

Gain insight.
Drive action.
Inspire change.

UpMetrics is helping organizations to maximize positive social outcomes by making it easy to define impact goals within an impact framework, and then collect and use data to measure, improve, and report on impact outcomes, and tell their story with the world.

The world deserves a data-driven social impact sector.

At UpMetrics, we believe that data has the power to create lasting and impactful social change only when impact-seekers have access to it, can draw insights from it, and are empowered to use it to drive decisioning and storytelling. That's why we purpose-built a solution that connects the impact ecosystem and elevates the way it uses data for good.

Our platform enables a strategic-approach to impact measurement that supports all aspects of data collection, analysis and management for your organization and empowers you to understand, maximize, and communicate outcomes in real-time, strengthen relationships with other mission-driven organizations through shared learning, and more collaboratively drive social impact at scale.

Our Approach

- **Define** - Build your Impact Measurement Framework using our signature DeCAL methodology, enabling you to map your organization's mission to your impact themes and Key Impact Indicators.
- **Collect** - Use customizable data capture tools and multiple third-party and spreadsheet integrations to collect, consolidate, and normalize all relevant data in one centralized location.
- **Analyze** - Understand impact data and track ongoing progress towards organizational goals, and against industry benchmarks, with user-friendly dashboards that update qualitative and quantitative data in real-time.
- **Leverage** - Use dashboards and other data visualizations to identify ways to maximize impact, drive effective decision-making, simplify reporting, demonstrate outcomes across key performance metrics to relevant audiences and stakeholders, and more effectively tell your story of impact.



"UpMetrics provides a data-driven approach to understanding the collective community impact that is being accomplished by our grantees."

Janell Elizabeth Ray,
CEO at the Pallottine
Foundation of Huntington



We use quantitative data a lot in presentations, but ultimately, what does it mean? It goes beyond the numbers. That's, for me, the big thing—the qualitative piece. I think when you couple that with other metrics, you begin to see the whole picture. We want to be able to tell our story in a more complete way."

David Solo,
CEO at Special Olympics
Northern California