



GUIDESTAR PLATINUM

Common Results Catalog

Summer 2018

Here's how to get started:



1. Scan this list to help you reflect on your metrics



2. Pick the metrics that best fit your organization or create your own custom metrics



3. Enter your metrics into the Platinum section of your GuideStar Nonprofit Profile



4. Millions of people using GuideStar will view your progress and results

And you're off and running!

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July 2018

How to use this catalog

How does your organization measure progress and results? It's an important question and a difficult one.

The metrics you share are your choice and they should reflect what you already collect and use. To help you think about them, we created the Common Results Catalog. This catalog contains all of the metrics currently in our database—by subject area—developed in consultation with teams of experts.

Browse the catalog to see what metrics make sense for your organization. If you don't find a metric that fits, you can add a custom metric.

INSIDE THIS CATALOG

- ✓ List of Platinum metrics organized by cause area
- ✓ Checkboxes for you to mark metrics of interest

General Metrics

Sources

Benchmarking for Nonprofits: How to Measure, Manage, and Improve Performance by Jason Saul, Chapin Hall Center for Children, DataArts, Gateway Center for Giving, GuideStar, GuideStar User Community, Independent Sector, ISTMA, National Institute of Environmental Health Sciences, UNICEF, W. Clement and Jessie V. Stone Foundation

ADVOCACY-POLICY

- Number of policies formally blocked
- Number of policies formally established
- Number of policies formally introduced
- Number of policy guidelines or proposals developed
- Number of policymakers or candidates reached
- Number of votes for or against specific policies
- Number of new advocates recruited
- Number of new champions or stakeholders recruited
- Number of requests for advocate products or information, including downloads or page views of online material
- Number of new constituencies represented among advocates
- Average number of dollars given by new donors
- Number of new constituencies represented among champions
- Number of overall donors
- Total revenue earned to support advocacy efforts
- Dollars donated to support advocacy efforts
- Number of high-profile speakers or participants participating
- Number of advocate or trained spokesperson citations in the media
- Number of audience members saying issue is important to them
- Number of audience members willing to take action on behalf of a specific issue
- Number of audience members with favorable attitudes towards the issue or interest
- Number of briefings or presentations held

- Number of citations of advocate products or ideas in policy deliberations/policies
- Number of coalition meetings held and attendance
- Number of coalition members
- Number of community events or trainings held and attendance
- Number of demonstration project or pilot sites
- Number of distribution outlets for products
- Number of editorial board meetings held
- Number of new organizations signing on as collaborators
- Number of new proposals or guiding principles developed
- Number of organizations signing onto policy guidelines or proposals
- Number of polls conducted with advocacy audience(s)
- Number of press releases developed and distributed
- Number of print, radio, or online ads developed
- Number of rallies or marches held and attendance
- Number of products distributed
- Number of research or policy analysis products developed, e.g., reports, briefs
- Number of stories successfully placed in the media
- Number of testimonies offered
- Number of funding dollars secured for demonstration projects or pilots
- Number of government officials who publicly support the advocacy effort
- Number of individuals attending briefings and presentations
- Number of individuals attending coalition meetings
- Number of individuals attending community events or trainings
- Number of individuals attending rallies or marches
- Number of instances of funding established to formally monitor or evaluate policies
- Number of invitations for advocates to speak as experts
- Number of issue mentions in policymaker speeches
- Number of legal briefs written
- Number of list subscribers

- Number of media articles reflecting preferred issue framing
- Number of media citations of advocate research or products
- Number of media partnerships developed
- Number of meetings held with decision makers
- Number of meetings or briefings held with policymakers or candidates
- Number of meetings with policymakers or candidates
- Number of outreach attempts to reporters
- Number of civil litigation matters handled
- Number of comment letters to government agencies
- Number of favorable responses to letters demanding government cease unlawful behavior
- Number of letters demanding government cease unlawful behavior
- Number of petition signatures
- Number of advocacy contacts with government leaders

INTERMEDIARY ORGANIZATIONS

Advocacy and Representation

- Estimated number of new funding sources secured for the sector
- Estimated number of funding dollars secured for the sector
- Estimated number of supportive policies secured for the sector

Convening and Networking

- Number of coalition meetings
- Number of community initiatives in which the organization participates
- Number of conference attendees
- Number of conferences held
- Number of convenings hosted by the organization
- Total number of new organization members
- Total number of organization members

Knowledge Development and Dissemination

- Number of manuals produced
- Number of requests for data

- Number of websites and organizations (outside of our organization) that share our resources and information

- Number of downloads of the organization's materials and explanations

- Number of stakeholders that report that our organization helped improve their knowledge of child care issues in their community

- Number of curricula accessed by other organizations

- Number of curricula designed

- Number of curricula designed for specific organizations

- Number of referrals to resources offered

Management Assistance

- Hours of legal assistance offered

- Number of organizations accessing payroll and/or accounting services

- Number of organizations accessing technical assistance offerings

- Number of fiscal sponsor applicants

- Number of fiscal sponsor applicants sponsored

- Number of fiscal sponsorship dollars distributed

Standards Identification and Setting/Accountability

- Number of assessment guides accessed

- Number of assessment guides developed

- Number of consulting projects completed

- Number of evaluations conducted

- Number of leadership positions held by organization staff in community initiatives

- Hours of consulting time accessed

- Number of programs documented

- Number of publications identifying sector best practices

- Number of advisory councils the organization is a part of

- Number of sector award nominations earned by the organization

- Number of external speaking requests for members of the organization

Training

- Number of members from priority population attending training
- Number of hours of coaching
- Number of hours of training
- Number of one-on-one coaching sessions
- Number of staff members certified in subject area training
- Number of training workshops
- Number of training programs created

OTHER

Capacity Building

- Number of organizational partners
- Number of affiliates speaking at conferences
- Number of affiliates speaking to government leaders about relevant policy issues
- Number of program/model/intervention innovations
- Number of groups brought together in a coalition/alliance/partnership
- Number of groups/individuals benefiting from tools/resources/education materials provided
- Number of industry standards/practices developed by nonprofit
- Number of accolades/recognition received from third-party organizations
- Total number of software and hardware donations made to the sector
- Annual number of sites visited at least once
- Number of nonprofit leaders coached

Change Behaviors/Attitudes

- Number of participants reporting change in behavior or cessation of activity
- Number of participants changing undesirable behavior, as reported by experts
- Number of participants counseled
- Number of participants that follow counseling recommendations
- Number of participants reporting no relapse 6 months post-program
- Number of participants reporting no relapse 12 months post-program

- Number of participants attending course/session/workshop

Customer Satisfaction

- Number of customers reporting satisfaction with program
- Number of participants who would recommend program to others
- Average number of days taken to respond to customers
- Net promoter score

Direct Services

- Number of clients served
- Number of participants engaged in programs
- Number of clients placed
- Number of facilities improved
- Number of health outcomes improved
- Number of families served
- Hours of programing delivered
- Number of program sites
- Average daily attendance

Education

- Number of clients reporting increased knowledge after educational programs
- Number of public events held to further mission
- Number of public service announcements created

Engagement

- Number of volunteers
- Number of phone calls/inquiries
- Number of unique website visitors
- Number of return website visitors
- Number of press articles published
- Hours of volunteer service

- Number of returning volunteers
- Number of volunteer health care providers
- Number of corporate volunteers
- Number of attorney volunteers
- Number of pro bono hours contributed

Improved Skills/Education

- Number of people trained
- Number of program graduates
- Number of clients participating in educational programs
- Number of clients who self-report increased skills/knowledge after educational program/intervention
- Number of training events conducted

Investigations

- Number of investigations conducted to find undesirable behavior
- Number of undesirable activities stopped

Organizational Finances

- Number of new donors
- Number of donors retained
- Average online donation
- Average number of dollars received per donor
- Number of donations made by board members
- Number of new grants received
- Number of multi-year grants received
- Number of volunteers who become donors
- Number of multi-year contracts received
- Number of grants received
- Total dollars received in contributions

Outreach

- Number of participants reporting greater issue awareness

- Number of rallies/events/conferences/lectures held to further mission
- Number of attendees present at rallies/events

Research

- Number of research studies conducted
- Number of reports written/published
- Number of copies of work distributed/sold

Other

- Number of grassroots organizations supported
- Number of independent organizations served
- Number of online groups served
- Number of people on the organization's email list
- Number of Facebook followers
- Number of new website visitors
- Number of website pageviews
- Number of website sessions
- Number of new programs/program sites
- Average number of dollars per person served
- Total number of volunteer hours contributed to the organization
- Number of camps offered
- Number of countries represented by visitors
- Number of trips provided
- Total downloads of the organizations mobile application

Animals

Sources

Critical Ecosystem Partnership Fund, Dutch Zoo Association, Earthwatch Institute, Farm Animal Welfare Council, GuideStar User Community, International City/County Management Association, Interview w/International Wildlife Rehabilitation Council, Philanthropedia, The Zoological Society of London, U.S. Fish and Wildlife Service, Veterinary Council of New Zealand, Zoos Victoria

Animal Protection & Welfare

- Average number of days of shelter stay for animals
- Total dollars of operating costs per animal per day
- Number of sheltered animals
- Number of full-time staff members per animal
- Number of animal adoptions
- Number of animals rescued
- Number of animals euthanized
- Number of trained volunteer dog-and-handler teams
- Number of site visits by dog-and-handler teams
- Number of dogs walked daily by our volunteers
- Number of animal clinics/shelters improved as a direct result of the nonprofit's efforts
- Number of people converted to vegetarian or vegan lifestyles to reduce farmed animal consumption
- Number of animals provided with long-term care
- Number of undercover investigations/videos to uncover unethical treatment of animals
- Number of instances in which non-animal methods are used over animal methods to achieve the same scientific aims
- Number of research studies that obtain comparable levels of information from fewer animals or that obtain more information from the same number of animals
- Number of research studies that use methods that alleviate or minimize potential pain, suffering, or distress and enhance animal welfare for the animals used
- Number of animals with freedom from fear and distress
- Number of animals with freedom to express normal behavior
- Number of animals with freedom from pain
- Number of animals with freedom from discomfort
- Number of animals with freedom from hunger and thirst
- Number of instance where penalties have increased for animal cruelty, neglect, fighting, abandonment, and/or sexual assault
- Number of jurisdictions requiring mandatory reporting of suspected cruelty
- Number of law enforcement agencies assisted in animal cruelty cases

Veterinary Services

- Total numbers of veterinarians registered/licensed by the veterinary statutory body of the country
- Number of accurate veterinary diagnoses
- Number of animals spayed and neutered
- Number of spay/neuter vouchers issued
- Average number of animals spayed and neutered per day
- Average cost per spay/neuter surgery
- Number of pets microchipped
- Total pounds of pet food and litter distributed
- Number of senior dogs (9+ years) adopted
- Number of senior dogs (9+ years) rescued
- Average adoption fee (in dollars) per dog adopted
- Average number of days of shelter stay for cats and small animals
- Average number of days of shelter stay for dogs
- Pounds of pet food distributed to animal rescues/shelters
- Number of bags of pet food distributed to households
- Number of meals provided to shelter pets
- Number of animals returned to their owner
- Number of animals surrendered by their owner

Wildlife Preservation

- Number of critically endangered species in the region that have their conservation needs assessed
- Number of critically endangered species for which conservation measures have been launched or supported
- Number of IUCN Red List species with habitats in areas affected by operations
- Number of unlawful animals interdicted
- Number of unlawful shipments interdicted containing wildlife parts and products
- Number of alternative food sources available for local populations dependent on eating endangered species for survival
- Number of instances of illegal wildlife trade prevented by the organization

- Number of instances of poaching avoided or impeded
- Number of instances of overfishing avoided
- Number of animals monitored post release
- Number of wildlife care situations resolved without animal intake
- Number of animals rehabilitated
- Number of animals rehomed
- Number of released animals that persist
- Number of released animals
- Number of reintroduced populations that persist
- Number of reintroduced populations
- Number of captive animals released
- Number of veterinary field clinics held
- Number of animals receiving subsidized or free spay/neuter services
- Number of veterinarians trained in minimally invasive spay neuter techniques
- Number of veterinary supplies distributed
- Total dollar value of veterinary supplies distributed
- Number of dogs spayed or neutered
- Number of dogs in hospice care
- Number of animals vaccinated
- Number of animals that are currently cancer free

Zoos and Aquariums

- Number of animals in collection
- Number of species in collection
- Number of people influenced to undertake conservation action
- Number of educational screenings
- Number of avoidable deaths determined through the animal welfare reporting procedure

Arts and Culture

Sources

DataArts, Philanthropedia, GuideStar User Community

Access to Resources

- Hours arts space has been rented
- Hours arts equipment has been rented
- Hours of expertise provided
- Number of entities served by expertise
- Dollar price per hour of expertise
- Total number of awarded residencies

Broadcasting

- Number of broadcast audience members
- Number of hours of live broadcast
- Number of pre-recorded hours of broadcast
- Total number of filmmakers supported
- Number of professional artists employed
- Total dollars paid to artists

Creation and Circulation

- Total number of works developed
- Total number of works commissioned
- Total number of works restored or preserved
- Total number of works loaned
- Number of favorable critic reviews/awards of art produced given by media or peers
- Number of unique podcast audience members

Education

- Total number of classes offered
- Number of paid registrants to classes

- Number of free registrants to classes
- Average dollar price for classes
- Total number of students participating in private lessons

Events

- Total number of screenings held
- Average dollar price of tickets to screenings
- Total number of paid seats filled for screenings
- Total number of free seats filled for screenings
- Total number of guided tours given
- Average dollar price of tickets for guided tours
- Number of paid participants of guided tours
- Number of free participants of guided tours
- Total number of competitions held
- Number of competition entrants
- Average dollar price of entry to competitions
- Number of competition winners declared
- Total number of conferences held
- Maximum number of participants allowed to attend conferences
- Number of paid participants in conferences
- Number of free participants in conferences
- Total number of fields trips
- Average price of field trip tickets
- Maximum number of participants allowed on field trips
- Number of paid participants on field trips
- Number of free participants on field trips
- Total number of audience members

Exhibiting

- Total number of works exhibited
- Total number of works in collection

- Total number of works acquired this year
- Average price for admission to exhibits (in dollars)
- Number of works exhibited permanently
- Number of works exhibited temporarily
- Number of works on loan from others
- Number of works on loan to others
- Total cost of work acquired this year (in dollars)
- Total number of free admissions
- Total number of paid admissions
- Total number of exhibitions

Performances

- Total number of performances
- Average dollar price for performance tickets
- Total number of paid seats filled for performances
- Total number of free seats filled for performances
- Total number of open rehearsals
- Total paid seats filled for open rehearsals
- Total free seats filled for open rehearsals
- Total number of free performances given
- Total number of off-site performances held

Publishing

- Number of books published for previously published writers
- Number of works published from new writers
- Number of books distributed
- Total dollars paid to writers
- Number of different periodicals published
- Total number of periodical subscribers
- Number of periodicals distributed

Economic Development

Sources

Consultative Group to Assist the Poor (CGAP), European Commission, GuideStar User Community, Laboratory for Community & Economic Development, National Institute for Careers Education and Counselling (NICEC), Perform Well, Philanthropedia, University of Illinois Extension, Urban Institute, Vittana

MICROFINANCE

Business Development

- Number of dollars of private sector investments in agriculture attributable to the organization's efforts
- Number of agricultural households the organization assisted in obtaining legally recognized rights to land
- Number of rural businesses (farm/non-farm) the organization helped to obtain risk insurance policies
- Number of businesses developed
- Number of loans made to businesses
- Total dollars loaned to businesses

Loan Activity

- Number of loans issued
- Number of donors lending
- Total dollar amount of loans issued
- Dollar amount of total loans written off
- Number of microloan borrowers

Poverty Intervention

- Average wage of clients served (in dollars)
- Average change in income of clients served (in dollars)
- Number of people within the organization's service area accessing food aid
- Number of people within the organization's service area accessing cash transfers
- Number of people within the organization's service area accessing work fare programs
- Number of savings accounts used by clients

Training/Education

- Number of health education trainings conducted
- Number of accreditations/certificates given out to programs that educate/train/re-train displaced workers
- Number of farmers given information about key markets

Other

- Number of clients who have access to transportation to job site
- Number of individuals in the rural labor force employed in non-farm activities as a result of the nonprofit's efforts
- Total number of microfinance partners

WORKFORCE DEVELOPMENT AND FINANCIAL LITERACY

Development Finance

- Average change in client credit score
- Additional revenue and wages generated attributable to the organization's efforts
- Number of clients who attain economic stability within two years of training
- Dollars saved in tax preparation fees
- Number of tax returns completed by volunteers
- Number of clients who were formerly credit invisible who now have an established credit score

Financial Counseling

- Number of financial literacy courses conducted

Job Benefits

- Number of clients receiving health care benefits as part of wage package
- Number of clients with access to pension benefits
- Number of clients who have access to insurance

Job Counseling

- Number of participants who felt that they have been provided with a range of options for future employment
- Number of those who successfully gained employment after counseling
- Number of resumes written

Job Creation and Workforce Development

- Number of jobs created and maintained
- Number of employer partners offering jobs to clients
- Number of participants who gain employment
- Number of placements defined as full-time
- Number of employment placements defined as temporary or seasonal
- Number of employment placements defined as part-time (less than 35 hours per week)
- Number of repeat hires by employer partners
- Number of clients still working after 12 months
- Average number of job interviews per client
- Number of clients placed in internships

Job Training

- Number of clients who complete job skills training
- Average hourly wage of clients who became employed after job skills training
- Number of clients satisfied with employment training services
- Number of clients still enrolled after the first week of training
- Number of clients who become literate because of literacy education programs by the nonprofit
- Number of computer literacy/skills/technology courses conducted
- Number of diversity training courses conducted
- Number of job skills training courses/workshops conducted
- Number of clients passing job skill competency exams or assessments after completing course

Organized Labor

- Number of workers with union affiliations

Other

- Total payday loans recovered

Education

Sources

Australian Department of Education, DuPage Regional Office of Education, Ed-Fi Alliance, Education Bureau of Hong Kong, Global Impact Investing Network (GIIN), GuideStar User Community, Helios Education Foundation, Hong Kong Education Bureau, Iowa State University, Massachusetts Department of Education, National Center for Children and Poverty, National Education Association (NEA), Ohio University, Perform Well, Philanthropedia, PITT Community College, The Center for Information and Research on Civic Learning and Engagement, University of Toronto, Urban Institute, Wisconsin Department of Public Instruction

PRE-K-12

Increased Access

- Number of children who have access to education
- Number of schools built
- Number of schools established in rural communities
- Number of schools financed
- Number of schools repaired or expanded

Family Engagement

- Number of family members participating in school activities
- Number of parents/guardians engaged in student activities
- Rate of student attendance during the reporting period
- Number of parents, community members, and non-teaching staff helping to set goals for the school
- Number of students at or above a 90% attendance rate

School Climate and Classroom Environment

- Number of reported bullying incidents
- Number of student suspensions
- Number of student behavioral issues reported
- Number of students receiving personal instruction and feedback about their performance
- Number of students per classroom during the reporting period
- Number of students per teacher during the reporting period

- Number of Individualized Education Programs (IEPs) developed
- Number of students educated through field trips

Student Behavior

- Number of students who demonstrate the desire to succeed in the academic setting
- Number of students with good social and leadership skills and self-discipline
- Number of students who value social harmony
- Number of students demonstrating responsible behaviors and work habits
- Number of children exceeding 80% school attendance

Student Performance

- Number of students who exhibit kindergarten readiness
- Number of children with undetected developmental delays or chronic health problems at kindergarten entrance
- Number of students who perform at average or above on standardized testing
- Number of children who have emerging literacy skills such as beginning letter recognition and phonological awareness, story comprehension, and use of writing materials.
- Number of children who have the ability to use language for expression and to communicate with others
- Number of children who have knowledge of quantitative concepts, spatial relationships, and sequencing. Children show interest and the ability to apply measuring, categorizing, and sequencing in real-life situations.
- Number of children who have a sense of their own feelings and an ability to express empathy for others
- Number of students showing interest in topics related to STEM
- Number of students showing improvement in test scores
- Number of students who demonstrate writing ability
- Number of children able to exercise appropriate control in independent and group activities
- Number of children who have an innate motivation to master and control their environment
- Number of children who have the ability to seek help from and respond appropriately to adults
- Number of children who have the ability to understand and comprehend communication
- Number of children who have the ability to use eye-hand coordination, strength, and motor control to use age-appropriate tools and utensils effectively

- Number of children who have the skills necessary to maintain personal health
- Number of students who demonstrate improved overall literacy
- Number of children performing above average academically
- Number of participants who are promoted to the next grade on time
- Number of children no longer performing below average academically
- Number of high school seniors who graduate from high school on time
- Number of children who have the ability to use language for expression and to communicate with others
- Number of children achieving language and literacy proficiency
- Number of students served who earn passing grades in core subjects
- Number children performing average or above average academically

Teacher Training and Performance

- Number of teachers trained
- Number of teachers who demonstrate effective teaching practices
- Number of teachers who report feeling equipped to address issues of disability and inclusion
- Number of opportunities teachers have to provide—and receive—mentoring
- Number of teachers who report feeling prepared to address diverse student needs, including learning disabilities and limited English proficiency
- Average number of years of formal education for teachers/instructors
- Number of teachers recruited
- Number of administrators and staff who plan and experience professional development activities together
- Number of educators who have opportunities to attend programs offered by professional organizations
- Number of teachers retained after 12 months
- Number of teachers involved in school-wide decisions about student learning

POST-SECONDARY EDUCATION

Access to Education

- Average financial aid award per FTE student
- Number of students registered with accessibility services by campus

- Number of entrance scholarships and awards and exit scholarships
- Number of first-entry undergraduate program students who identify themselves as “visible minorities” or “non-white”
- Number of program participants who receive a secondary school diploma or GED
- Number of students registered for online courses
- Average age of first-time, full-time, first-year registrants in direct entry programs continuing to the following year
- Number of students who receive scholarship funds and/or tuition assistance
- Total dollar amount of scholarship awarded
- Number of academic scholarships awarded
- Number of people who graduate from college with no student loan debt
- Number of foster youth enrolled in college

Job Prospects

- Number of program participants who remain employed 12 months after program completion
- Number of program participants who obtain a job within 3 months of program completion
- Number of participants who pass citizenship exam

Quality of Education

- Number of first-time, full-time, first-year registrants in direct entry programs who graduate within 6 years
- Number of grants and research funding awarded to the institution
- Number of full-time equivalent students per full-time faculty member

Supplemental Programs

- Number of links and collaborations with external organizations that support student learning and its priority tasks
- Number of participants in study abroad and exchange programs
- Number of small learning community opportunities offered to improve undergraduate student engagement
- Number of students enrolled in service-learning courses
- Number of students who feel their program structure provides opportunities to engage in interdisciplinary work

Other

- Number of students enrolled
- Number of adults who received literacy services
- Number of alumni (regardless of last date of enrollment) who submit updated contact information to the alumni office within the most recent academic year
- Numbered of staff who are satisfied to be an employee of the institution
- Number of adults who advance a full literacy level
- Number of adult learners enrolled
- Number of scholars who graduate from four year colleges and university within six years
- Number of seniors who pursue post-secondary educational opportunities
- Number of scholars who earn a Bachelor's degree
- Number of high school graduates who are persisting in college

Environment

Sources

Chesapeake Conservancy, Financial Alliance for Sustainable Trade, Global Impact Investing Network (GIIN), GuideStar, GuideStar User Community, Minnesota Department of Natural Resources, The Open Standards for the Practice of Conservation

CONSERVATION

Education and Awareness

- Number of individuals in the target audience that expresses intent to adopt (or continue) desired behavior

External Capacity Building

- Number of individuals applying skills learned through the organization's training
- Number of trainees successfully carrying out desired practices at least once to appropriate problems
- Number of individuals completing apprenticeship
- Number of national media pieces on the topic

Law and Policy

- Number of arrests, court proceedings, and/or sentences that are covered by at least one national media

- Number of arrests, prosecutions, and punishments “undermined” by corruption

- Number of individuals who have been arrested that are successfully prosecuted and “appropriately” sentenced

- Total number of those sentenced that are serving or have served jail terms and/or have fully paid fines

Livelihood, economic and other incentives

- Number of acres of SGCN habitat covered by direct compensation

- Number of landowners/managers receiving direct compensation

- Number of US dollars spent on direct compensation

Species Management

- Degree to which target SGCNs respond as expected from direct management actions

- Number of SGCN individuals that have immigrated to the site

- Number of species reintroduced to the area(s)

- Number of sites with restored population successfully breeding

- Number of unsustainable hunting or fishing practices impeded

- Acres of natural habitat restored

- Number of acres restored through salt marsh plantings

Stakeholder

- Number of stakeholders or stakeholder groups who agree to engage

- Number of stakeholders/stakeholder groups identified

- Number of stakeholders/stakeholder groups with whom communication has been achieved and expectations shared

Water and Land Management

- Total number of species of native plants in the area(s)

- Acres of wetlands flooded

- Total number of controlled burns in the area(s)

- Number of tons of nitrogen pollution reduced

- Number of tons of phosphorus pollution reduced

- Number of tons of sediment pollution reduced
- Total percent of forest cover for the service area
- Acres of land managed
- Number of invasive species removed from managed area(s)
- Number of species introduced to the area(s) managed
- Acres of land that have been reforested by the organization
- Gallons of water saved over due to the organization's services
- Number of trees cared for
- Number of trees planted

Water and Land Protection

- Number of conservation areas with evidence that illegal activities causing key threats have declined or stabilized
- Number of initiatives where site(s) have been declared protected areas
- Number of projects showing an upward trend in the number of conservation actions at site
- Acres of land leased, purchased, or put into easement
- Acres of land that gain formal protection status
- Number of acres of land protected
- Number of conservation actions at site(s)

SUSTAINABLE AGRICULTURE

- Area of land, in hectares, directly controlled by the organization and under sustainable cultivation or sustainable stewardship
- Area of land, in hectares, directly controlled by the organization
- Area of land, in hectares, indirectly controlled by the organization and under sustainable cultivation or sustainable stewardship
- Area of land, in hectares, indirectly controlled by the organization
- Number of farmers who sold to an organization as a result of the nonprofit's efforts
- Total dollar value of payments made to farmers who sold to the organization
- Total pounds of target crop harvested
- Total revenue of target crop sold

- Total dollar value of payments to farmers of target crop sold as a result of the nonprofit's efforts
- Hectares of land that are (or are in the process of being) organically certified as a result of the nonprofit's efforts
- Area of land, in hectares, directly controlled by the organization and treated with hazardous pesticides
- Average agricultural yield per hectare of individuals who sold to the organization (supplier individuals)
- Number of contracts/purchase agreements that the organization holds for purchase of its products/services
- Number of farmer members of the Coop or suppliers of the SME/Enterprise that are producing crops/products and selling them to the SMEs/Coop/Enterprise
- Number of people working at the SME/Coop/Enterprise on a temporary basis (< 35 hours per week) as a result of the nonprofit's efforts
- Number of people working at the SME/Coop/Enterprise on a full-time (> 35 hours per week) basis as a result of the nonprofit's efforts
- Number of people working at the SME/Coop/Enterprise on a part-time basis (< 35 hours per week) as a result of the nonprofit's efforts
- Number of suppliers with whom the SME/Coop/Enterprise has an agreement, contract, or ongoing business relationship as a result of the nonprofit's efforts
- Total number of acres of area indirectly controlled under cultivation

Other

- Tons of carbon emissions prevented (estimated by CO2 equivalent)
- Total pounds of debris collected
- Total pounds of materials recycled
- Pounds of fishing line recycled
- Number of storm drains marked
- Acres of farmland protected
- Number of beehives placed for pollination

Health and Wellness

Sources

Australian Institute of Health and Welfare, California Mental Health Planning Council, GuideStar, GuideStar User Community, Health and Human Services Commission, Department of State Health Services, HealthyPeople.gov,

MENTAL HEALTH

- Average length of stay in acute inpatient units
- Average number of community treatment days per inpatient
- Average number of days after discharge a patient is readmitted into acute care
- Average number of days for follow up after an inpatient exits acute care
- Number of admissions having preceding community contact
- Number of new clients within the past 12 months
- Number of people who receive inpatient care and get significantly better
- Number of people who received clinical mental health care
- Average number of arrests per client
- Average number of hospitalizations per client
- Average parent/caretaker rating of child/youth functioning and coping skills
- Average youth self-rating of functioning and coping skills
- Number of clients living independently
- Number of clients who report adequate participation in their own treatment
- Number of clients who report adequate access to services
- Number of clients who report adequate culturally appropriate services
- Number of clients who report general satisfaction with their services
- Total number of client emergency room visits
- Total number of client suicides
- Total number of client suspensions from school
- Total number of clients experiencing homelessness
- Total number of clients experiencing prolonged suffering
- Total number of clients experiencing unemployment
- Total number of clients who drop out of school
- Total number of clients whose children have been removed from home
- Total number of hospitalizations across clients

- Total number of incarcerations across clients
- Mean changes in ANSA/CANS scores from admission to discharge
- Number of potentially preventable readmissions occurring within 15 days
- Total number of patient restraints used (mechanical and physical holds)
- Total number of arrests across clients
- Number of clients participating in support groups
- Number of therapy hours provided to clients
- Number of clients who report a greater sense of purpose and improved overall wellness
- Total number of counseling sessions performed
- Number of clients who show a measurable decrease in PTSD symptoms
- Number of support groups offered
- Hours of support group services offered
- Number of crisis hotline calls answered
- Number of clients who report feeling less isolated
- Number of crisis hotline calls answered
- Number of clients who achieve and maintain abstinence from alcohol and drugs

PHYSICAL HEALTH

Access

- Number of people unable to obtain or delaying needed medical care
- Number of people unable to obtain or delaying receipt of needed prescription medications
- Number of people with prescription drug coverage
- Number of accredited local public health agencies
- Number of people using the Internet to keep track of personal health information
- Number of families who have to have health insurance for their children
- Average number of days between a request for services and an actual meeting with a service provider
- Number of adults satisfied with the health care system in the community
- Number of individuals to whom medicines were distributed
- Number of prescriptions filled
- Number of children receiving medical services

- Hours of no-cost treatment provided
- Number of children who have access to healthcare
- Number of pounds of medical surplus supplies shipped to communities in need
- Number of families served in cancer treatment

Cancer

- Number of adults receiving colorectal cancer screening based on most recent guidelines
- Number of adolescents using protective measures to prevent skin cancer
- Number of adults using protective measures to prevent skin cancer
- Number of death caused by cancer

Dental

- Number of people with dental insurance
- Number of dental care products distributed
- Number of parents and caregivers who received dental health education
- Number of dental patients screened
- Number of dental procedures performed

Diabetes

- Number of patients maintaining adequate blood glucose
- Number of people with dental insurance
- Number of people treated for diabetes

Global Health

- Global burden of disease (number of deaths in thousands)
- Number of countries with a Global Disease Detection Center
- Number of people receiving safe drinking water from community systems
- Number of people treated for malaria

Health Workers and Facilities

- Number of practicing medical doctors
- Number of practicing nurse practitioners
- Number of practicing physician assistants

- Number of clinic sites
- Number of practicing Community Health Workers as a result of the organization's efforts

HIV/AIDS

- Number of HIV-infected persons surviving 3+ years after diagnosis of AIDS
- Number of men who have sex with men tested for HIV
- Number of people tested for HIV
- Number of people with a diagnosis of AIDS within 3 months of diagnosis of HIV infection
- Number of pregnant women tested for HIV
- Number of substance abuse facilities offering HIV counseling and education
- Estimated number of AIDS-related deaths prevented in the service area as a result of the organization's efforts
- Number of people the organization delivered antiretroviral medicines to treat HIV
- Number of HIV-positive people who achieve or maintain an undetectable viral load
- Number of HIV-positive people who succeed in HIV treatment
- Number of HIV-positive people begin HIV treatment
- Number of adolescent girls and women who receive HIV counseling and testing
- Number of clients living with HIV receiving assistance to access healthcare benefits
- Number of clients diagnosed with HIV or STDs who are linked into care within 30 days
- Number of youth receiving HIV prevention services
- Number of people provided with PrEP

Infant & Maternal Care

- Number of cesarean births among low-risk women with a prior cesarean birth
- Number of deaths among infants with Down syndrome
- Number of deaths due to sudden infant death syndrome
- Number of infant deaths
- Number of infant deaths due to birth defects
- Number of infant deaths due to sudden unexpected/unexplained causes
- Number of infants delivered with low birth weight
- Number of instances of maternal complications during hospitalized labor and delivery

- Number of late preterm live births (34-36 weeks gestation)
- Number of mothers having a healthy weight prior to pregnancy
- Number of mothers who did not drink alcohol in the 3 months prior to pregnancy
- Number of mothers who did not smoke in the 3 months prior to pregnancy
- Number of mothers who took daily multivitamins/folic acid in the month prior to pregnancy
- Number of pregnant women abstaining from cigarette smoking
- Number of pregnant women abstaining from illicit drug use
- Number of pregnant women beginning prenatal care in the first trimester
- Number of pregnant women receiving early and adequate prenatal care
- Number of mothers reporting that they breast-feed their babies
- Number of maternal deaths prevented
- Number of mothers who initiate breastfeeding
- Number of families served in treatment for premature births

People with Disabilities

- Number of adults with disabilities living in congregate care facilities
- Number of adults with disabilities receiving sufficient social and emotional support
- Number of children and youth with disabilities living in congregate care facilities
- Number of children screened for autism and other developmental delays
- Number of children with autism spectrum disorder receiving a first evaluation by age 36 months
- Number of children with autism spectrum disorder receiving special services by age 48 months
- Number of children with disabilities receiving early intervention services
- Number of youth with special health care needs receiving pediatric-to-adult health care transition planning

Physical Activity & Nutrition

- Number of adults engaging in regular physical activity
- Number of middle and junior high schools requiring daily physical education
- Number of obese adolescents
- Number of physician visits that include exercise counseling
- Number of physician visits that include nutrition and diet counseling

- Number of clients whose nutrition has improved
- Hours of physical activity performed by clients served

Prevention

- Number of adolescents receiving a wellness checkup
- Number of adults over age 65 with a source of ongoing care
- Number of adults with a source of ongoing care
- Number of children having a medical home
- Number of children with a source of ongoing care
- Number of community-based organizations providing primary prevention services in chronic disease programs
- Number of community-based organizations providing primary prevention services in nutrition
- Number of community-based organizations providing primary prevention services in physical activity
- Number of community-based organizations providing primary prevention services in substance abuse
- Number of community-based organizations providing primary prevention services in tobacco
- Number of community-based organizations providing primary prevention services in violence
- Number of people reporting that their health provider always listened carefully to them
- Number of students receiving information on alcohol and other drug use
- Number of students receiving information on suicide
- Number of students receiving information on tobacco use and addiction
- Number of women counseled about mammograms
- Number of women counseled about Pap tests
- Number of vaccines administered
- Number of children with age-appropriate immunization levels at age two
- Number of individuals without a usual source of care
- Number of health/hygiene product and/or tools of care (mosquito nets, soap, etc.) administered
- Number of children and adults who receive preventive dental treatment twice per year
- Number of middle school students improving health-related attitudes and behaviors

Sexual Health & Family Planning

- Number of men who have sex with men who report unprotected anal sex with partner of discordant or unknown status

- Number of community-based organizations providing primary prevention services in unintended pregnancy

- Number of sexually active adolescent females who report condom use at last intercourse

- Number of sexually active adolescent females who report use of contraception at first intercourse

- Number of sexually active adolescent males who report condom use at last intercourse

- Number of sexually active adolescent males who report use of contraception at first intercourse

- Number of sexually active females receiving reproductive health services

- Number of sexually active males receiving reproductive health services

- Number of students receiving information on HIV/AIDS and STDs

- Number of participants reporting risky sexual behaviors

- Number of pregnant women giving birth at a health facility

- Number of people served who maintain 100% abstinence

Smoking

- Number of individuals enrolled in a smoking addiction program

- Number of participants who report substantially less smoking at the end of the program

- Number of participants with improved attitude toward reducing their smoking by the end of the program

- Number of participants with improved knowledge about smoking and how to reduce it

Surgical

- Number of children who receive free or low-cost craniofacial surgery

- Number of fistula surgeries performed

- Number of free open heart surgeries performed

- Number of children who underwent open heart surgery

- Number of patients undergoing surgical procedures

- Number of cleft surgeries performed

Other

- Number of hair donations received per year

- Number of meal cards given to families while a child is staying in the hospital

- Number of patient consultations

- Number of students receiving information on organ and tissue donation
- Number of patient visits
- Total number of patient injuries
- Number of child deaths prevented
- Number of children treated for acute malnutrition
- Number of sight-restoring surgeries performed
- Number of children who received prescription eyeglasses
- Number of chronically ill patients served
- Number of sick children assessed
- Number of blood donors
- Number of clinic visits provided
- Number of cataract surgeries performed
- Number of speech therapy patients screened
- Number of speech therapy sessions performed
- Number of families served in heart-related treatment
- Number of families served in neurological treatment

Human Services

Sources

Building Bridges Initiative, California Child Welfare Indicators Project (CCWIP), Dumfries and Galloway Council, GuideStar, GuideStar User Community, Kansas Department of Social and Rehabilitation Services, Los Angeles Department of Children and Family Services, National Collaboration for Youth, National Core Indicators, Office of Children and Family Services Bureau of Evaluation and Research, Perform Well, Philanthropedia, Urban Institute, US Department of Health and Human Service

HOUSING AND HOMELESSNESS

Low-Income Housing

- Number of people in the area with access to affordable housing as a result of the nonprofit's efforts
- Number of low-income families housed in affordable, well-maintained units as a result of the nonprofit's efforts

- Number of low-income units in market-rate neighborhood
- Number of applications for housing received from targeted population
- Number of building code violations in the inspected subsidized housing units
- Number of community businesses in the area reporting a positive image toward the housing complex
- Number of community residents in the area reporting a positive image toward the housing complex
- Number of homebuyers/tenants with low incomes receiving housing subsidies as a result of the nonprofit's efforts
- Number of homeowners/tenants rating their feeling of safety in and around their homes as satisfactory
- Number of crimes in the housing neighborhood
- Number of children and youth who have received access to stable housing
- Number of houses built
- Number of housing units financed
- Number of households furnished
- Number of housing units built
- Number of families assisted with rent or mortgage to avoid eviction
- Dollar amount of housing units financed
- Number of households that retain permanent housing for at least 6

Shelters

- Number of service recipients who have no past substance abuse
- Number of homeless participants engaged in mental health services
- Number of homeless participants engaged in housing services
- Number of service recipients who are employed
- Number of youth service participants who have involvement in juvenile justice system
- Number of people using homeless shelters per week
- Average number of service recipients per month
- Number of bed nights (nights spent in shelter)

Temporary Housing

- Number of agencies serving displaced families
- Number of households that obtain/retain permanent housing for at least 6 months

- Number of people no longer living in unaffordable, overcrowded housing as a result of the nonprofit's efforts

- Number of people no longer living in unsafe or substandard housing as a result of the nonprofit's efforts

- Number of households served with eviction notice or forced displacement

- Number of people no longer couch surfing or doubling up with others as a result of the nonprofit's efforts

Other

- Number of low-income households who have received utilities assistance

- Total dollars distributed for utilities assistance

YOUTH DEVELOPMENT

- Number of youth who demonstrate civic participation skills (e.g., compromise, perspective-taking)

- Number of youth who demonstrate critical thinking skills (e.g., reasoning, analysis)

- Number of youth who demonstrate leadership skills (e.g., organizing others, taking initiative, team-building)

- Number of youth who demonstrate that their school attendance has improved

- Number of youth who demonstrate that they avoid risky behaviors

- Number of youth who demonstrate that they are aware of their interests and abilities

- Number of youth who demonstrate that they avoid bullying behaviors

- Number of youth who demonstrate that they avoid using illegal substances

- Number of youth who demonstrate that they have developed a strong sense of self

- Number of youth who demonstrate that they have developed coping skills

- Number of youth who demonstrate that they have developed cultural competence

- Number of youth who demonstrate that they have developed healthy relationships

- Number of youth who demonstrate that they have developed knowledge about occupations

- Number of youth who demonstrate that they have developed positive relationships

- Number of youth who demonstrate that they have developed positive values

- Number of youth who demonstrate that they have developed skills and attitudes to make physical activity a habit

- Number of youth who demonstrate that they have developed social skills (e.g., interpersonal communication, conflict resolution)

- Number of youth who demonstrate that they have developed/maintained healthy eating habits
- Number of youth who demonstrate motivation to learn
- Number of youth who are established in employment/career within five years of graduating from high school
- Number of youth who model positive behaviors for peers
- Number of youth who volunteer/participate in community service
- Number of youth who consider the implications of their actions on others, their community, and the environment
- Number of youth who identify, manage, and appropriately express emotions and behaviors
- Number of youth who plan to attend post-secondary education
- Hours of tutoring administered
- Number of students receiving homework help
- Number of youth who increased their weekly hours of homework/reading
- Hours of mentoring
- Number of mentors recruited
- Number of children who received school supplies
- Number of youth mentored
- Number of children served
- Number of youth-led community service projects
- Hours of literacy instruction delivered
- Number of backpacks filled with school supplies distributed

OTHER

Aging

- Number of older adults being supported to live at home through home care, assistive technology, and/or personal support plans
- Number of older adults where emergency room admission is prevented
- Number of older people receiving support to facilitate a discharge home
- Number of people aged 65+ receiving home care
- Number of nursing home visits

Case Management

- Number of eligible clients who report having access to an adequate array of services and supports
- Number of clients who are discharged when planned
- Number of clients in residential care
- Number of personal development plans in place
- Number of referrals received compared to the number screened within 24 hours
- Number of clients and family who did not complete the entirety of the program
- Number of families reporting that their support plan includes or reflects things that are important to them
- Number of clients referred to other services as part of their support strategy
- Number of clients who report that services/supports are available when needed, even in a crisis
- Number of times judge agrees with recommendations on the case/for the child made by volunteers
- Number of cases monitored
- Number of casework interviews performed

Church and Religion

- Number of churches built
- Number of churches planted
- Number of active church partnerships
- Number of bibles requested and distributed
- Hours of student prayer completed
- Number of partner churches
- Number of people reached with the Gospel of Jesus Christ

Foster Care

- Number of youth who re-enter foster care
- Number of children ages 12-23 months entering foster care achieving permanency in 12 months
- Number of children ages 24 months or older entering foster care achieving permanency in 12 months
- Number of children entering foster care achieving permanency in 12 months
- Number of foster youth who completed high school or equivalency
- Number of foster youth who obtained employment

- Number of foster youth with housing arrangements
- Number of individuals who are receiving timely health/dental exams
- Number of timely caseworker visits
- Number of youth who exit foster care at age 18
- Number of children living away from home who have had no more than 3 placements
- Number of children in foster care who have stable placements
- Number of foster youth living with relatives
- Number of foster youth living with siblings
- Number of foster youth who maintain a full set of credits each semester
- Number of foster youth who remain in the same school
- Number of youth who have a positive adult role model
- Bags of groceries provided to former foster youth
- Number of children placed in foster homes
- Number of foster care children placed with a family that were formally adopted
- Number of licensed foster families as a result of the organization's efforts

Hunger

- Number of emergency meals provided
- Number of meals served or provided
- Total pounds of food rescued
- Number of snacks served for students participating in programs
- Total dollar value of produce distributed
- Number of meals delivered
- Number of children reached with a meal each school day
- Number of food donation partners
- Pounds of produce grown
- Estimated dollar value of food donations distributed to community feedings programs
- Pounds of produce distributed
- Number of clients receiving the grocery shopping services
- Pounds of fresh produce distributed per year

People with Disabilities

- Number of children with a disability supported to live at home

- Number of people accessing aids or adaptations as a percentage of the number of people receiving a service from the Occupational Therapy service

- Number of people provided assistive technology

- Number of braille books distributed to blind and visually impaired children and their families

- Number of braille pages produced and distributed

Immigrant and Refugee

- Number of refugees and Special Immigrant Visa recipients resettled

- Number of refugees resettled

- Number of people received immigration service

Youth and Family

- Average number of classroom days missed because of behaviors of client

- Number of clients for whom the transition plan is fully implemented (including receipt of all services as planned)

- Number of clients who receive residential treatment services from at least one of the same providers who will provide services following discharge

- Number of direct care staff who received training in primary prevention strategies and other techniques to avoid the need for restraint and seclusion

- Number of direct care staff who received training in trauma informed care

- Number of readmissions to the same/similar or higher level of care within 90 days

- Number of readmissions to the same/similar or higher level of care within one year of discharge

- Number of treatment and support plans revised within specified timeframes

- Number of treatment and support plans that include behavior support plan

- Number of treatment and support plans that specify how individual and family strengths will be used and developed

- Number of youth and families for whom a cultural inventory (e.g., cultural/ethnic identity, language, values, spiritual life, family traditions, gender and sexual identity issues, other relevant preferences, etc.) is completed and used to develop the treatment and support plan

- Number of youth and families for whom a strengths-based assessment is completed

- Number of youth and families for whom the treatment and support plan is implemented as specified by the therapist

- Number of youth and families provided with objective quality assurance and performance data about providers to inform choice

- Number of youth and families who receive planned aftercare services for 3 months post-discharge

- Number of youth receiving services (e.g., groups, skills and job training, etc.) with youths living in their community

- Average number of months a child spends on the child protection register

- Number of children the organization added to the child protection register for the first time

- Number of children the organization de-registered from the child protection register

- Number of families who report that service and support staff/providers are available and capable of meeting family needs

- Number of families who report they are supported in utilizing natural supports in their communities (e.g., family, friends, neighbors, churches, colleges, recreational services)

- Number of families/guardians of individuals not living at home who report system supports continuing family involvement

- Number of parents engaged in fewer acts of abuse and neglect of their children

- Number of parents engaged in less psychological aggression toward their children

- Number of parents receiving WIC benefits for their children

- Number of clients engaged in the criminal justice system in the last 12 months

- Number of youth who report less likelihood to engage in criminal activity

- Hours of supervised visitation provided

- Number of children who have had one volunteer the entirety of the case

- Number of missing children profiled

- Number of missing children who were profiled and have been located

- Hours of supervised visitation provided

- Number of children who have had one volunteer the entirety of the case

- Number of missing children profiled

- Number of missing children who were profiled and have been located

- Number of backpacks filled with school supplies distributed

- Number of children receiving assistance with important legal documents

- Number of youth programs offered
- Number of participants who do not become involved in the juvenile justice system
- Number of nights of safe housing provided to families of domestic violence

Veterans

- Number of Gold Star families served
- Number of veterans with PTSD served
- Number of veterans who report a decrease in depression

Other

- Estimated dollar value of clothing & household goods donations
- Number of active missionaries
- Number of applicants applying for service dogs
- Number of people returning for successor service dogs
- Number of low-income households who have received utilities assistance to keep the lights, heat and/or water on in their homes
- Number of people hearing the Gospel during outreach events
- Average length of stay (in days)
- Average length of stay (in months)
- Number of care packages delivered
- Number of clergy sexual abuse victims who have contacted the organization for help
- Number of interview clothing consultations provided
- Number of volunteer management professionals trained
- Number of clients assisted with legal needs
- Number of community banks established
- Number of service dogs trained and placed
- Number of service dogs provided to veterans
- Number of people who received presentations on healthy relationships
- Number of containers of aid shipped
- Number of children who receive new clothing
- Pounds of clothing donated

- Number of campers enrolled
- Number of inmates served
- Total payday loans recovered
- Number of grave sites cleaned and restored
- Number of hygiene kits distributed

Philanthropy

Sources

DataArts, Philanthropedia, GuideStar User Community

GRANT WRITING

Grant Making Activities

- Total number of grants awarded
- Total dollar amount of grants awarded
- Average grant amount
- Median grant amount
- Number of organizations applying for grants
- Number of research studies funded

Capacity Building

- Average number of non-monetary support contacts per grantee

Loan Activity

- Number of organizations applying for loans
- Number of loans sponsored for 501(c)(3) organizations
- Total dollars loaned to organizations

Other

- Number of donor-advised funds
- Number of endowments