

MEASURING THE "IMPACT"

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EXPECTED RETURN METHOD

Anticipate expected value of an investment against its costs

Social Return on Investment (SROI), Benefit Cost Ratio (BCR), and Economic Rate of Return (ERR)

THEORY OF CHANGE MODEL

Understand the process of social impact

Input->Activities->Outputs->Outcomes->Impacts
Planned work Intended Results

MISSION ALIGNMENT METHOD

Monitor impact over a period of time

a quick assessment of a portfolio's mission against the impact investor's, to the more robust; a logic model that drives the identification of KPIs into an effective scorecard.

EXPERIMENTAL METHOD

Evaluation after-the-fact

"What would the situation have been if the program or intervention had not taken place?" Counterfactual Analysis

IRIS

Standardized metrics

"Insight in the Impact Investment Market" found that 65 percent of responding pioneering impact investors use IRIS to track their social, environmental, and financial performance.

Estimating
Impact

Planning
Impact

Monitoring
Impact

Evaluating
Impact