

## CHAPTER 13: Measuring Impact and Effectiveness Policy

WHEREAS, the NYCP board of directors seeks to establish a policy on effectiveness assessment to help ensure that the organization has defined, measurable goals in place and objectives in place to evaluate the success and impact of its program(s) in fulfilling these goals and objectives,

IT IS THEREFORE RESOLVED THAT the board of directors adopts the following policy:

1. Annually, NYCP will review its program and development goals and objectives toward achieving its mission and will complete a performance and effectiveness assessment of its programs based on that review.

In FY 13, NYCP fulfilled the vast majority of program and agency goals. According to the impact grid, 44 of 47 goals were achieved. Strategic Planning was completed and a vision statement and new goal areas were set.

2. This assessment is done based on the fiscal year, completed no later than October 15th of the year after the end of the previous fiscal year. This assessment is presented to the Executive Committee by the Executive Director. It is reviewed by the Executive Committee of the Board. The "Agency Impact and Outcomes Grid FY2013" was presented to the Executive Committee on Thursday, September 26<sup>th</sup> and the Full Board of Directors on Tuesday, October 1<sup>st</sup>, 2013.

3. The NYCP board will receive a written report of this assessment:

- (a) Describing the activities that NYCP undertook in the prior fiscal year to achieve its goals and objectives,
- (b) Identifying the measures used to assess NYCP's effectiveness in achieving its goals and objectives,
- (c) Analyzing the effectiveness of NYCP's programs in achieving NYCP's goals and objectives,
- (d) Recommending future actions NYCP might take to increase effectiveness based on the findings.

Discussion at the meetings indicated that the vast majority of goals were achieved and that new goals had been set for FY14, including in areas where outcomes did not meet desired goals. These areas included individual giving (25 increase over FY13; goal for FY14 was 10%), accessing multiple benefits for clients (174 clients received multiple benefits, goal was 270; FY14 also 270), and a Food Stamps POS success rate of 80% (72% in FY13; 80% goal in FY14). Many other goals that came out of Strategic Planning, and that were not goals when the FY13 grid was set, were achieved in FY13. These included revamping the Nutrition Education Program, making changes to board structure, increased corporate giving, food rescue expansion and fundraising for a new van, increased voluntarism, and meeting the emergent demands of Super Storm Sandy, among others, were achieved.

4. At the conclusion of this process, NYCP will revise the goals and objectives, as needed, for the upcoming term and will suggest means of measuring them. See above. In addition, other agency goals related to Strategic Planning are added under "Agency Goals" section for FY14.