

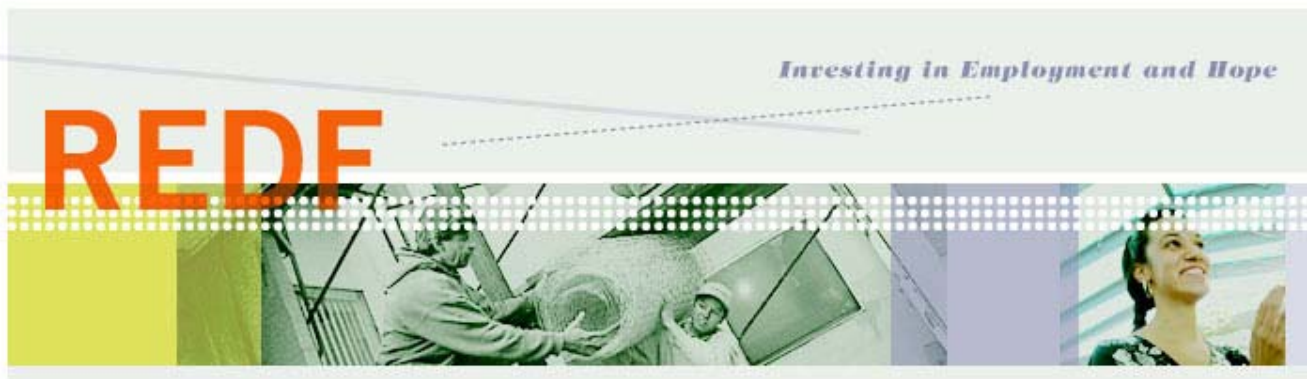
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# The Evolution of REDF's Social Outcomes Measurement Approach

*Good Measures: New Approaches to Evaluation*

*FSG Social Impact Advisors  
Stanford Social Innovation Review*

*May 22, 2008*



**Esther Kim**  
Portfolio Manager  
REDF

# REDF's hands-on approach to its portfolio of social enterprises

## Portfolio Goals

- Increase job opportunities for disadvantaged people
- Build capacity to sustain outcomes over time
- Share lessons learned

## Portfolio Approach

- Capacity assessment
- Long-term relationship
- Unrestricted grants
- Business assistance
- Coaching and guidance
- Monthly meetings
- MBA interns and fellows
- Regular feedback
- **Measurement of social and financial outcomes**

## Original Portfolio (Through 2006)



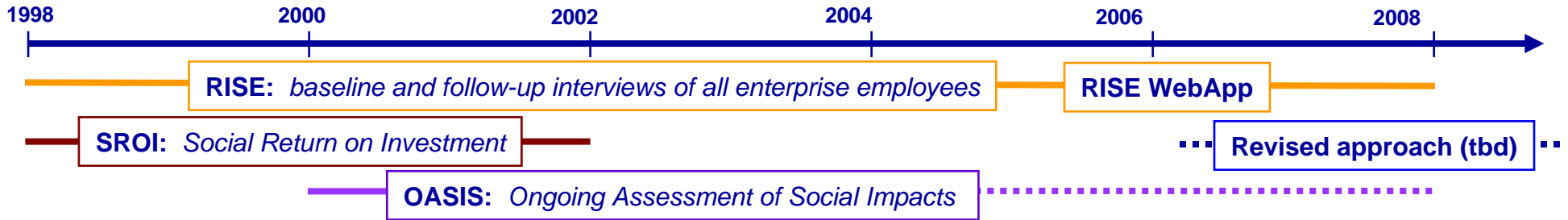
**10+ years of pioneering measurement**

## Current Portfolio (2007 to Present)



**Improving measurement approach based on lessons learned**

# REDF has been a pioneer in social outcomes measurement for over 10 years



	<b>SROI</b>	<b>OASIS</b>	<b>RISE</b>
<b>What was it?</b>	<ul style="list-style-type: none"> <li>Methodology to calculate net cost savings to society</li> </ul>	<ul style="list-style-type: none"> <li>Custom-built system for tracking agency-wide social data</li> </ul>	<ul style="list-style-type: none"> <li>Standard outcomes metrics in 7 areas</li> <li>Web-based database</li> </ul>
<b>What need did it fill?</b>	<ul style="list-style-type: none"> <li>One metric to quantify social benefit</li> <li>Blending social and financial return</li> </ul>	<ul style="list-style-type: none"> <li>Performance management not evaluation</li> <li>Ease reporting burden</li> </ul>	<ul style="list-style-type: none"> <li>Standardized survey</li> <li>User-accessible data and reports</li> </ul>
<b>Benefits?</b>	<ul style="list-style-type: none"> <li>Pushed field's thinking</li> <li>Basis for future REDF social outcomes</li> </ul>	<ul style="list-style-type: none"> <li>Innovative - no such system existed</li> <li>Built org capacity</li> </ul>	<ul style="list-style-type: none"> <li>Common definition of success indicators</li> <li>Tracked over 2 years</li> </ul>
<b>Issues?</b>	<ul style="list-style-type: none"> <li>Hard to calculate</li> <li>Focus on benefit to society, not individual</li> </ul>	<ul style="list-style-type: none"> <li>Expensive to build and maintain</li> <li>Too much data</li> </ul>	<ul style="list-style-type: none"> <li>Comparison to other approaches?</li> <li>Cost of outcomes?</li> </ul>

# REDF is incorporating lessons learned into our new measurement approach

