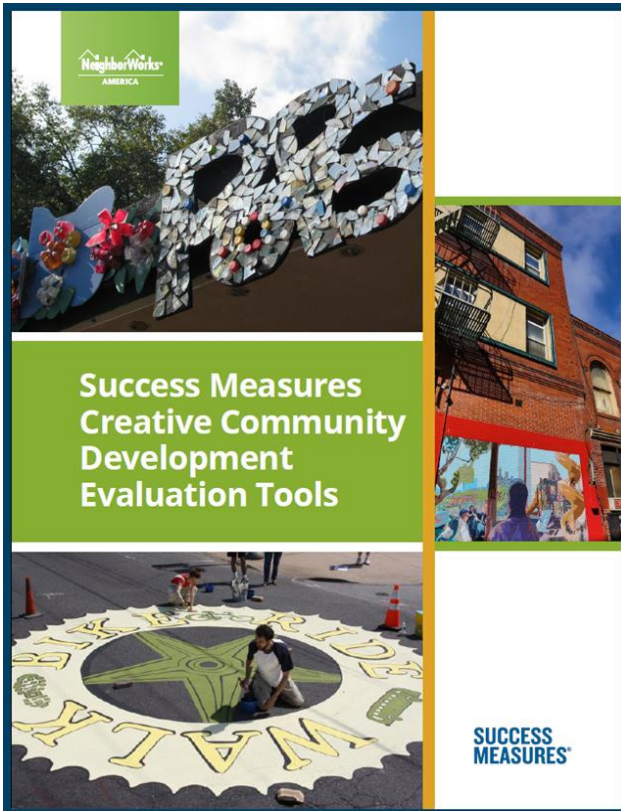


Updates from Success Measures

Evaluation Learning Partner for Community-Based Organizations and Funders

March 2022

Evaluation Tools for Outcomes of Creative Community Development



Lessons learned and suggestions from three NeighborWorks network organizations' pilot experience have now been incorporated into the **innovative tools** that use mapmaking and weaving to measure community voice and connectedness. These tools were originally developed in partnership between Success Measures, artist Aki Abata, Americans for the Arts, and Enquire Research. Included in the free publication are survey and observation tools to help organizations evaluate outcomes of arts and culture activities. Use of the tools continues in work funded by The Kresge Foundation, as nine NeighborWorks organizations conduct evaluations of an existing creative community development program or strategy in their communities, with technical assistance and communications support provided by Success Measures. Watch for findings from these efforts when released in a late summer publication!

Success Measures Creative Community Development Evaluation Tools

Current Project Highlights

- **Success Measures has been working closely with the National League of Cities - Cities of Opportunity, an initiative bringing cities together in learning communities to strengthen their capacity for systems and policy change so all residents have equitable opportunities for healthy, fulfilling lives.** The Success Measures team provided evaluation planning and analysis of learnings from the city cohorts, facilitated work sessions, conducted in-depth interviews and developed both a narrative and **visual theory of change** and **project brief** to help Cities of Opportunity communicate its key findings. Success Measures will be continuing its learning and evaluation work with the initiative over the next two and a half years.

- Success Measures is in its third year providing evaluation and technical assistance to some of AARP's Purpose Prize winners and fellows, innovative individuals ages 50+ using their knowledge and experience to build a better future through their nonprofit organizations.** **PeaceTrees Vietnam**, one of the 2021 Purpose Prize organizations that worked with Success Measures, supports demining efforts, farmers' economic development, and education scholarship opportunities in Vietnam – and was looking to understand the success of these initiatives beyond technical measures. The Success Measures team created impact surveys for scholarship students, as well as interview tools used with farmers and villagers in Vietnam. PeaceTrees staff uses the **Success Measures Data System** to store and report on the findings, and to distribute surveys in Vietnamese through texted hyperlinks. Another organization, **Pennsylvania Assistive Technology Foundation (PATF)** hoped to understand more about the impact of its programs providing monetary resources, equipment like scooters and wheelchairs, and financial education to persons with disabilities across the state. Success Measures helped PATF identify the information to gather, developed outcome measurement surveys for each program, and created a custom Excel analysis report that PATF populates with its own data.
- Success Measures recently served as learning partner to the de Beaumont Foundation's BUILD Health Challenge, an initiative supporting innovative multi-sector partnerships working to address important health issues in their communities.** Collaborating with BUILD staff, the Success Measures team co-designed and implemented a national “listening tour” to gather and document input from BUILD's partners and past awardees—including community-based organizations, healthcare and public health departments, and philanthropy—to inform how future BUILD efforts can better incorporate community voices with lived experience and strategies addressing health and racial equity. Insights and themes developed by the Success Measures team from the 2021 listening tour are incorporated and presented in **BUILD's final report**.
- Success Measures is delighted to have been selected to work with the Colorado Housing and Finance Authority (CHFA)** on a resident survey sampling in their multifamily housing portfolio and with both **Universal Health Care Foundation** of Connecticut and **St. David's Foundation Thriving Rural Communities** as their learning and evaluation partner.

About the Success Measures Team

Lynne Wallace, Director of Partnerships, and **Jessica Mulcahy**, Director of Philanthropic Evaluation Strategies, are participating in **Fourth Quadrant Partners'** six-month intensive on the principles and practice of Emergent Learning (EL) and look forward to expanding the team's EL capabilities to benefit our learning practice clients.

Over the past months, Success Measures welcomed new team members, helping to expand our capacity and expertise:

- **Hasib Siddiqi**, Financial Manager
- **Helen Moore**, Project Associate, Equitable Evaluation
- **Mayowa Sanusi**, Manager, Success Measures Evaluation

Did You Know?

Success Measures continues its own learning journey.

We've just held our 2022 team retreat in a series of virtual meetings. We're taking stock of what we've learned over these challenging times, what the emerging priorities are in the field, and how we can best continue to evolve our evaluation and learning services to benefit our partners and customers. We'd welcome the chance to share our new insights and experience with you!

Want to know more about our work?

We look forward to hearing from you.

successmeasures@nw.org • [successmeasures.org](https://www.successmeasures.org)

The logo for Success Measures, featuring the words "SUCCESS" and "MEASURES" stacked vertically in a bold, blue, sans-serif font. A registered trademark symbol (®) is located to the right of the word "MEASURES".

**SUCCESS
MEASURES®**

Success Measures, a social enterprise at NeighborWorks America, provides evaluation, learning and strategy consulting, technical assistance, tools and technology to organizations and funders looking to understand how their programs and investments are changing lives and improving communities. To all of our work, we bring a commitment to intentional, equitable assessments that help residents, nonprofits, and foundations understand and strengthen their impact through collaborative evaluation and learning processes that are inclusive, practical, and purposeful.