



IMPACT GENOME PROJECT®

Welcome to the Impact Genome Reporting System!

Before you begin, here is an overview of what will be asked on the survey, divided into six sections (as shown below). The data collected will be used to show funders the impact your program is creating with their financial support; will contribute to the growing database of sector benchmarks; and will help other organizations learn about best practices for effective programs.

For the purposes of this survey, you should choose a specific, discrete program or initiative. A program usually targets a specific beneficiary group and aims to achieve a specific set of outcomes.

For example, your organization may focus on elementary school children, and provide workshops on nutrition with the intended outcome of increasing healthy food consumption and behavior. Or, an education non-profit may run an after-school science lab (STEM is Fun) as well as a summer camp (STEM Summers). These would be two separate programs/projects.

YOUR PROGRAM: Enter basic data about your organization and your program

YOUR OUTCOMES: Identify the program's primary objectives

YOUR MODEL: Explain how your program works

YOUR BENEFICIARIES: Identify who your program serves and where it operates

YOUR EVIDENCE: Provide data and information about your program's impact

YOUR BUDGET: Information about the costs associated with your program

This survey takes 1 to 2 hours to complete. You do not need to finish the full survey in a single session; your responses will be saved each time you enter data. Once your program data is set-up in the system, you can update your results at the end of each program cycle. We're here to support you and to help you tell your story with evidence. If you have any questions, please contact us at help@impactgenome.org



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1. YOUR PROGRAM

1a. Organization Name: What is the name of your organization or non-profit?

1b. Unique Identification Number: If applicable, please share your organization's unique identification number. *(For example, BN in Canada, EIN in the United States, or SIREN in France.)*

1c. Program Name: What is the name of the program on which you wish to report?

1d. Program Overview: Provide a 3-4 sentence overview of the program that includes a brief summary of its key objectives and activities. Please write in third person. *(maximum 500 characters)*

Sample response: The Science and Technology Institute hosts a Robotics Competition for high school students to increase STEM interest. Prior to the competition, there is a 5-week season where teams of students work with a STEM mentor to design and build robots for the competition. During the competition, students engage their robots in a difficult field game against like-minded competitors.

1e. Program Classification: Please select the program classification type (or types) that best describes the core operations and activities of your program. *(select all that apply)*

Direct Service - programs that provide services directly to its clients, beneficiaries, or participants

Advocacy – systems or programs aimed at influencing public policy

Awards, Prizes & Competitions - programs that offer an award/prize to whoever best proposes a solution to a particular problem, etc.

Capacity Building - programs that help other charities improve their management, operations, effectiveness and sustainability through financial planning, professional support/training, technical support, etc.

Communications & Public Awareness - programs aimed at raising public awareness via publishing, production or programming

Research & Analysis - programs that conduct research on an issue area and/or analyze public policy

Other (please specify)

1f. Has your program completed at least one full iteration or life-cycle? (i.e., has it run from start to finish at least once)?
Y/N

2. YOUR OUTCOMES

2a. Impact Areas: Please select the social impact areas that align with the targeted impact of your program. *(select all that apply)*

Arts

Access and Appreciation *(enhance arts appreciation, reaching diverse audiences, expose new artistic talent)*

Creative Community *(strengthening creative communities, strengthening individual skills)*

Crime Prevention

Crime Prevention *(crime reduction)*

Criminal Recidivism *(prisoner re-entry, reduction of recidivism)*

Gang Violence *(prevention, exit, reduction of gang violence)*

Critical Human Needs

Child Welfare *(reduce time in foster care, increase placement stability, prevent abuse, reduce abuse)*

Disability *(access to resources, financial independence, stigma reduction, mental and physical well-being)*

Elderly Care *(access to housing, legal and financial support, abuse prevention, employment, personal well-being)*

Food Security *(access, food consumption and behavior, emergency distribution)*

Homelessness *(access to temporary housing, reduction of homelessness, prevent homelessness)*

Housing *(affordable permanent housing, housing stability, reduction of discriminatory practices)*



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Culture & Identity

Civil Rights & Equality (*economic, societal, and political participation, immigrant rights*)
Ethnic & Religious Identity (*tolerance, traditions and heritage, pride, cultural education*)
Immigration (*access to education, health care, legal services, employment, safety*)

Economic Development

Business Development & Job Creation (*business growth, job creation*)
Financial Health (*financial literacy, resilience, economic well-being*)
Local Economic Development (*infrastructure and growth*)
Workforce Development (*career advancement, job readiness, return to work*)

Education

College & Career Readiness (*career/college access and readiness, college persistence, high school completion*)
Early Childhood Education (*active learning, school readiness, social and emotional gains*)
K12 Student Achievement (*academic performance, school engagement and persistence, academic habits of mind*)
Quality Education (*school leadership, effective teachers, school environment, educational equity*)
STEM (*interest, persistence, proficiency*)

International Development

Access to Education (*universal primary education, leveraging best practices and resources*)
Disaster Preparedness & Relief (*disaster recovery, resilience, mitigation, relief*)
Financial Inclusion (Microfinance) (*growth and job creation, financial resilience, women's economic empowerment*)
Global Health (*sanitation and hygiene, public health capacity, water quality*)
Global Hunger (*reduction of hunger and malnutrition, sustainable food systems, reduce diseases*)
Human Rights (*refugee well-being, conflict resolution, freedom of religion, human trafficking reduction*)
Poverty Alleviation (*employment, financial resilience*)
Sustainable Agriculture (*sustainable practices, environmental stewardship, farmer self-sufficiency*)

Public Health

Healthcare Access (*affordable quality care, care management*)
Intimate Partner Violence (*prevention, reduction, survivor well-being*)
Mental Health (*access to services and support, illness management, stigma reduction, manage mental health*)
Obesity Prevention (*healthy food consumption, physical fitness, obesity reduction*)
Patient Advocacy (*awareness of condition, adherence, support, quality of life*)
Reproductive Health (*infant and maternal health, STI/STD reduction, sexual health empowerment*)
Substance Abuse & Addictive Behaviour (*prevention, reduction, quality of life*)

Science & Technology

Innovation (*commercialization, innovation skills, research, entrepreneurship*)
Technological Literacy (*skill development, user diversity, internet access, community involvement*)

Sustainability & Environment

Animal Welfare (*animal wellness, awareness, animal rights*)
Biodiversity & Habitat Protection (*conservation, habitat protection*)
Climate Change Mitigation & Adaptation (*awareness, environmental footprint reduction, adaptation to climate change*)

Systems Change

Capacity Building (*financial sustainability, research, organizational effectiveness and efficiency, product/service design, scale effective strategies*)
Organizational Leadership (*innovation culture, employee engagement*)
Policy Development (*enforcing policy, coalition-building, passing legislation, issue awareness*)

Youth

Youth Development (*civic engagement, social and emotional skills, risky behavior reduction*)



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2b. Target Outcomes: Based on the impact areas selected above you will be asked to select specific outcomes that your program works towards. *Note: the online survey will display a list of options, based on the outcomes you chose. There are too many to list here.*

2c. Primary Outcome: Now, please select the single outcome that best represents your program's desired impact over the next 12 months. *We realize that programs can have many types of impact, but we would like you to choose the one goal that best represents the primary purpose of your program. The outcomes that you do not select below will be considered "secondary" outcomes for your program. You'll have a chance to provide your results for all outcomes (primary and secondary) later in the survey.*

2d. Other Priority Outcome(s): Which of the following are the next highest priority outcome(s) for your program? Select all that apply. *Note: the online survey will display a list of options based on the outcomes you choose previously.*

2e. If you have input into the outcomes, or if there are outcomes your program achieves that you feel were not represented, please share your thoughts below. (optional)

3. YOUR MODEL

3a. Program Strategies: Below you will find a list of common program activities associated with your area of work. We provide this list so that you can give a more standardized, detailed explanation of your program's strategy. These activities (what we refer to as the "genes" of the Impact Genome) come from the evidence base and research studies; they are designed to be universal and comprehensive. Note that we don't necessarily endorse these activities.

Using a 1-5 scale, please score how important this feature is to the success of your program:

N/A: this feature is not present in my program's design

1: this feature is present but incidental to our overall impact

5: this feature is critical to our overall impact

Most programs have only a handful of features that rate 5 on this scale.

Note: the online survey will display a list of options, based on the outcomes you choose. There are too many to list in this preview document.

3b. Program Activities: Please provide 1-3 sentences about how you implement each of your most important program activities. Please write in third-person. *Note: the online survey will offer text boxes for each of the outcomes you chose.*

3c. Additional Program Strategies: Please use the space below to detail any additional program activities critical to the program's success but that were not covered in the previous questions.

3d. Is your program delivered exclusively via technology?

Y/N

3e. Program Intensity: Please describe the intensity with which beneficiaries participate in your program.

3e1. What is the **dosage** of the involvement in your program for a typical participant? (i.e., length of an individual session or interaction)?

3e2. What is the **frequency** of the involvement in your program for a typical participant? (i.e., how often someone engages with the program)?

3e3. What is the **duration** of the involvement in your program for a typical participant? (i.e., the length of one program cycle)?



3e4. Overall, about how many hours per year does a typical participant spend engaging with your program? Please enter a number. Your best approximation is fine.

4. YOUR BENEFICIARIES

4a. Outcome Beneficiary: For which beneficiary type are you trying to achieve your program's primary outcome?

- Individuals (children, seniors, students, unemployed, veterans, teachers, etc.)
- Households (families, blended families, shared housing, etc.)
- Organizations (nonprofits, businesses, schools, organizations, government agencies, etc.)
- Animals (service animals, pets, strays, animal testing, etc.)
- Natural Environments (acres of land, square miles of ocean, etc.)

4b. Program Operating Location: Where does your program operate? *(select all that apply)*

- Canada
- United States
- Other

4c. Who You Serve: Please provide a brief description of the primary beneficiaries that your program directly serves. Complete the following sentence in your response: "The program primarily serves..." *(maximum 200 characters)*

4d. Demographics (if relevant): Please provide demographics about your beneficiaries including gender, age, race/ethnicity, and additional characteristics (e.g., economically disadvantaged, veterans, single parents, disabilities, etc.)

4e. Program Location:

4e1. Estimate percentage of rural/suburban/urban environments.

4e2. Please select the location(s) in which your program operates, including zip codes (if US). Note that we are interested in where you operate your program, not in where your organization offices/headquarters are located.

4e3. How far away does a typical beneficiary live from where your program operates?

4f. Direct Reach (if relevant): About how many beneficiaries were served by your program in the last year?

5. YOUR EVIDENCE

5a. Program Outcomes Achieved: Below you will find the program outcome you selected and the evidence-based standard for success. *Note: a definition of the primary outcome you selected will be displayed.*

Of the beneficiaries that you reported were served by your program in the past year, how many of them achieved the selected outcome according to the definition?

Please provide your best estimate if an exact count is not readily available or easily calculable. Please enter a whole number.

5b. Supporting Evidence/Data: Please describe how you calculated or estimated your program's efficacy rate as reported above, including:

- the data point(s) that your calculation/estimation is based on
- how you interpreted those data points
- a description of the source of those data points



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Please write in third-person. (maximum 400 characters)

If your estimation was not based on data, please describe how you calculated your efficacy rate.

Sample response: 70% of students wanted to learn more about how science and technology can be used to solve problems in the real world. This data was collected via a survey fielded in summer 2018 to all 226 youth that participated in the program during the 2017-2018 school year.

5c. Evidence Type: Select the type of data, if any, you collect to determine your program's efficacy as reported above.

- Anecdotal - Testimonials or case studies from a small number of participants
- Output metrics - Data that describe things like attendance rates, students served, workshops held
- Point-in-time study - Evidence of success that comes from a study or survey of the program's impact on beneficiaries at a single point in time (i.e. at the end of the program)
- Pre-post, cross-sectional, or difference-in-difference study (non-randomized control) - Evidence of success that comes from a study or survey of the program's impact on beneficiaries over a period of time and/or across populations without a randomized control group.
- Randomized control study - Evidence of success that comes from a study or survey of the program's impact on beneficiaries compared to a randomized control group
- Other (please describe)

5d. Reporting Time Frame: This needs to be a twelve-month period

5e. (Optional) Evidence Upload: If you would like, you may upload supporting documentation or data (up to 3 files) that you have related to the results you reported above (e.g., an evaluation, survey, research report, etc.). You do not need to create anything new.

5f. Impact on Secondary Outcomes: For the other outcome(s) you selected, please identify the number of beneficiaries, if any, that achieved the outcome(s) in the past year. If your program has not yet run its first full cycle, please provide your best estimate for what will happen. *Please provide your best estimate if an exact count is not readily available or easily calculable.*

6. YOUR BUDGET

6a. Total Program Budget: What is the total annual operating budget for your program, including all direct and overhead costs? (Note: this is not your grant budget, this is the total cost of running this particular program for a year.)

-Provide your best estimate if the exact budget is unknown.

-It is ok to round to the nearest thousands.

-Please reflect your most up-to-date budget that accounts for any unexpected costs.

-If you have shared overhead costs across multiple programs, please allocate an appropriate portion of those overhead costs to this program.

-Please note that we are asking for the operating budget of your program, not your organization.

6b. Program Budget Allocation: Roughly what percent of your overall program budget is spread across the categories listed below? (answers should sum to 100%)

Overhead (i.e., overarching staff, administrative, fundraising, marketing, etc.)

Direct costs of implementing program (i.e., direct program staff, program supplies / materials, curriculum, etc.)

Other (please specify)



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7. ADDITIONAL INFORMATION

Please enter information about the following, if applicable.

7a. (Optional) Participant Spotlight: If you'd like, share a story about how an individual participant (or organization) in your program or group of participants (or organizations) has been impacted by your programming. (You can also upload any media, pictures, reports, or documents relevant to your Participant Spotlight)

7b. (Optional) Additional Milestones: If you'd like, please add any accomplishments you would like to highlight that have not yet been captured.

7c. (Optional) Extenuating Circumstances: If you'd like, please share any unusual circumstances or events that may have impacted your results in a positive or negative way.

7d. Supplemental Questions: Some funders and partners require responses to supplemental questions. Please select your funders and partners from the list below. *Note: the online survey will display a list of options.*

7e. To whom should we reach out if we have questions or need clarification on your responses?

7f. Please estimate how many hours it took you to complete this survey. We collect this information so that we can optimize the survey in the future.

7g. (Optional) Please provide any feedback you have on how we can improve the survey.

7h. Would you like to request an IGP Badge for your GuideStar profile page? (Y/N)

7i. You will be able to download your responses and can revise or edit them before submission. *Note: please print before hitting submit.*



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