Success Measures is an evaluation and learning strategy consulting team. We work with our partners by:

Measuring outcomes and facilitating learning

We work alongside organizations to strengthen their evaluation and learning practices for measuring change in complex environments. We work with communities to identify measures that accurately reflect their experiences, enabling learning and action that improve outcomes. We facilitate spaces conducive to reflection so that clients apply the insights gained, continuing the transformation beyond their engagement with Success Measures.

Grounding our work in participatory and equitable practices

We apply a participant-first lens to every evaluation stage and use data collection methodology rooted in transparency and respect. Our place-based practice considers power dynamics and reflects community voices to identify practical, actionable outcomes and lay the foundation for enduring change. Our work focuses on the unique needs of the community, ensuring the process and learning from the evaluation ultimately benefits participants.

Working together as thought partners and advisors

We help our clients identify — at the outset — how they will make best use of the evaluation and learning to support their vision and demonstrate change. We work to understand their goals and think through their unique challenges with our collective expertise and adaptive solutions. Through listening and collaborative candor, we build trusting relationships that support the evaluation, learning, and grantmaking strategies our clients need.

We work with community-based organizations, intermediaries, funders and national nonprofits focused on improving the places, systems and conditions for healthier and stronger communities.

Our Services

- **Full range of evaluation consulting and technical assistance services** from planning through communicating findings and helping clients use the results.
- **Strategic learning processes** that intentionally include real-time reflection, making sense of and applying the learning to ground and adapt strategies.
- **Thought partnership and advisory services** for evaluation, learning and grantmaking strategies.
- **Tailored tool sets** including surveys, observation checklists and interview guides.
- **Technology support** for community data collection through the Success Measures Data System.

Connect with Us

We'd love to hear about your work and how we could collaborate and support your evaluation and learning efforts. Connect with Lynne Wallace, Vice President, Success Measures Business Development and Operations, at lwallace@nw.org or (202) 524-9986.

SUCCESS MEASURES®

1255 Union St. NE • Suite 500 Washington, DC • 20002 • SuccessMeasures.org
Success Measures is a social enterprise based at NeighborWorks® America, a national community development intermediary.

NeighborWorks® AMERICA

Our Approach with CDFI's

Success Measures helps CDFI's move beyond required performance tracking to understand and demonstrate the impact of their investment dollars, technical assistance, capacity building and policy development work.

Through our evaluation planning, outcome measurement frameworks and real-time learning strategy processes, our clients have experienced:

- **Enhanced Decision-Making**: Gain valuable insights to inform strategic decisions.
- **Improved Communications of Outcomes**: Use preexisting or new data to identify meaningful measures that enhance storytelling and required reporting, discerning impact that goes beyond dollars.
- **Increased Universe of Available Funds**: Demonstrate program value and contributions to community-level change, enabling new opportunities with potential funders.
- **Uplifted Community Voice:** Build trusted relationships with community members that increases understanding of and ability to directly address community needs.

> **"Like other CDFI's, we got caught up in the number of units we were financing and tried to go beyond that mindset. We worked with Success Measures to think about why we're doing our work and the kind of mission and outcomes that we were hoping to achieve as we thought about both raising and deploying capital. That's the big picture thinking that attracted us to Success Measures."**
>
> **Kathy McGilvray, former Director of Investment, Massachusetts Housing Investment Corporation**

How we can work with CDFI's

- Make effective use of existing collected data for analysis and sensemaking.
- Strengthen internal evaluation capacity to be able to apply and share outcome data to engage new partners and investors.
- Co-create theories of change that provide clear roadmaps of the organization's strategies and outcomes.
- Design evaluation plans, surveys and practical implementation strategies to measure outcomes for organizations, communities and people served.

Who have we worked with?

For over twenty years, we have provided evaluation and learning services to over a thousand organizations.

Our clients range from community-based organizations like CDFI's to nonprofit housing developers to large national funders.

- Bon Secours Mercy Health
- Enterprise Community Partners
- Fahe
- Hope Enterprise Corporation
- Greater Minnesota Housing Fund
- Massachusetts Housing Investment Corporation
- NeighborWorks America
- Twin Cities LISC
- Virginia Housing Development Authority