that meet the following criteria:

1. Nonprofit, for-profit, or hybrid enterprise

2. Strong evidence of **impact** over the last 3 years and has a **plan to scale** that impact in the next 3-5 years

3. Has **exemplary leadership** that aligns with the core values of Fred Morgan Kirby: integrity, resourcefulness, resilience, meaningful collaboration, and diversity
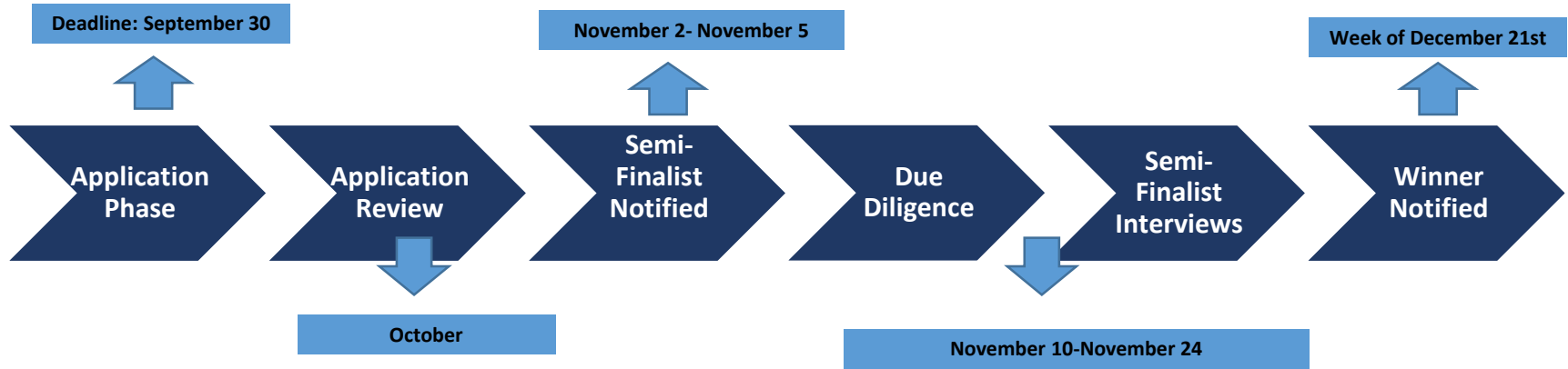
Who is eligible to apply?

4. Robust anti-discrimination or inclusivity policy that prohibits discrimination on the basis of marginalized identities

<u>Resources to help get started:</u>

- **https://tinyurl.com/sampleantidiscrimination**

- **https://tinyurl.com/nonprofitinclusiveness**

- **https://tinyurl.com/biasimpactassessment**

How will the winner be selected?

Deadline: September 30

November 2- November 5

Week of December 21st

Application Phase → **Application Review** → **Semi-Finalist Notified** → **Due Diligence** → **Semi-Finalist Interviews** → **Winner Notified**

October

November 10-November 24

How will we evaluate your impact to date?

- **PROBLEM:** *What is the problem you're working to solve?*
  - The enterprise shows a clear and well researched understanding of the issue they are addressing and the root causes therein

- **SOLUTION:** *What is your vision for solving the problem? What is your specific solution?*
  - The enterprise articulates the future state they are working to create and described how their solution will uniquely contribute to their vision. The enterprise understands the assumptions and risks for the model

- **EVIDENCE:** *What impact has your solution had to-date? How do you know?*
  - The enterprise has compelling evidence of impact, for at least 3 years, that their solution is having the intended impact and that their solution is the *best* solution compared to other available solutions.

How will we evaluate your impact to date?

1 VERY WEAK	2 WEAK	3 ADEQUATE	4 STRONG	5 EXCEPTIONAL
NO EVIDENCE	*MINIMAL EVIDENCE*	*EVIDENCE WITH LITTLE SUPPORTING INFORMATION*	*CLEAR AND CONCISE EVIDENCE*	*CLEAR, CONCISE, AND COMPELLING EVIDENCE*

Problem, Solution, Evidence of Impact

The Problem

Problem: What is it?

- How well do you understand the problem that you are trying to solve?

- What are the root causes of this problem?

- How have you engaged your beneficiaries to deepen your understanding of the problem?

PROBLEM

Millions of children and adults needlessly die each year from diseases that are treatable for less than USD$2. In the poorest countries, health systems are chronically under-funded, under-stocked, and under-managed.
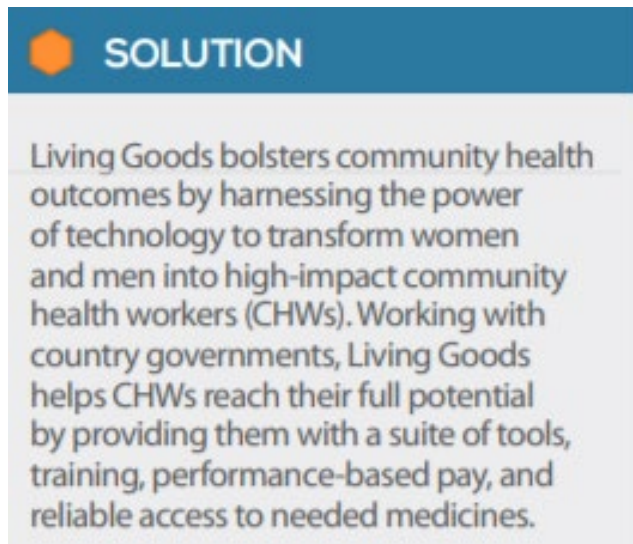
Problem: Evaluation Rubric

1 **VERY WEAK** **NO EVIDENCE**	2 **WEAK** **MINIMAL EVIDENCE**	3 **ADEQUATE** **EVIDENCE WITH LITTLE SUPPORTING INFORMATION**	4 **STRONG** **CLEAR AND CONCISE EVIDENCE**	5 **EXCEPTIONAL** **CLEAR, CONCISE, AND COMPELLING EVIDENCE**
No evidence that the enterprise has a well-researched understanding of the issue they are addressing and the root causes therein	Minimal evidence that the enterprise has a well-researched understanding of the issue they are addressing and the root causes therein	Evidence that the enterprise has a well-researched understanding of the issue they are addressing and the root causes therein	Clear and concise evidence that the enterprise has a well-researched understanding of the issue they are addressing and the root causes therein	Clear, concise, and compelling evidence that the enterprise has a well-researched understanding of the issue they are addressing and the root causes therein

Your Solution

Solution: What is your vision? How are you solving the problem?

- What is the future state that you are working to create?

- What makes your solution unique?

- What are the assumptions and risks in your model?

◆ SOLUTION

Living Goods bolsters community health outcomes by harnessing the power of technology to transform women and men into high-impact community health workers (CHWs). Working with country governments, Living Goods helps CHWs reach their full potential by providing them with a suite of tools, training, performance-based pay, and reliable access to needed medicines.

Solution: Evaluation Rubric

1 **VERY WEAK** **NO EVIDENCE**	2 **WEAK** **MINIMAL EVIDENCE**	3 **ADEQUATE** **EVIDENCE WITH LITTLE SUPPORTING INFORMATION**	4 **STRONG** **CLEAR AND CONCISE EVIDENCE**	5 **EXCEPTIONAL** **CLEAR, CONCISE, AND COMPELLING EVIDENCE**
No Articulation: Enterprise does not articulate how their solution will uniquely contribute to their vision and there is no evidence that they understand the assumptions and risks for their model	Vague or Incomplete Articulation: Enterprise vaguely articulates the future state they are working to create and there is minimal evidence that the enterprise understands its outputs, outcomes, or the assumptions and risks for their model	Beginner Articulation: Enterprise articulates the future state they are working to create and has some ideas about a theory of change, and maybe some outputs, but doesn't link them to outcomes, assumptions to test, or risks, in a convincing way	Intermediate Articulation: Enterprise clearly and concisely articulates the future state they are working to create, with a theory of change that articulates key activities, key outputs and outcomes and some attention to assumptions and risks	Advanced Articulation: Enterprise clearly and concisely articulates the future state they are working to create, with a theory of change that articulates key activities, key outputs and key outcomes. In addition, they display a sophisticated knowledge about testing the assumptions and risks in their model

Evidence of Impact

Impact: What impact have you had? How do you know? What do stakeholders say?

- What evidence do you have that your solution is creating the impact you intended? How rigorous is that evidence?

- What longitudinal data do you have that shows a relative change compared to where it started?

- What do you have in place to ensure consistent replication & positive impact?

- What practices or procedures do you have to engage stakeholders in gathering & sharing impact evidence?

IMPACT

A major study in Uganda showed the Living Goods approach costing less than $2 per person each year, and reducing under-5 child mortality by 27%. By end of 2018 it was supporting 9,000 CHWs across Uganda and Kenya, serving a swath of over 7 million people.
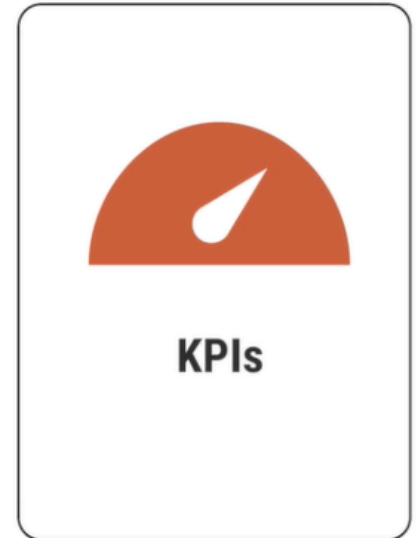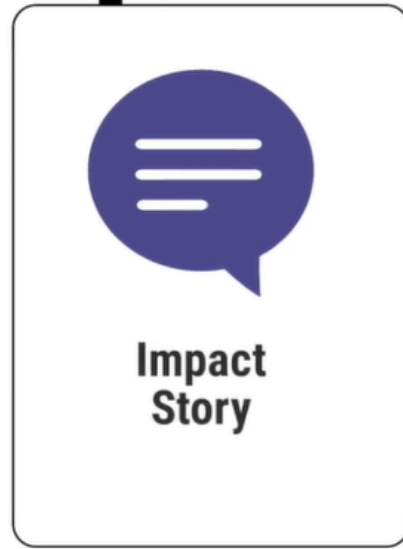
Impact: Evaluation Rubric

1 VERY WEAK NO EVIDENCE	2 WEAK MINIMAL EVIDENCE	3 ADEQUATE EVIDENCE WITH LITTLE SUPPORTING INFORMATION	4 STRONG CLEAR AND CONCISE EVIDENCE	5 EXCEPTIONAL CLEAR, CONCISE, AND COMPELLING EVIDENCE
Level 1: There is little or no evidence, anecdotal or otherwise, that the intervention creates the impact intended	Level 2: Statements about impact are primarily anecdotal or based on belief	Level 3: Enterprise is capturing data that shows positive change for its activities mostly through output data	Level 4: Enterprise has internal longitudinal data that shows relative change compared to when it started. It may not be able to demonstrate causality but has a strong base for eventually doing so. It has started to create internal systems for regular feedback	Level 5: Enterprise has internal longitudinal data that shows relative change compared to when it started. Enterprise has sophisticated internal systems, which engages key stakeholders in deciding what evidence is collected and how it is shared and has practices that include regular feedback loops. It may not be able to demonstrate causality but has a strong base for eventually doing so

Impact Evidence Basics

4 Basics of Impact Evidence

Mission Statement

Impact Story

Theory of Change

KPIs

Mission Statement

Mission Statement

1. Mission Statement

- Captures the impact you want to create

- 3 essential elements:
  verb —> target population

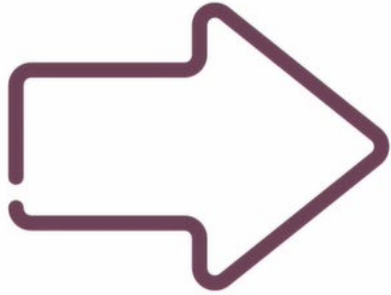CASE Smart Impact Capital: The 4 Impact Basics

Impact Story

Impact Story

2. Impact Story

- Longer version of your Mission Statement

- *Special sauce* of your solution

- 30 seconds or less

Theory of Change

Theory of Change

⇨ **3. Theory of Change**

- Theory of how activities lead to impacts
- Includes assumptions
- If, then statement

CASE Smart Impact Capital: The 4 Impact Basics

Theory of Change

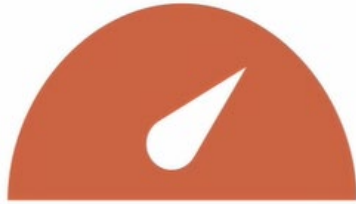| Inputs	Activities	Outputs	Outcomes	Impact
What you need to do your work	The things you do to produce value	The quantifiable results of your activities	The larger changes you are working to make	The Change that is attributable to your work
Money People Equipment Expertise Relationships	*Produce Distribute Install Train*	*Key Performance Indicators*	*Increase / Decrease*	*So what? How is the world different because of your work?*

CASE Smart Impact Capital: The 4 Impact Basics

Outputs & Key Performance Indicators

KPIs

4. Key Performance Indicators (KPIs)

– Data on outputs related to desired social outcomes

– KPIs will likely change over time

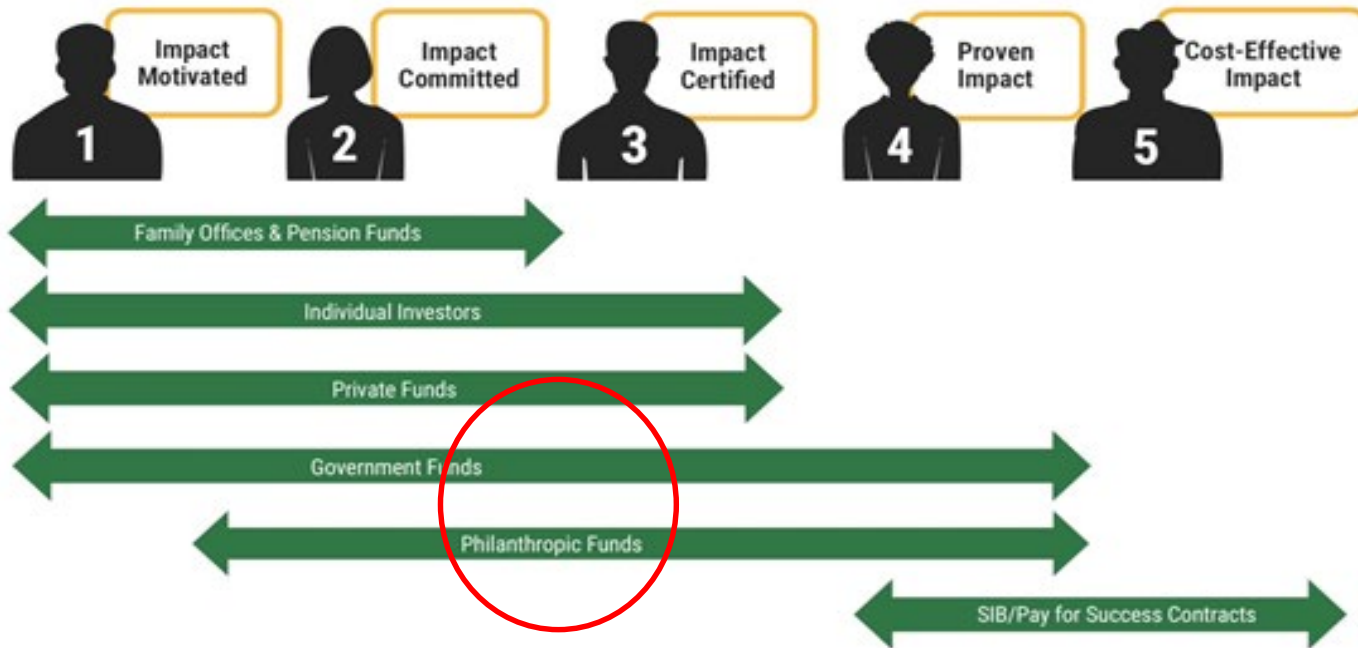– One or more KPI should focus on breadth of reach

CASE Smart Impact Capital: The 4 Impact Basics

Outcomes & Impact

TYPE	EXAMPLE OUTCOMES	EXAMPLE IMPACT EVIDENCE MEASURES
Impacts on the environment	• Environmental policy decisions have been influenced by research evidence. • The management or conservation of natural resources has changed. • The management of an environmental risk or hazard has changed.	• Verifiable influence on particular projects or processes which bring environmental benefits. • Traceable reference to the influence of research in planning decision outcomes.
Impacts on health and welfare	• Outcomes for patients or related groups have improved. • Public health and well-being has improved. • Care and educational practices have changed.	• Measures of improved clinical outcomes behavior, or health services. • Evidence of increased awareness of health risks and benefits

Outcomes & Impact

TYPE	EXAMPLE OUTCOMES	EXAMPLE IMPACT EVIDENCE MEASURES
Impacts on public policy and services	- Policy debate has been stimulated or moved forward by research evidence. - Changes to policy decisions, legislation, or guidelines have been informed by research evidence. - Implementation of a policy or the delivery of a public service has changed.	- Documented evidence of policy debate - Documented evidence of changes to public policy, legislation, regulations, or guidelines. - Measures of improved public services.
Impacts on society, culture, and creativity	- Public understanding has improved. - Changes to social policy have been informed by research - Changes to social policy led to improved social welfare, equality, or social inclusion.	- Documented evidence that public understanding has been enhanced. - Critical reviews in the media. - Measures of improved social equality, welfare or inclusion.

Different Investors Require Different Levels of Impact Evidence Rigor

Sample Tools for Measuring Impact Evidence

Evaluation Tool #1	Evaluation Tool #2	Evaluation Tool #3	Evaluation Tool #4	Evaluation Tool #5

Monitoring Organizational Reach and Influence

Organization Reach and Influence Table Template

Measuring Household Out-of-Pocket Health Expenditure

Economic Impact: Finding the right analysis for your evaluation needs

Cost Consequence Analysis Template

Strengthening Access and Quality of Care Patient Data

Considerations in Leveraging Data for Expansion

What can I do if I have more questions?

- Register for and attend Information Sessions:

Title	Date and Time	Objective	Link to Register
F. M. Kirby and Leadership	Tues. September 22nd 6-6:30pm	In this session, we will discuss the four aspects of discussing your enterprise and its leadership: strong values and stakeholder accountability, resourcefulness and resilience, strategic collaboration, and team diversification	https://tinyurl.com/fmkirbyleadership

- Recordings and slide decks from previous information sessions are available on the F. M. Kirby Impact Prize webpage: https://bit.ly/kirbyimpactprize

- Submit your questions about the F. M. Kirby Impact Prize: https://tinyurl.com/KirbyImpactQuestions

- Review the Frequently Asked Questions Tool: **https://tinyurl.com/KirbyImpactFAQS**

CASE Resources

Problem, Solution, Impact

CASE Smart Impact Capital: Articulating Strategy to Investors: The 4 Impact Basics	https://vimeo.com/181834167/ff474de205?_ga=2.20537784.16493 4108.1598886608-611676583.1583341239
CASE Smart Impact Capital: Module 2.3 Evaluate Your Impact Evidence	https://casesmartimpact.com/capital/module/articulating-strategy-to-investors/
Scaling Pathways: Scaling Snapshots	https://centers.fuqua.duke.edu/case/knowledge-center/scaling-pathways/
Evidence Lab at Duke Global Health Institute: Evaluation Toolkit	https://sites.globalhealth.duke.edu/evidencelab/resources/tools/

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