

## TRACK RECORD

While anecdotal stories support the good works of nonprofits, The Leon Levine Foundation believes an organization must be accountable for its impact by showing that stories are repeatable and sustainable. Success metrics and deliverables should effectively measure the organization's impact on the majority of individuals it serves. Impact should be measured on a quantitative basis, consistent with mission, and comparable over multiple cycles.

- Mission Appropriate** – The organization uses thoughtfully considered metrics that align with the strategic plan to consistently measure success and ongoing improvement. Leadership should adhere to national best practices and implement metrics that are grounded in research.
- Outcomes vs. Outputs** – It is expected that all organizations measure outputs (i.e. #s served), but the most effective organizations will also measure outcomes (i.e. impact on individuals served).
- Actively Used** – Impact and goals reflect current strategic plan objectives and are shared with the staff and board regularly.
- Reliably Proven** – Data shows a multi-period, positive impact trend. This should be an increasing trend for a new and/or growing organization. More mature or scalable organizations should show stability of impact or impact changes tied specifically to funds raised.
- Challenging and Achievable** – Leadership establishes projected goals prior to the next fiscal year and uses these goals as benchmarks for gauging impact throughout the year. Goals should be reasonable but should also stretch the organization to maximize impact. Any outcomes that fall short of goals, or any goals that are set significantly lower than achievements of prior years, should be explainable.
- Routinely Evaluated** – Leadership prioritizes the evaluation of all programs, either internally or externally. Utilizing a third-party evaluator is considered a best practice and often depicts a compelling measurement of organization impact.