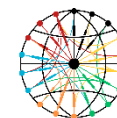




The Impact Genome Project®

State of Impact: Hunger

36 Minutes to Impact Webinar Series



IMPACT GENOME
6 SENTINEL OUTCOMES
INITIATIVE

Today's Speakers



Christy Duncan Anderson
Executive Director and President,
Albertsons Companies Foundation



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



Liz Noble
Director, Evidence and Implementation,
Impact Genome Project

Today's Agenda

1

The Challenge

2

The Impact Genome

3

Demand – the Need

4

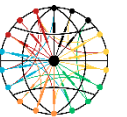
Supply – Programming & Funding

5

Strategies to Meet Demand

6

Q&A



Cracking The Code On Social Impact

The Impact Genome Project® creates standardized data to identify what works.

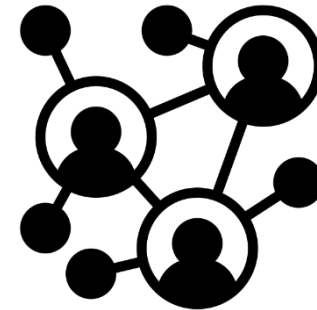
- 1 Quantify & Track Beneficiary Needs



- 2 Quantify & Track Nonprofit Impact



- 3 Enable Funders To Invest In What Works



Sentinel Outcomes Initiative™

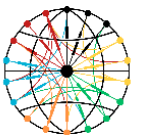
The Impact Genome's Sentinel Outcomes Initiative tracks six key social determinants of health.



Addressing Hunger

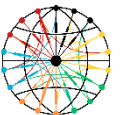
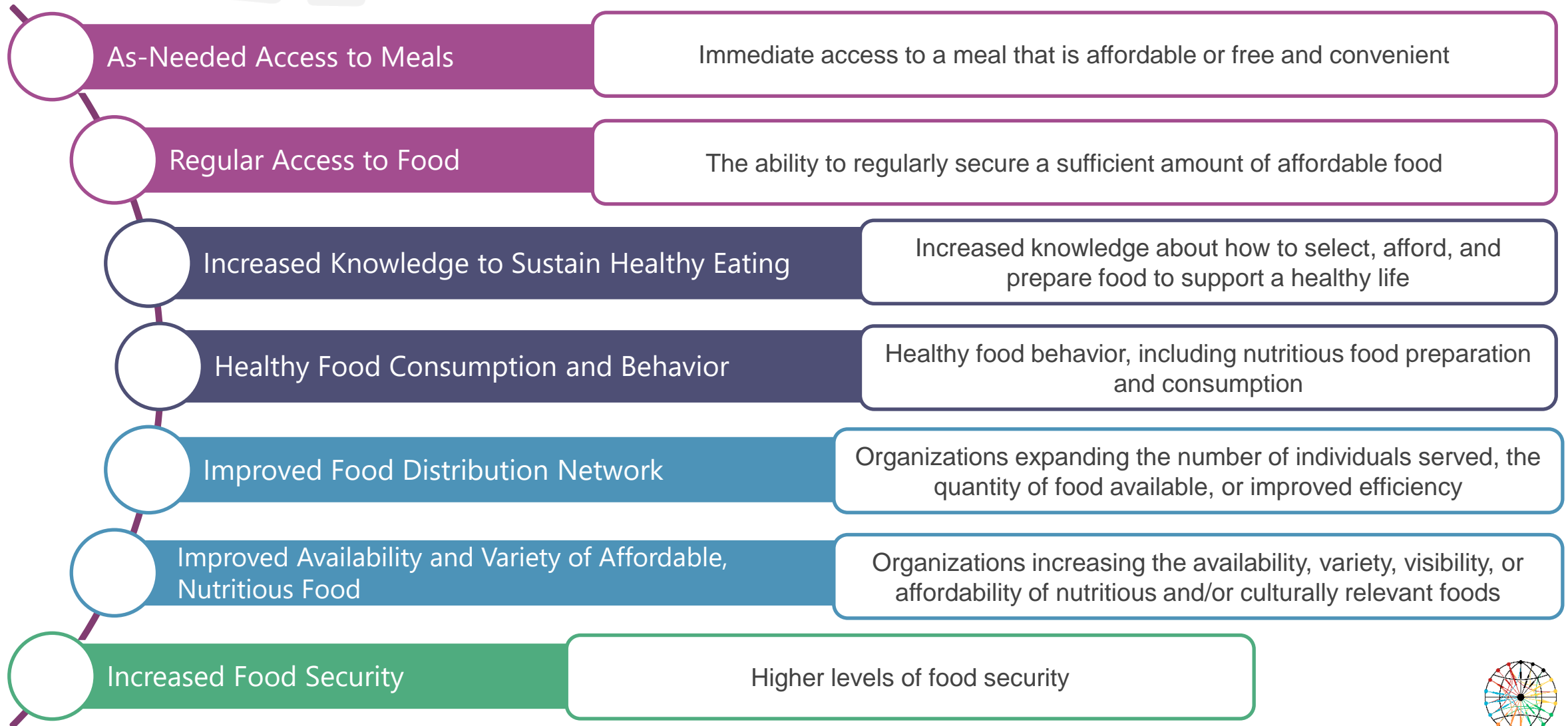


Demand: The Need



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Addressing Hunger Requires Investment in Individuals and Systems



State of Hunger



37%

of adults got food assistance from a nonprofit organization or a government service in the last year

23%

of Americans report experiencing food challenges in the last year

58%

of adults struggling with food challenges also faced at least one barrier to access services



41%

believed they were not eligible for government or nonprofit services

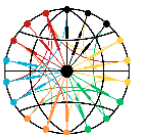
25%

did not know how to access at least one of the government or nonprofit services

17%

did not have a relevant service in their community

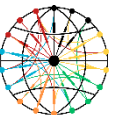
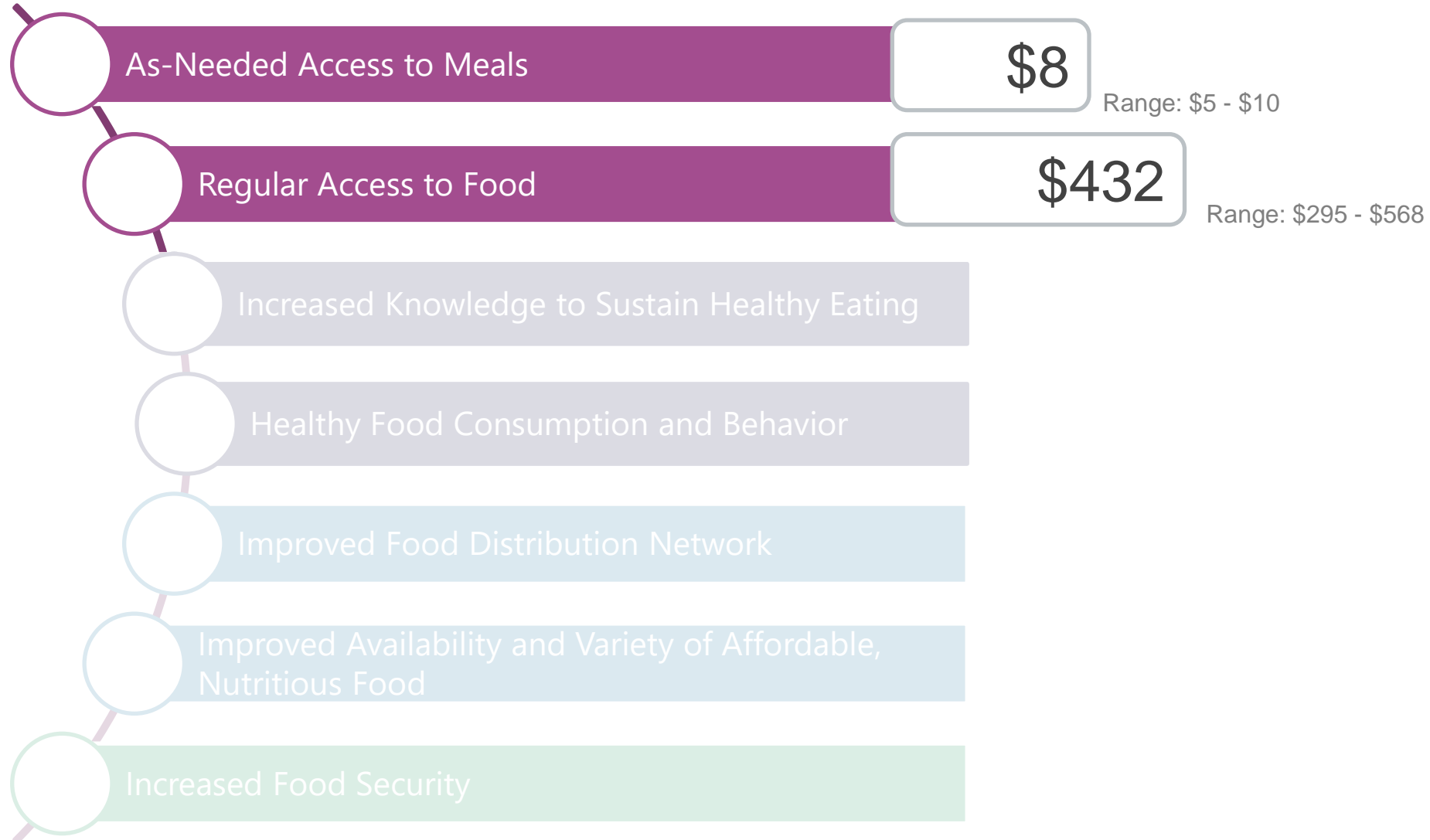
Supply: Programming and Funding



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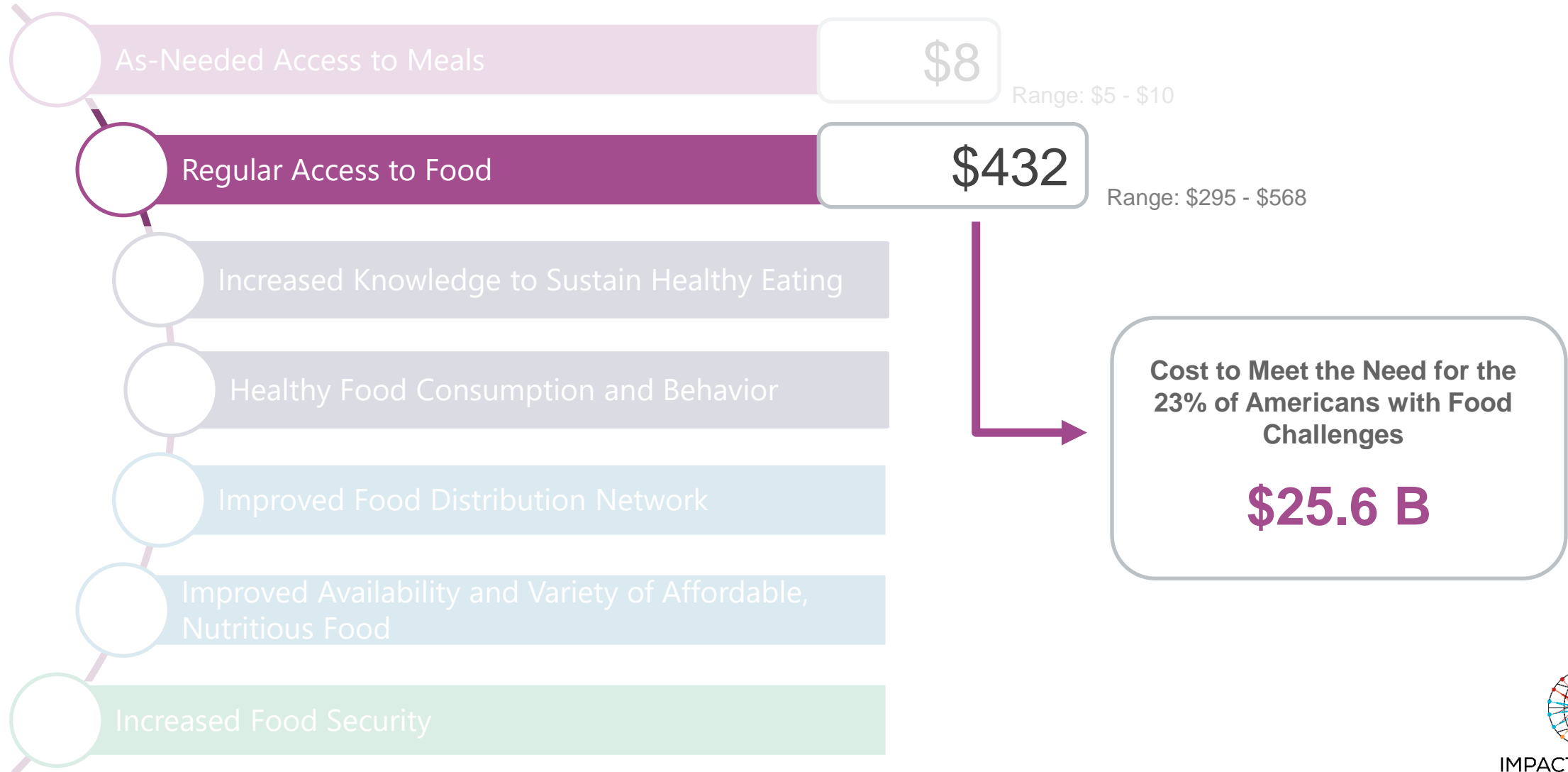
The Price of Impact for ‘Access’ Outcomes

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



Investment Required to Meet the Need

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



Current Investment (& Gap) in Regular Access to Food

Our current investment in these programs is not enough to meet the need

2,000+

Nonprofit programs
focused on
providing regular
access to food to
individuals

2.5M – 4.8M

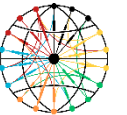
Potential people able to
gain regular access to
food with these
resources

\$1.4B

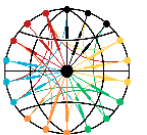
Total annual investment in these
nonprofits focused on regular
access to food

24.2B

Gap between current spend and current need



Strategies to Meet Demand



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Top Strategies to Support People Facing Food Challenges

Top Nonprofit Program Strategies

- 1** Provide free food or meals
- 2** Provide food for local distribution
- 3** Utilize food drives / donations

Top Beneficiary Needs

- 1** Extra money to help pay for food or bills
- 2** More or different food in the stores
- 3** Reliable and accessible transportation options



- 6** Enough free food to last a few days
- 13** A free prepared meal with no prior notice



Data to Drive Change

Better understand
people's needs

Benchmark progress against
those needs year over year



AP

NORC

The Associated Press-NORC
Center for Public Affairs Research

MORE THAN HALF OF AMERICANS FACING FOOD CHALLENGES STRUGGLE TO GET SUPPORT

Perceptions of ineligibility, confusion about how to enroll, and a lack of services in low-income communities kept more than 12.5 million experiencing food challenges from getting a

Nearly a quarter of Americans report experiencing food challenges, and 37% of adults received some type of food assistance from a nonprofit organization or a government service to help feed their household in the last year, according to a new study from Impact Genome and The Associated Press-NORC Center for Public Affairs Research. But many also faced barriers to accessing needed services to meet these challenges.

Twenty-three percent of Americans report experiencing food challenges in the last year—including 4% saying they sometimes or often did not have enough to eat, and 19% saying they had enough, but not the kinds of foods they wanted. More than half (58%) of adults struggling with food challenges also faced at least one barrier accessing services, and 21% of those with challenges—12.5 million adults—could not access any government or nonprofit food assistance program. The most common reason cited is a perception that they were not eligible for support.

The survey asked those experiencing food challenges which strategies were necessary for meeting their family's food needs. Half (50%) say they would need extra money to pay for food and bills, 29% need more reliable transportation, and 26% need additional free food. Many are uncertain of how long they would need support. To cope, Americans with food challenges are choosing longer-lasting nonperishables (49%), buying cheaper foods (42%), and managing finances (39%).

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Three Things You Should
About the Impact Genome/
Among American Adults:

1. 37% got food assistance from organization or a government service in the last year.
2. 58% of adults struggling with challenges also faced at least one barrier accessing services.
3. 50% who faced difficulty in the last year say they need to help pay for food or bills, need more reliable transportation, 26% need more free food. Many are uncertain of how long they would need support.

Issue Brief

Find Nonprofits that align
with people's needs

Search

Q All Nonprofits Research Outcomes Components

Total Results: 7,580

Filter nonprofits...

Powered By algolia

QUALIFICATIONS

Advances Diversity, Equity, and Inclusion

Based in High-Needs Area

Impact Genome Verified

6

3,009

163

OUTCOME

Arts

Criminal Justice

Critical Human Needs

Child Welfare

Disability

Elderly Care

Food Security

Direct Service

Systems

Housing & Homelessness

19,930

1,293

31,320

3,175

2,873

6,998

7,580

5,595

1,985

10,694

Organization & Program	Universal Outcome™	Outcome Price™	Impact Footprint™
Hialeatha, IA Hawkeye Area Community Action Program Inc ENR-42-086405	Critical Human Needs / Food Security Improved Food Distribution Network	\$14,861 Per Outcome	153 Organizations
Hartfield, MA The Food Bank Of Western Massachusetts ENR-42-751023	Critical Human Needs / Food Security Regular Access to Food	\$268	899 Households
Scottsdale, AZ Desert Mission	Critical Human Needs / Food Security Regular Access to Food	\$551	12,909 Individuals

Organization Overview

Name Junior Achievement Central Carolina

Genome Financial Health

Program Overview

Program Name JA BizTown

Program Type Direct Service

Beneficiary Type Individuals

Budget \$1,199,000 USD

Description

JA BizTown is a unique experiential education program featuring business-themed lessons in the classroom and culminating with a day-long immersion in a simulated town at the JACC headquarters. Fifth grade students operate businesses, manage their finances, vote for mayor and make choices that require collaboration and critical thinking. The program helps students connect the dots between what they learn in school and the real world.

Program Logistics

Location

United States (North Carolina, South Carolina)

Key Demographics

The program primarily serves fifth grade students in Charlotte-Mecklenburg and the surrounding counties. 90% are low-income students and 90% attend Title I schools (high risk of poverty).

Core Beneficiary Group

Age

Early Adolescents (age 10-14 or middle grades)

100%

Sex

Male

50%

Female

50%

Race

Black or African American

36.1%

Hispanic or Latino

34.1%

White or Caucasian

28%

Additional Characteristics

Low Income or Economically Disadvantaged (at or below the federal poverty level eligible to receive free or reduced-price lunch)

50%

Impact Genome Insight

The JA BizTown program at JACC demonstrates both on efficacy rate and cost per outcome with sector benchmark. They report outcomes through use of a pre/post survey conducted with a sample of participating students, and could improve reporting by assessing a more significant sample of the population of students with whom they engage.

Outcomes

Primary Outcome: Financial Literacy & Skills

This outcome is satisfied if an individual has attained at least one of the following within the past year:

- Knowledge or understanding of the core concepts of personal finance needed to effectively spend, save, plan, and borrow (i.e., daily, weekly and monthly budgeting; managing deposit and withdrawals in a savings account; tax and retirement planning tools; understanding loan terms, fees, and interest rates)
- Skills to perform tasks that support effective spending, saving, planning, and borrowing (e.g., use online banking apps, request a credit report, write a check, balance a checkbook, monitor account balances regularly, monitoring due dates of bills, etc.)
- Knowledge of public-provided financial assistance (e.g., unemployment insurance, social security disability insurance, SNAP, LTC, loan forgiveness programs, homeownership subsidies, Medicaid, Medicare, social security)
- Knowledge of the tax system and how it affects personal finances (i.e., filing due date, major exemptions and deductions, major credits, withholding, filing, etc.)

Self-Reported Data

Efficacy Rate

80%

% of beneficiaries achieving positive outcome

Program Reach

4,501

of beneficiaries served

Actual Outcomes

3,600

Total # of beneficiaries achieving positive outcome

Cost per Outcome

\$331

Budget / Actual Outcome

Supporting Evidence

Impact Genome Assessment

Very Extensive

Extensive

Moderate

Limited

Rigor

4/5

Reliability

3/5

Validity

3/5

Aboriginal colonization of their ecosystem

JA BizTown participants take pre/post tests on financial literacy concepts and a random sampling of several hundred are aggregated to arrive at the 80%.

Program Intensity

Dosage

At least 12 hours, but less than 24 hours

Frequency

Once per week

Duration

At least 1 month, but less than 3 months

The JA BizTown program engages students in 12-45 minute lessons taught in the classroom and culminating with a day-long trip a simulated city offsite. This is estimated to be 15-20 hours of direct participant engagement.

Sector Benchmark Data

Program Name

JA BizTown

Impact Genome Benchmark for this Outcome

78% - 89%

Cost Per Outcome

\$331

\$130 - \$498

The data above was reported by Junior Achievement Central Carolina in September 2021

POWERED BY

IMPACT GENOME

FOUNDATION

6 SENTINEL OUTCOMES INITIATIVE

Albertsons Companies

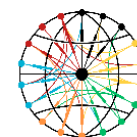
Foundation

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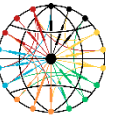
Q&A



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Thank you for joining us!

Our next Sentinel Outcomes Initiatives event will be
State of Impact: Housing and Homelessness
Winter 2021



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

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