

IDENTIFYING YOUR INTENDED IMPACT

socialimpactadvisors



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Ultimate Impact Guidance

What is the change you want to see
in the community or the world,
to which your organization and
program would contribute?



Consider your organization's vision or desired ultimate impact

End the cycle of intergenerational poverty in Harlem

**Harlem
Children's
Zone**

An economy where environmental sustainability, human well-being and business success are synonymous

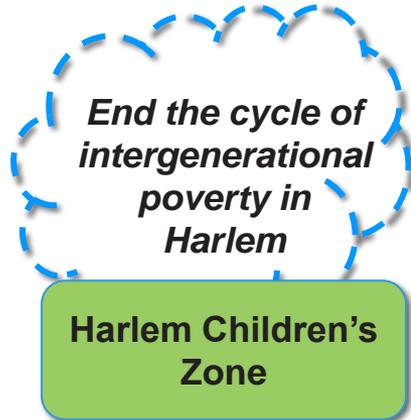
**Green Economy
Canada**

Become Zero Carbon

Municipality

How will your organization and program contribute toward that ultimate impact?

Ultimate Impact:



End the cycle of intergenerational poverty in Harlem

Harlem Children's Zone



An economy where environmental sustainability, human well-being and business success are synonymous.

Green Economy Canada

Intended Impact:

Over the next decade, 3,000 children, ages 0 to 18, living in a 24 block-zone in Harlem will have demographic and achievement profiles consistent with those found in an average U.S. middle-class community.



Target 2024: Scaling for Impact

- Grow: 20**
Green Economy Hubs across Canada
- Engage: 1,000**
Businesses of all sectors and sizes
- Lead:** Be the leading network for businesses transitioning to the low carbon economy.

Climatewise guides York Region businesses to greenhouse gas reduction

Green Economy North makes case for competitive advantage with sustainability

Green Economy Canada sets standard for world Green Economy

How will your organization and program contribute toward that ultimate impact?

Ultimate Impact:



Intended Impact:

By 2030, 80% of all single-family homes in our municipality, built before 19XX, will have undergone retrofits that achieve a minimum 40% energy savings over baseline levels.



How will your organization and program contribute toward that ultimate impact?

Ultimate Impact:



Intended Impact:

By 2030, 80% of all single family homes in our municipality built before 19XX, will have undergone retrofits that achieve a minimum 40% energy savings over baseline levels.



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Intended Impact Statement Components

What will we achieve?

What **outcomes** will we **hold ourselves accountable for** achieving...

For whom/where?

...for for **which beneficiaries/audiences and/or geography...**

- Population (e.g., age, gender, socio-economic status, residents, visitors)
- Organization type (e.g., businesses, industry, landlords)
- Geography (e.g., in Greater Hamilton)

When?

...in what **timeframe?**

Introduction to intended impact

Intended impact forms the foundation of theory of change

Theory of Change

What will we achieve?

What **outcomes** will we hold ourselves accountable for achieving...

Intended Impact

For whom/where?

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When?

...in what **timeframe...**

Must be specific, measurable and realistic!

How?

...with what **activities?**

Refining outcomes

Crystallizing what we aim to achieve

What will we achieve?

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For whom/where?

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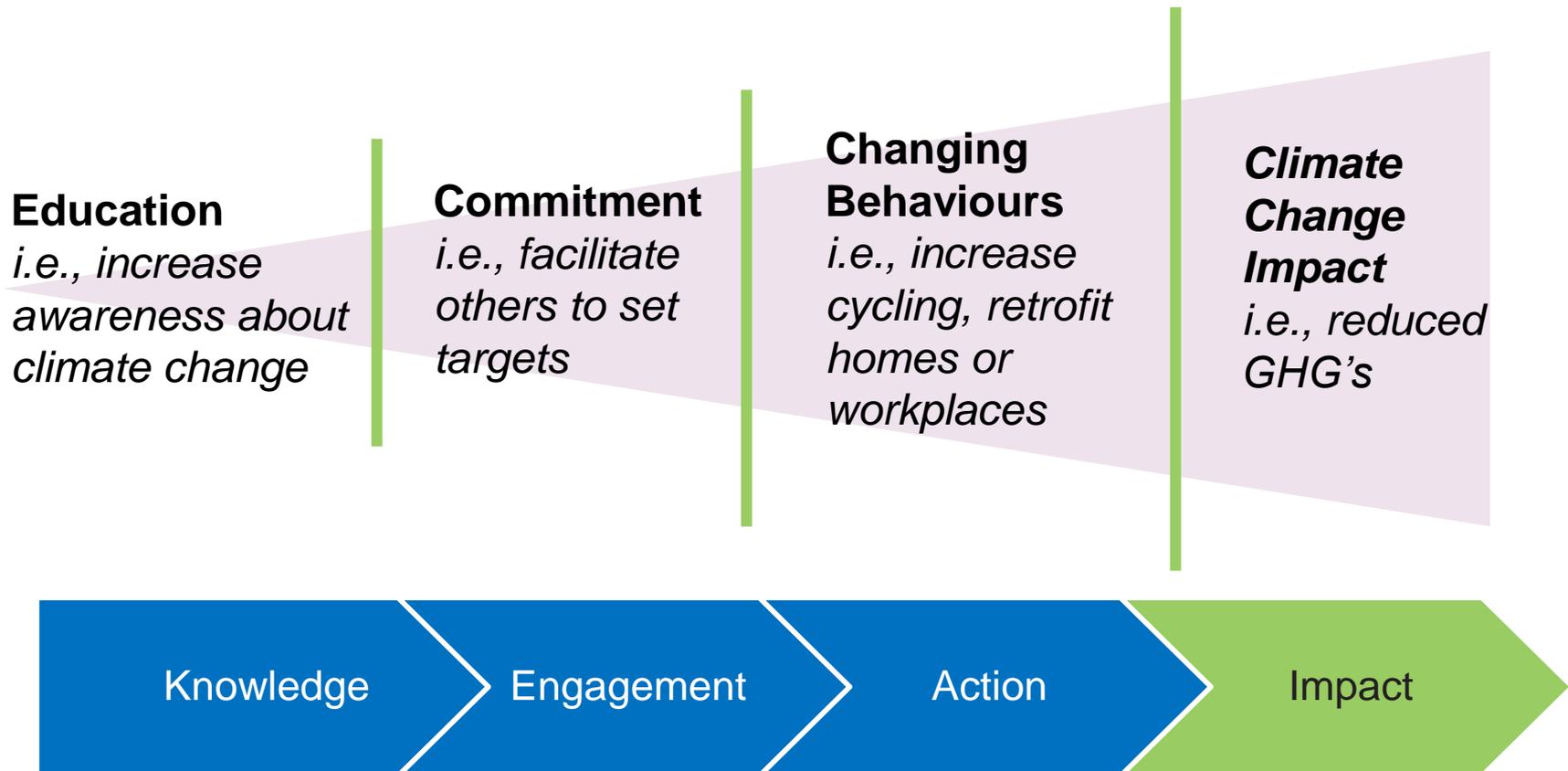
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When?

...in what **timeframe?**

Consider your Point of Accountability

At what point on a hypothetical continuum will we hold ourselves accountable for the results?



Refining beneficiaries

Crystallizing who we aim to serve

What will we
achieve?

What **outcomes** will we **hold ourselves accountable for** achieving...

For whom?

...for for **which beneficiaries/audiences and/or geography...**

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Refining outcomes

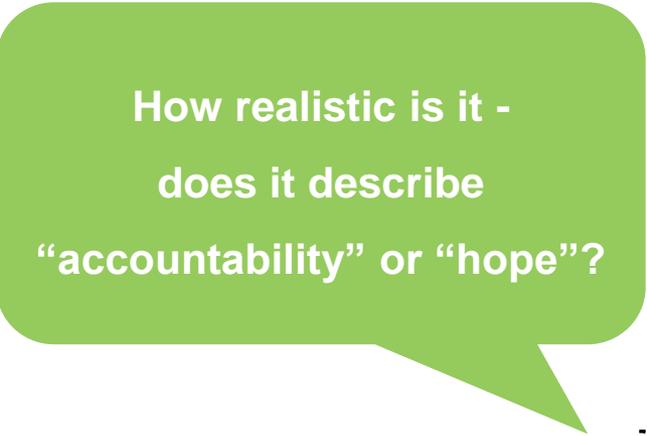
Considerations to refine your definition of outcomes

- What are you trying to maximize (or minimize)?
- What are you willing to be held accountable for?
- What would you measure to know if you have succeeded?
- If you're successful at the end of this work, what will you be celebrating?
- What won't you try to achieve?
- What would make your organization obsolete?

Two questions can help crystallize an intended impact statement



Is it specific?



How realistic is it -
does it describe
“accountability” or “hope”?

