UpMetrics
Impact Framework

UpMetrics

Contents

Dimensions

Impact Framework Summary

Who are we serving

The people that you serve and are helping.

01 Empower mission driven organizations with technology and team — **1** KII

What are we delivering and how much

The programs or services you are delivering for the people you serve.

01 Deliver Impact Measurement and Management tech and team model to accelerate impact of clients — **4** KIIs

02 Create learning space to activate and inspire clients — **2** KIIs

What is the quality of our delivery

How you ensure what you are delivering is quality and that your team is executing at a high level.

01 Provide high quality platform and services experience — **4** KIIs

Are those we serve better off

How the people you serve are better due to the quality services you provided.

01 Increase the ability of mission driven organizations to leverage technology to make data driven decisions — **1** KII

02 Increase the ability of mission driven organizations to leverage technology to better tell their story of impact — **2** KII

Impact Framework Summary

Are those we serve better off

How the people you serve are better due to the quality services you provided.

03   Increase capacity of clients

4 KIIs

Community Contribution

Impact is a collective effort. There are two types of community contribution, direct and indirect. Direct contribution is an extension of your better off KIIs. Indirect contribution is often tied to your vision statement. Your defined target community should take geography and demographics into consideration.

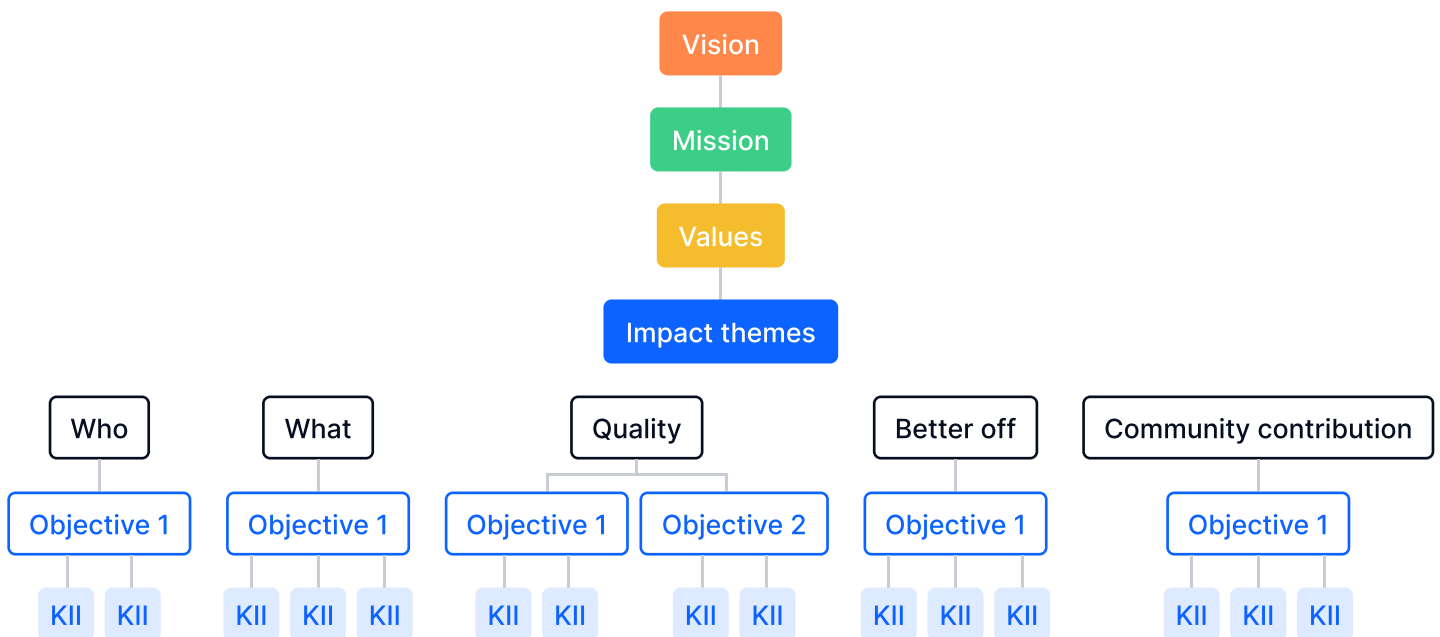**01**   Drive resources to impact organizations

3 KIIs

What is the Impact Framework?

An Impact Framework is a structured approach that helps mission-driven organizations define and operationalize their impact - allowing teams to identify, measure, and communicate their social or environmental impact.

Why is this important?

UpMetrics' impact measurement and management platform helps purpose-driven organizations maximize positive social outcomes by making it easy to collect and use data to measure, improve, and report on impact - then share their story with the world. This structure is valuable in creating a data-driven story of impact and tying quantitative measures to how your organization is driving towards the success of your vision.

Find out more about the framework including what terms like dimensions, objectives and KIIs are at **UpMetrics.com**

Vision

A data-driven ecosystem that drives capital and resources to impact.

Mission

We empower organizations with the knowledge and the tools to accelerate the impact of their mission.

Values

Team First   Reflect & Improve   Client Focused

Show Integrity   Let's Go

Themes

Industry Innovation & Infrastructure

Capacity Building

Impact Measurement & Management

Systems Change

Who are we serving

Objective 1

Empower mission driven organizations with technology and team

- # of mission driven clients

What are we delivering and how much

Objective 1

Deliver Impact Measurement and Management tech and team model to accelerate impact of clients

- # of active clients on the platform
- # of nonprofits within active cohorts

- # of clients that have managed services
- # of IMM Managed Services hours delivered

Objective 1

Create learning space to activate and inspire clients

- # of clients signed up for an Impact Learning Collective

- # of peer-to-peer learning sessions delivered

What is the quality of our delivery

Objective 1

Provide high quality platform and services experience

- Average NPS score

- % of UpMetrics employees who agree that Up is a place that values DEI

- % retention of clients (year over year)

- % of UpMetrics employees who are comfortable voicing their ideas and opinions, even if they are different from others
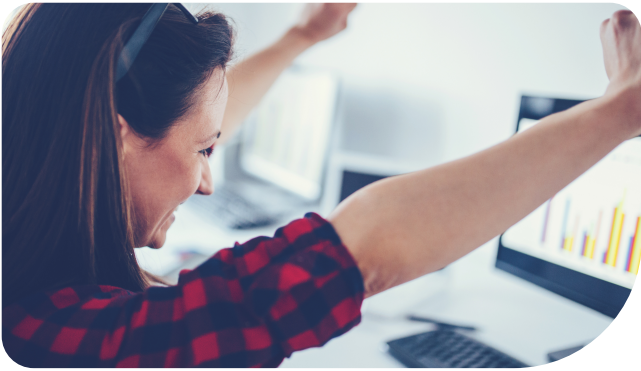
Are those we serve better off

Objective 1

Increase the ability of mission driven organizations to leverage technology to make data driven decisions

- % of clients that use the platform to make data driven decisions

Objective 2

Increase capacity of clients

- % of clients that use the platform to increase their capacity
- % of clients that saved time to report their impact

Objective 3

Increase the ability of mission driven organizations to leverage technology to better tell their story of impact

- % of clients that use the platform to measure and manage their impact
- % of for-profit product / service provider clients that use the platform to grow their business
- % of nonprofit product / service provider clients that use the platform to help fundraise
- % of for-profit capital provider clients that use the platform to raise capital

Community Contribution

Objective 1

Drive resources to impact organizations

- % of impact organizations that have the resources needed to achieve their mission

- # of impact organizations that are able to effectively measure and manage their impact

- # of impact organizations with an impact framework