



# Q2 2017 IMPACT SCORECARD

At Sama, we believe that giving work is the most powerful solution to ending global poverty. We use technology and private sector methods in new ways to measurably improve access to dignified work and job training for people who wouldn't otherwise have the opportunity.

In understanding our progress toward the goal of transforming lives, we rigorously measure, assess, and report how effectively our programs lift people, their families, and their communities out of poverty.

Our system of impact measurement includes surveys and studies that teach us about every worker and student—their lives, their families, and their experiences. We believe in mixed methods of evaluation, combining longitudinal surveys, assessments, interviews, and in-field measurements to understand our multidimensional impact.



Prudence, Nairobi

# 56,835\*

## People impacted since 2008

### 8,785

Workers

### 27,146

Income Dependents

### 3,987

Students

\* Includes number of patients treated by Samahope. Samahope merged with Johnson & Johnson's CaringCrowd in Q4 2015.

<b>SamaGroup</b>	<b>Q1 2017</b>	<b>Q2 2017</b>	<b>Cumulative</b>
<b># Workers and Students Trained &amp; Hired</b>	<b>480</b>	<b>1,731</b>	<b>12,772</b>
<b># Patients Treated *</b>	<b>N/A</b>	<b>N/A</b>	<b>16,917</b>

  

<b>Samasource</b>	<b>Q1 2017</b>	<b>Q2 2017</b>	<b>2008-Present</b>
<b># of People Moved Out of Poverty</b>	162	225	<b>8,785</b>
<b># of Income Dependents Impacted</b>	501	695	<b>27,146</b>
<b>Increase in Income (at Samasource)</b>			<b>1.7x</b>
<b>Increase in Income (after Samasource)</b>			<b>3.7x</b>
<b>% Post-Samasource Successful Outcome*</b>			<b>85%</b>
% Formal Employment			47%
% Further Education			18%
% Further Education and Formal Employment			20%

  

<b>Samaschool</b>	<b>Q1 2017</b>	<b>Q2 2017</b>	<b>2013-Present</b>
<b># of Trainees</b>	18	126	<b>807</b>
<b>% Post-Samaschool Employment</b>			<b>18%</b>

  

<b>Digital Basics</b>	<b>Q1 2017</b>	<b>Q2 2017</b>	<b>2015-Present</b>
<b># of Bootcamp Trainees</b>	300	365	<b>2,032</b>
<b>% Post-Samaschool Employment</b>			<b>44%</b>

  

<b>Samaschool Online</b>	<b>Q1 2017</b>	<b>Q2 2017</b>	<b>2015-Present</b>
<b># of Trainees</b>		1,015	<b>1,148</b>
Enrolled	9,675	19,201	58,360
Certified	N/A*	1,015	1,148

\* Samahope merged with CaringCrowd in Q4 2015. CaringCrowd is a new global health crowdfunding and knowledge platform powered by Johnson & Johnson. Reported numbers reflect patient treatments up to Q4 2015.



# SAMASOURCE SCORECARD METHODOLOGY

## METRIC: NUMBER OF INDIVIDUALS MOVED OUT OF POVERTY

**Assumptions:** We define poverty as making less than local living wage. We define movement out of poverty as earning a salary above local living wage. The number of individuals is determined by those that are trained and hired- regardless of tenure.

**Data Source(s):** Our primary sources of data for this metric are derived from baseline and follow-up surveys, administered online to every single Samasource worker. The baseline survey is completed within two weeks of starting employment. The follow-up survey is completed within two weeks of the three-month tenure mark. Our supplemental sources of data for this metric are derived from household surveys, payroll audits, and former worker audit interviews. The number of new workers trained and hired is derived from SamaHub data.

**Confidence:** Because 100% of workers are required to complete these surveys, we have over 95% confidence that this value is representative of total impact.

**External Validation:** Local living wage levels have been advised by expert advisors from ILO, Microsoft CSR, SAI, Fair Wage Guide.

## METRIC: INCOME DEPENDENTS IMPACTED

**Assumptions:** We define dependents impacted as individuals who benefit from a Samasource worker's income, as reported by the worker.

**Data Source(s):** Our primary source of data for this metric is derived from follow-up surveys, administered online to every single Samasource worker. This survey is completed within two weeks of the three-month tenure mark. Our supplemental sources of data for this metric are derived from household surveys.

**Confidence:** Because 100% of workers are required to complete these surveys, we have over 95% confidence that this value is representative of total impact.

**External Validation:** This outcome metric is a standard measure of success in economic empowerment interventions.

## METRIC: INCREASE IN INCOME (AT SAMASOURCE)

**Assumptions:** We assume that Samasource employment provides the primary source of income for that individual.

**Data Source(s):** Our primary sources of data for this metric are derived from baseline and follow-up surveys, administered online to every single Samasource worker. The baseline survey is completed within two weeks of starting employment. The follow-up survey is completed within two weeks of the three-month tenure mark. Our supplemental sources of data for this metric are derived from household surveys, payroll audits, and former worker audit interviews.

**Confidence:** Because 100% of workers are required to complete these surveys, we have over 95% confidence that this value is representative of total impact.

**External Validation:** This outcome metric is a standard measure of success in economic empowerment interventions.

## METRIC: INCREASE IN INCOME (AFTER SAMASOURCE)

**Assumptions:** In this metric, we are calculating total attributable incremental income for the average Samasource worker. Total refers to the fact that this represents cumulative earnings for their period and Samasource plus three years after that. Attributable means we are tying all these quantified earnings to their experience at Samasource because we are only looking at incremental income.

**Data Source(s):** Our primary sources of data for this metric are derived from baseline and follow-up surveys, administered online to every single Samasource worker. The baseline survey is completed within two weeks of starting employment. The follow-up survey is completed within two weeks of the three-month tenure mark. The post-Samasource survey is conducted one to three years after a worker has left. The survey samples a randomized subset of former workers that have worked with us for a minimum tenure of three months- a time which we consider critical for a basic program intervention (work experience).

**Confidence:** Our primary source of data for this metric are derived from rolling post-Samasource surveys, that we conduct on a random subset of exited workers. Workers that have exited for six months or more are eligible for this pool. We've conducted three sets of post-Samasource surveys in Kenya and India between 2013-2015. Uganda was most recently added in 2015 .

**External Validation:** This outcome metric is a standard measure of success in workforce development metrics. Specifically, a three-year measurement of attributable income is seen as a proxy for long-term, sustained outcomes.

## METRIC: PERCENT POST-SAMASOURCE SUCCESSFUL OUTCOMES

**Assumptions:** We define a post-Samasource successful outcome as either continued formal employment, further education, or both. We define post-Samasource formal employment as employment that pays above living wage, is full-time, and is stable. We define post-Samasource education as any type of formal education or vocational training.

**Data Source(s):** Our primary source of data for this metric is derived from post-Samasource surveys. This survey is conducted six months to three years after a worker has left. The survey samples a randomized subset of former workers that have worked with us for a minimum tenure of three months- a time which we consider critical for a basic program intervention (work experience). We've conducted three sets of post-Samasource surveys in Kenya and India between 2013-2015. Uganda was most recently added in 2015 .

**Confidence:** Based on our rolling workforce, we have 95% confidence that sample estimates are within 10% of total population estimates of this metric value, within each geography.

**External Validation:** This outcome metric is a standard measure of success in economic empowerment and workforce development interventions. As an example, YearUp defines positive outcomes as job placement and/or college enrollment.



# SAMASCHOOL SCORECARD METHODOLOGY

## METRIC: NUMBER OF TRAINEES

**Assumptions:** We define the bootcamp trainings count as the number of individuals that have successfully graduated our intensive, bootcamp-style trainings. This training is currently offered in three occupational tracks: digital freelancing, internet-facilitated work, and business process outsourcing (BPO). Successful graduation is defined as completing all program requirements and an exit survey. We define the workshops count as the number of individuals that completed our workshops. These are typically two to five hour sessions focused on specialized topics of interest to the broader communities in which we operate.

**Data Source(s):** Data on completing bootcamp training requirements is provided by Samaschool instructors as well as automatically collected through online surveys and worksheets that trainees complete as they progress through the program. Data on workshop participation are collected through an online survey administered to participants at the close of each workshop.

## METRIC: POST-SAMASCHOOL EMPLOYMENT

**Assumptions:** We define post-Samaschool employment as the share of graduates that secure at least one contract in any of the following occupational categories: digital freelancing, internet-facilitated work, or BPO. In the US, digital freelancing typically involves securing independent contracts on online work platforms such as Upwork or securing work directly with an employer through Samaschool's employer partnerships. Internet-facilitated work entails providing in-person services, but the work contract is obtained and secured through an internet technology platform such as TaskRabbit. In Kenya, the majority of post-Samaschool employment is comprised of full-time BPO work at various BPO centers.

**Data Source(s):** Our primary sources of data for employment outcomes are exit surveys that trainees complete upon program completion and post-program surveys administered to our alumni. Where needed, this data is supplemented by information provided by Samaschool instructors.

**Confidence:** We do not estimate this metric from a subsample. Therefore, our level of confidence is over 95% that the value of this metric is not below our reported figure. If a trainee has not responded to alumni surveys, we take a conservative approach and assume no employment outcomes, unless otherwise verified by a Samaschool instructor.

**External Validation:** Post-program job attainment or placement rates are standard measures of success for workforce training and development programs.

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## ADVISORY NOTES

We benefit from the following subject matter experts and thought leadership partners on an ad-hoc basis:

### **Living wage, poverty assessment**

Richard Anker (ILO economist), Tim Hopper (Microsoft CSR), Eileen Kaufman (SAI)

### **Impact sourcing, Workforce development**

Rockefeller M&E Consortium, Impact Sourcing Metrics Working Group, Accenture, Monitor Group, Varied contacts at ETJackson & Associates, Mastercard Foundation Economic Opportunities for Youth M&E, National Workforce Programs, MDRC

### **Impact measurement, survey methodology**

J-PAL, GLG Research, Tipping Point Community, UNDP consultants, Technoserve

### **Academic advisory**

Brad Staats (UNC), Francesca Gino (HBS), Adriana Kugler (Columbia, Dept of Labor), John Strauss (USC), Bruce Wydick (USF, conducted published evaluations of TOMS, Heifer)