GETTING TO IMPACT: A FRAMEWORK

The Getting to Impact coaching series provides Vibrant Communities members with a high-level framework to assist with organizing their understanding of impact, and to effectively measure and communicate the impacts of their social change efforts to local stakeholders.
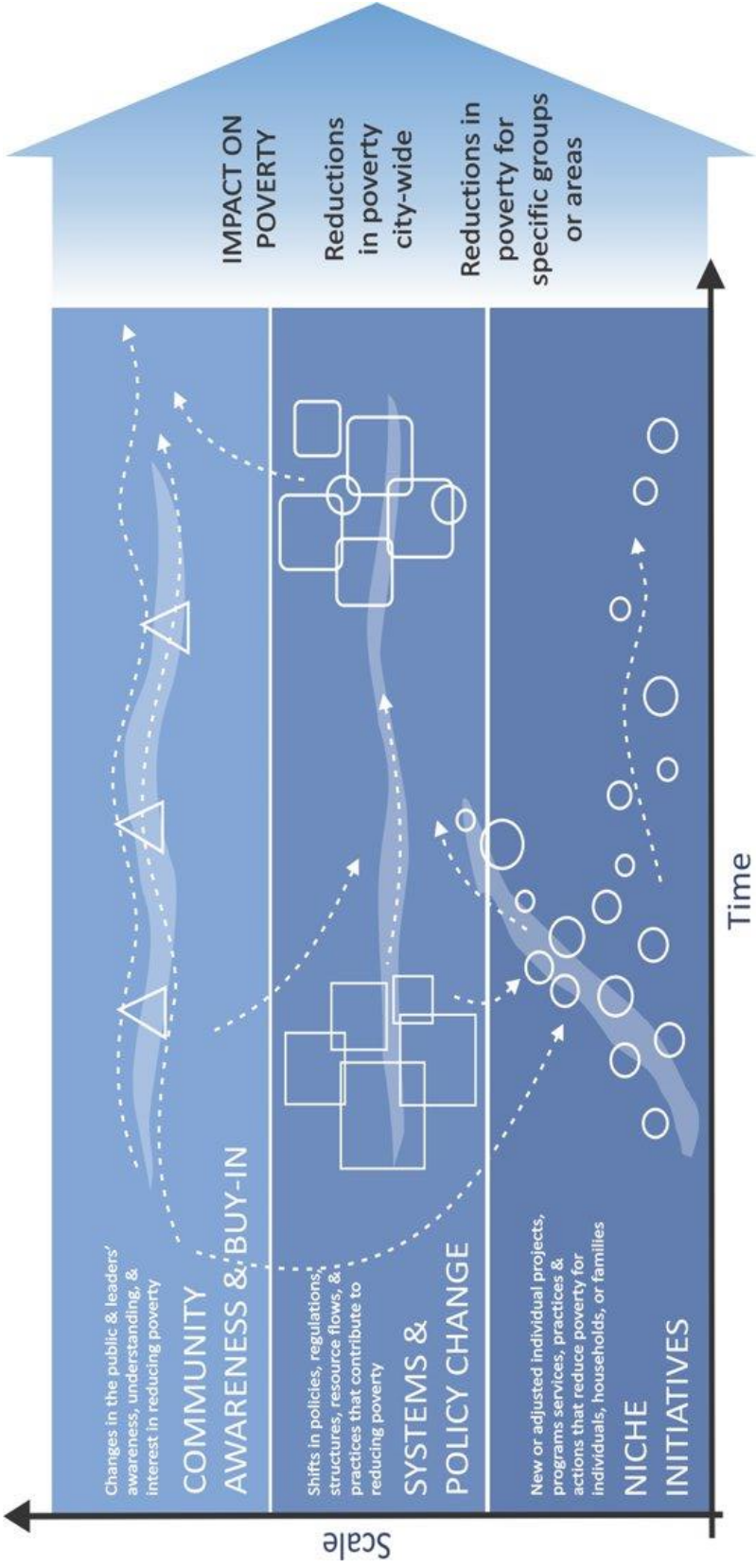
The framework for measuring and reporting impact focuses on three broad types of activities that create large-scale change; and suggests methods and resources for tracking impact at two levels.

Three types of activities:

1. **Community Awareness and Will**: Increasing public awareness of the breadth and depth of your issue, the moral and economic case, and increasing the will to act is a cornerstone of collective impact efforts. This section will help you measure changes in the public and leaders' awareness, understanding and interest in your issue.

2. **Systems and Policy Change:** Systems and policy change are an essential central component of initiatives looking to make to deep and durable large-scale change. This section will help you measure shifts in policies, regulations, structures, resource flows, and practices that contribute to impact.

3. **Niche Initiatives**: Most of the activities of collective impact efforts are focused on developing interventions that generate immediate benefits for a targeted number of people. This section will help you measure new or adjusted individual projects, programs, services, practices and actions that create change for individuals, households or families

Two levels of tracking poverty rates:

1. **City-wide impact**: The goal of every collective impact initiative is ultimately to 'move the needle' on an issue across the city or community. This section will help you determine the best and most reasonable methods for tracking city-wide population-level changes in your community.

2. **Targeted impact**: Many communities have prioritized a sub-section or sub-population as beneficiaries of the collaborative's activities (ex. core neighbourhoods, single mothers, Indigenous youth, etc.). This section will help you determine the best and most reasonable methods for tracking targeted population-level changes in your community.

ENDING POVERTY
DEEPENING COMMUNITY
BUILDING YOUTH FUTURES
CLIMATE TRANSITIONS

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The Framework

Scale (vertical axis)

Time (horizontal axis)

IMPACT ON POVERTY

Reductions in poverty city-wide

Reductions in poverty for specific groups or areas

COMMUNITY AWARENESS & BUY-IN
Changes in the public & leaders' awareness, understanding, & interest in reducing poverty

SYSTEMS & POLICY CHANGE
Shifts in policies, regulations, structures, resource flows, & practices that contribute to reducing poverty

NICHE INITIATIVES
New or adjusted individual projects, programs services, practices & actions that reduce poverty for individuals, households, or families