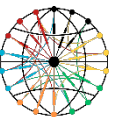




**The Impact Genome Project®**

# State of Impact: Social Capital

36 Minutes to Impact Webinar Series



# Today's Speakers



**Jason Saul**  
Impact Genome Project CEO



**Dennis Duquette**  
President of the  
MassMutual Foundation



**Dr. Heather King**  
VP, Evidence and Implementation,  
Impact Genome Project



**Chris Cyr**  
VP, Data & Analytics,  
Impact Genome Project

# Today's Agenda

The Impact Genome

Why Social Capital Matters

Demand – The Need

Supply – Nonprofit Capacity

Social Capital in Action

Q&A

# Cracking The Code On Social Impact

The Impact Genome Project<sup>®</sup> creates standardized data to identify what works.

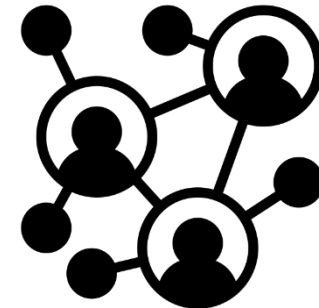
1 Quantify & Track  
Beneficiary Needs



2 Quantify & Track  
Nonprofit Impact

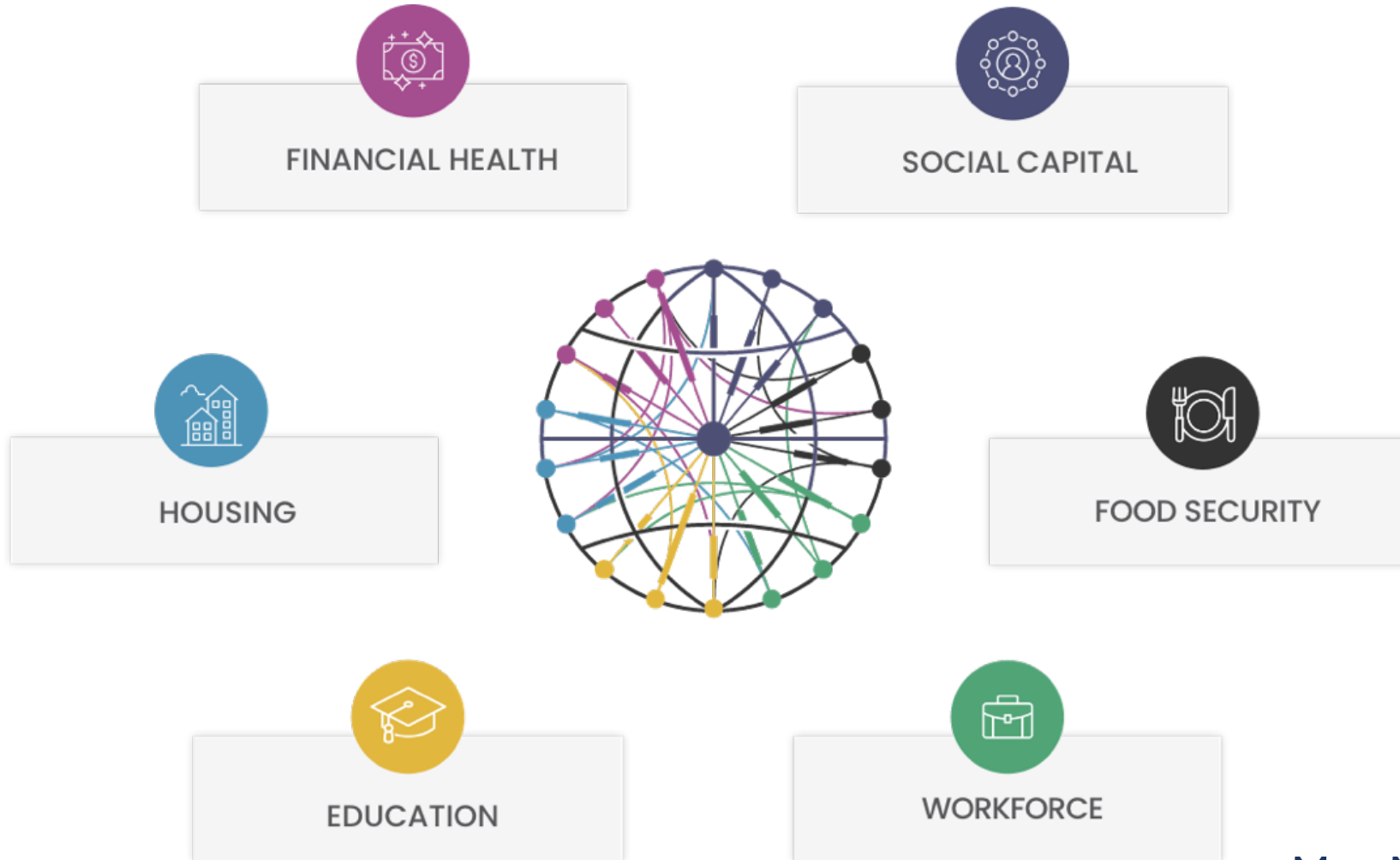


3 Enable Funders To  
Invest In What Works

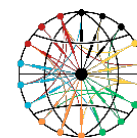


# Sentinel Outcomes Initiative™

The Impact Genome's Sentinel Outcomes Initiative tracks six key social determinants of health.



# Why Social Capital Matters



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# The Importance of Social Capital

Through the MassMutual Foundation, the Live Mutual Project brings together community resources and partners to create vibrant and empowered neighborhoods. We focus on building community connections and financial capabilities to achieve financial well-being.



# Community Connections

## Resource Collaboration

Service providers come together to identify what's in the way of achieving financial well-being in their community.



## Strong Networks

Build relationships with a broad network of people who can provide support and access to new opportunities.

## Neighborhood Destinations

Reinvent public spaces to bring community members together to build strong networks.



## Cross-Sector Partnership

Bring together business, government, and nonprofits to break down systemic barriers to financial well-being.

# LiveMutualProject



# Financial Capabilities



## Employment Pathways

Develop skills and access to good jobs that are close to home.



## Local Economy

Earn and spend in the local neighborhood or town where you live.



## Financial Skills

Develop skills to save, spend, borrow and plan and access loans, bank accounts and credit.

## Housing & Home Ownership

Access safe, healthy and affordable housing, with a pathway to ownership.



# Financial Well-Being



# What We Mean By ‘Social Capital’

Social Capital is...

Your neighbor who watches your kids when you’re sick. Your buddy from college that opens doors for your next job.

Your contact at the hospital that helps you figure out which specialist to see.

These connections form your Social Capital – the people who help you get ahead and stay involved in your community.

## **BUILDING BLOCKS OF SOCIAL CAPITAL:**

## **STANDARDIZED OUTCOMES:**

Having people to turn to when you need help

**Access to Trustworthy Personal / Professional Networks**

Leveraging your relationships to meet personal and professional goals

**Use of Personal / Professional Networks**

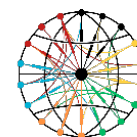
Navigating systems and institutions to meet your needs

**Navigation of Institutions**

Engaging in your community to build social connections

**Civic / Community Engagement**

# Demand Side: State of Need



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# State of Social Capital (March-April 2021)



Civic and Social Bonds Matter, But Millions of Americans Lack Connections That Could Bolster Pandemic Recovery

**46 MILLION**

Adults have just one or no trustworthy person to turn to personally.

**54%**

of Americans have volunteered, donated money, or been civically engaged in some way over the last year.

**49 MILLION**

Adults have no trustworthy person to turn to professionally.

**29%**

Reported that they rarely or never got professional help when asked.

**12%**

Reported that they rarely or never got personal help when they asked.

**38 MILLION**

Needed support from institutions but were unable to access them

# State of Social Capital

Civic and Social Bonds Matter



Factors That Could Bolster

generated money, or been  
in the last year.

People with incomes below the  
Federal Poverty Level are  
**2.5x more likely**

to have no one to turn to for help

**46 MILLION**

Adults have just one or no  
trustworthy person to turn to  
personally.

Access to Personal /  
Professional Networks

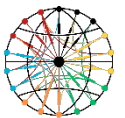
**49 MILL**

Adults have no trustworthy  
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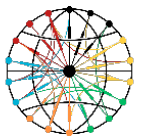
**14% White adults**  
**25% Hispanic adults**  
**30% Black adults**

**26% White adults**  
**35% Hispanic adults**  
**38% Black adults**

Reported that they rarely  
never got personal help  
they asked.



# Supply Side: Sector Capacity and Costs

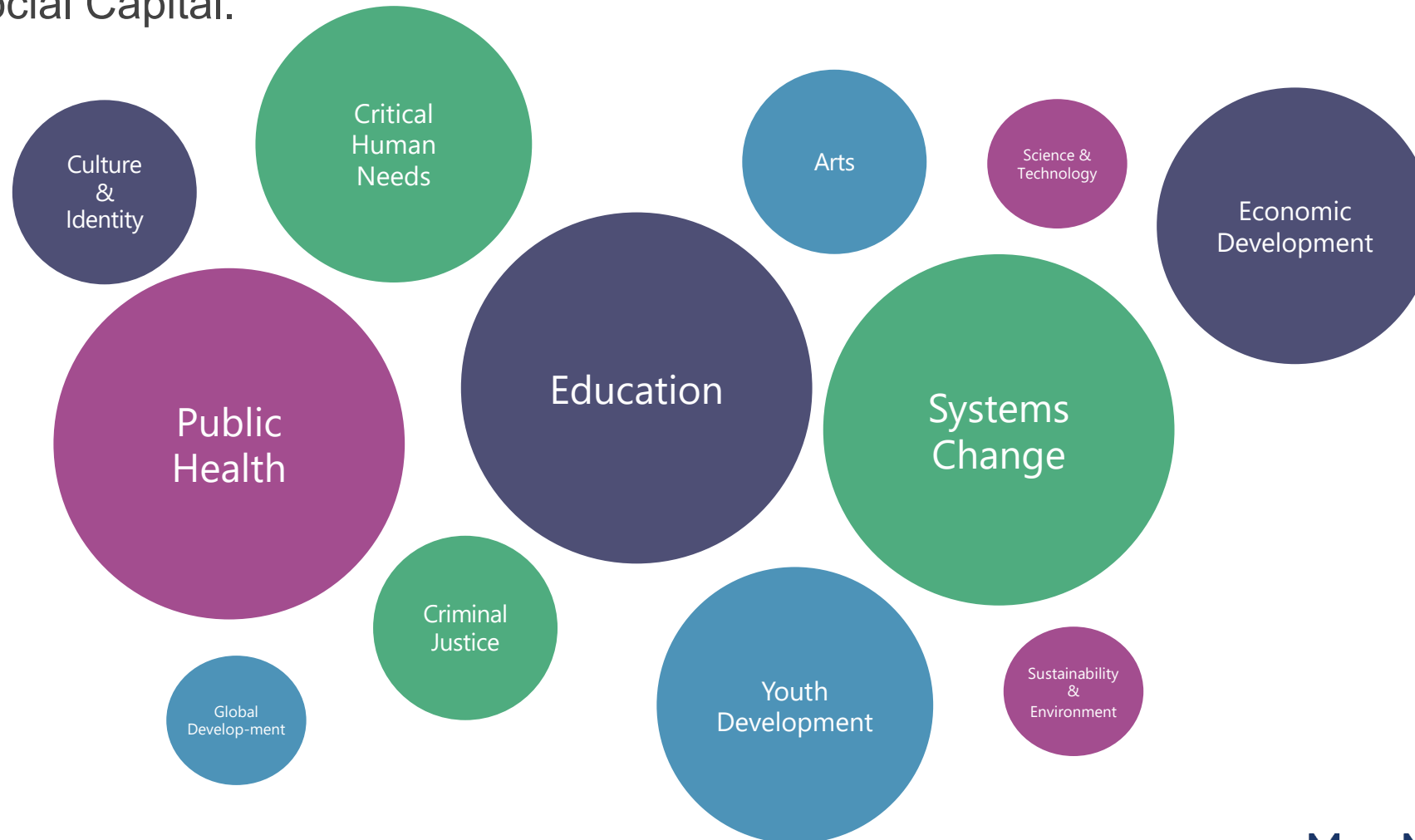


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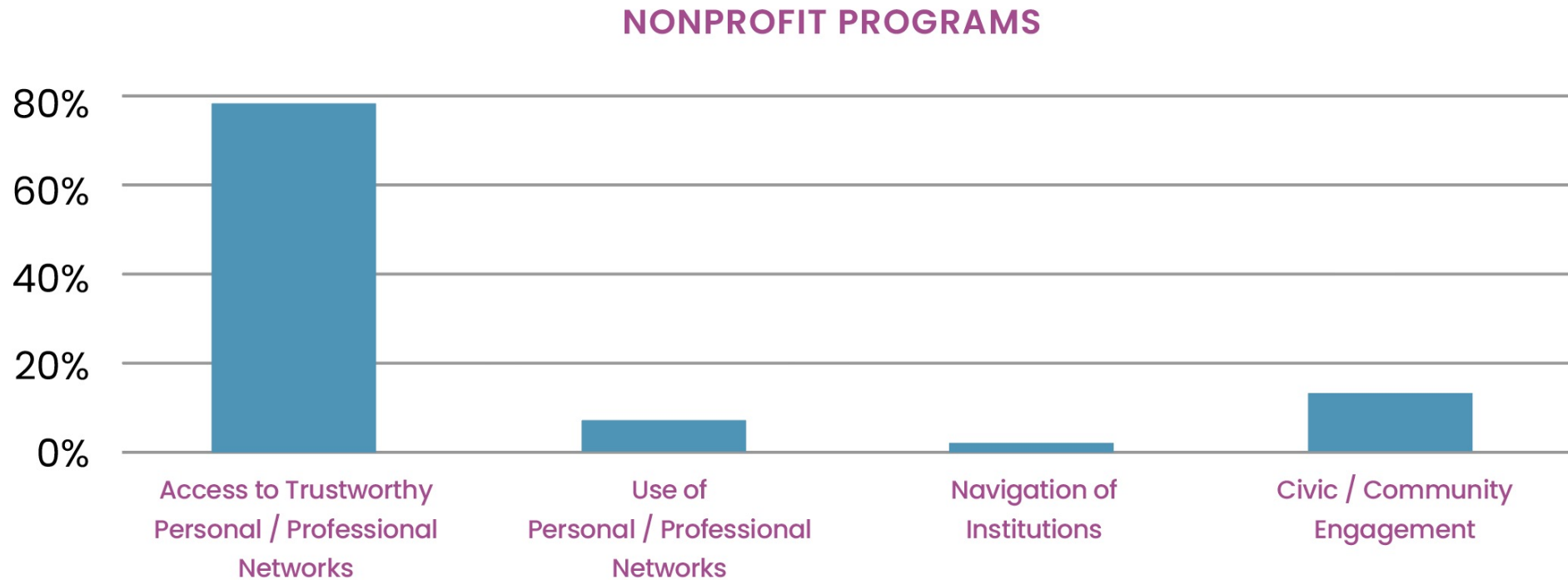
# Social Capital Cuts Across all Areas of Social Impact

This work is not focused in one field. Programs work all areas of social impact to build and maintain Social Capital.



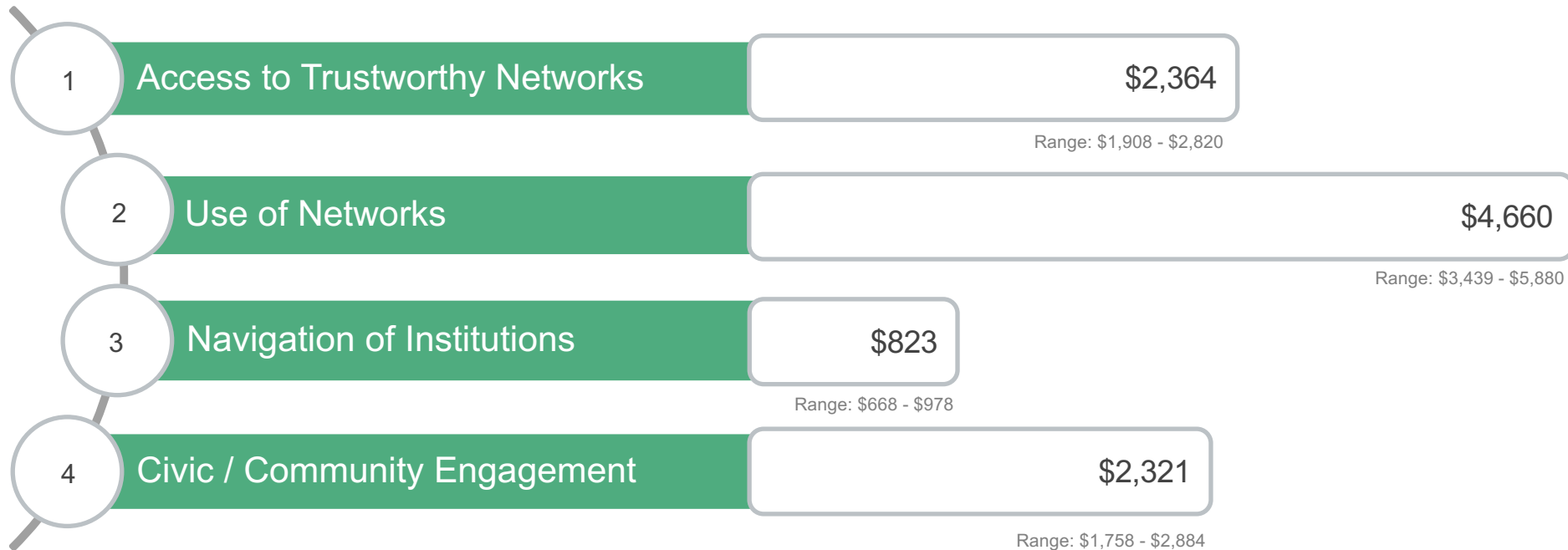
# Program Landscape

A majority of nonprofit programs working to build social capital are focused largely on the Social Capital outcome of Access to Trustworthy Personal / Professional Networks



# The Emerging Price of Impact for Social Capital

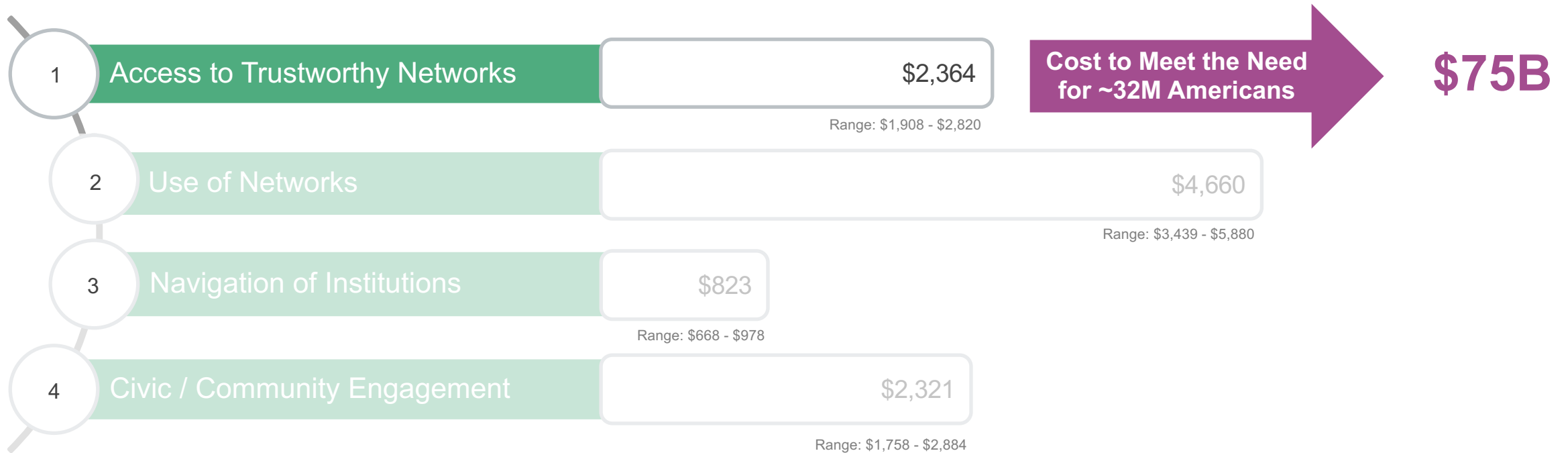
What is the average cost to help an individual achieve each Social Capital outcome according to the Price of Impact Index™ (POI)?





# Investment Required to Meet the Need

By connecting cost-per-outcome with total need, we can properly estimate the cost to build Social Capital for Americans



# Program Strategies Are Not ‘One-Size-Fits-All’

Analysis of research studies and nonprofit impact reports collected by Impact Genome uncovers program strategies that are more commonly associated with positive Social Capital outcomes.\*

## Example of Effective Program Strategies

*(from 102 strategies analyzed)*



### Facilitators or Mentors that Share an Identity with Participants

The program intentionally includes someone (e.g., mentor, coach, case manager, counselor, advisor) who shares identity characteristics with the participants



### Sharing Experiences

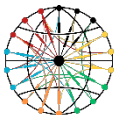
Program provides opportunities for participants to share their own experiences with one another (e.g., sharing their personal stories/narratives/lived experiences, discussing conflict in a peer group, discussing challenges they are facing, etc.).



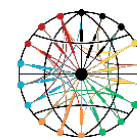
### Build Positive Relationships Over Time

Program includes activities during which participants and the same facilitator(s) meet regularly over time, which encourages them building a relationship (e.g., college advising, ongoing counseling, etc.).

\*For a full list of effective program strategies, see the Social Capital Genome™ White Paper:  
<https://impactgenome.org/white-paper-cracking-the-code-on-social-capital/>



# The Social Capital Genome™ in Action



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# The Social Capital Genome in Action



"It's all about networking and being able to connect with individuals who can help you improve your quality of living. It's important to get people to the next level when it comes to their finances and asset development. People are ready to get to the next level, they just need a hand up, not a handout.

What RISE offers is a different level of access and we act as an accountability partner. The citizens we serve often only hold relationships with people in their community and workplace. Through RISE, they meet people they otherwise wouldn't have had the opportunity to meet."

SHELIA TERRELL, PRESIDENT AND CEO, RISE FOUNDATION

[www.livemutualproject.com](http://www.livemutualproject.com)

# Social Capital Matters – Press Coverage

**AP** Poll: Millions in US struggle through life with few to trust

**Poll: Millions in US struggle through life with few to trust**

By ALEXANDRA OLSON June 10, 2021

Civic and Social Bonds Fortify Communities, But Millions of Americans Lack Connections That Could Bolster Pandemic Recovery

*18%—or 46 million adults—have just one or no trustworthy person they can approach for help like a ride to the airport, emotional support, assistance when sick, or watching a child in an emergency.*

Business

**The Impact Genome Project® and MassMutual Foundation Announce New Research Measuring Social Capital – particularly critical**

June 14, 2021, 8:00 AM CDT

**Cracking the Code on Social Capital**

What Works & Why

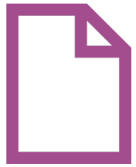
**The Social Capital Genome™ Executive Summary**

Social Capital is critical for the economic empowerment and social mobility of historically marginalized populations and communities. Having Social Capital contributes to improvements in other outcomes, such as financial health, educational attainment, and physical and emotional well-being. The complexity of human relationships has made it difficult to define and measure, so it is rarely examined as the primary goal (outcome) of nonprofit programs. By focusing on Social Capital as one of the key goals, we can better understand how to successfully build and maintain this critical resource.



# Leveraging the Social Capital Genome

Charting strategies better suited to fostering the critical connections that can lead to better overall outcomes.



**Understand & Fund Standardized Outcomes**



**Bolster Capacity Building and Evaluation**



**Benchmark Progress and Support Program Improvement**

# Join Our Impact Genome Consortia

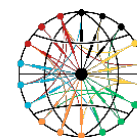
Funders and practitioners collaborate us to learn what works, share best practices and track change over time.

**1** Learn Latest Evidence of What Works

**2** Track Needs of Beneficiaries On The Ground

**3** Benchmark Your Programs and Grants With Peers

# Q&A



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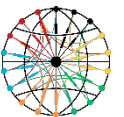


# Thank you for joining us!

Our next Sentinel Outcomes Initiatives event will be

**State of Impact: Food Security**

September 2021



A series of white, rounded rectangular shapes of varying sizes and orientations are arranged vertically along the left edge of a dark blue background.

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