

Measuring Your Impact:

Five Concerns
Every Philanthropist
can Avoid

If you're reading this it's because you believe in the power of philanthropy. You want to make real change by improving the health and wellness of communities.

But here's the problem: Philanthropy without measurable results is philanthropy without purpose. If your contributions aren't measurable, how do you know they are having any real impact? Without measurable results, how do you know your philanthropic efforts are aligning with your overall vision and meeting your strategic goals? That's just it – you don't.

Many corporations and foundations give with good intentions, but without a clear measurement of impact. Measuring outcomes has become even more complex in recent years as ambitious donors, innovative nonprofits, and influential experts have sought to define how philanthropy is making a difference in solving fundamental social and health problems.

Are you missing the mark with your philanthropy? Here are 5 concerns that can be avoided when it comes to your contributions and investments in the community.



1

Choosing a project that can't produce measurable outcomes.

When you decide on a philanthropic project that aligns with your organization's vision, it's important to ensure the outcomes are credible and measurable. As an example, it may be accurate to claim a newly funded park or recreation area now has 25% more users. However, to claim the same park or recreation area has now resulted in an overall reduction in the community's obesity rate would require an in-depth analysis. Your project would need to undergo close examination with a controlled process in order to be deemed credible. Be sure to ask your project partners what outcomes can actually be measured as a result of the project.



2

Not ensuring the outcomes are relevant.

Ask yourself: Are you investing in philanthropy that aligns with your strategic goals? If not, this probably means your project and efforts aren't relevant to your organization's mission. Your stakeholders or constituents won't feel a connection to the project if it doesn't line up with the overall vision of the organization. And keep in mind, just as you would choose philanthropic projects relevant to your mission, be sure the outcomes of those same projects are relevant to the mission as well.

An aerial photograph of a large park area. In the foreground, there is a playground with various blue and white structures, including slides and climbing equipment. The playground is surrounded by green grass and trees. In the background, a body of water (likely a river or bay) is visible, with a city skyline (likely New York City) in the distance. A green circle with the number 3 is overlaid on the left side of the image.

3

Ignoring common and existing research.

It's pretty simple and universal: Parks, playgrounds, and recreational spaces improve the communities they serve. For you as a philanthropist, investing in a unique, custom-built park will create limitless benefits for its users, all while immersing the public in your brand. And to further show the overall effectiveness and positive impact of outdoor recreation spaces, you can easily source accepted research and data on the topic. You don't have to travel too deep into Google in order to discover a wealth of information and statistics on the community benefits of outdoor fitness spaces, playgrounds, dog parks, etc.

An aerial photograph of a park. In the center is a colorful playground with slides and climbing structures. To the left is a basketball court. Further left is a picnic shelter with a green roof. The park is surrounded by trees and a residential neighborhood is visible in the background.

4

Failing to measure outcomes during the process.

Philanthropic outcomes have multiple levels of measurement. Some may not be measurable in the short run, such as improved brand perception by the public and/or health outcomes in the community. However, it is important to also measure small steps along the way during the interim period to show progress toward the overarching goal. If your philanthropic project cannot demonstrate whether your efforts are on track to produce positive outcomes for both the community and your brand, you may want to reconsider where you are making your contributions. Remember, if the impact of your philanthropy is not measurable, how do you know if it's made an impact?



5

Lacking comparative analysis to measure outcomes.

Comparative analysis is a method of evaluation that documents results by measuring the target population participating in a program against a comparable group who did not participate. It is an effective tool in demonstrating measurable outcomes of philanthropic projects. It is tangible and credible.

Invest in community spaces. Deliver measurable change.

Helping philanthropists and organizations develop community parks and recreational spaces with measurable results and data.

Make a bigger impact with your philanthropy. Here's how:



Step one:
**Create positive
brand awareness**



Step two:
**Promote healthy,
equitable communities**



Step three:
**Measure and
demonstrate outcomes**



Schedule A Consultation 📅

Contact our team of expert planners and designers, construction developers, and product specialists to start building a stronger community.

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