

Shiloh Todorov

To: Amy Klaben
Subject: RE: SureImpact - July Impact Champions Newsletter



July Newsletter

There has never been more awareness about the need to measure outcomes and impact; it has become a movement within the social-good ecosystem. Measuring impact enables you to meet funder requirements, serve more people and improve their outcomes, and strengthen entire communities. At SureImpact, we believe this is a movement worth getting behind.

I'm excited to introduce a new initiative called the Impact Champions program. Impact Champions:

- Harness the power of outcomes and impact data to create lasting change in their communities;
- Are data-driven and strategic in their efforts to continuously improve their interventions;
- Are committed to measuring and sharing their organization's data-driven impact story; and
- Help other mission-driven individuals and organizations learn about measuring and sharing their impact story.

The ultimate goal with the Impact Champions program is to create a community of SureImpact users who are passionate about tracking and sharing outcomes and impact, and willing to help and mentor each other. This newsletter is one of the steps to get started.

In this month's newsletter, we are highlighting the amazing work of three Impact Champions: Physicians CareConnection, the Siemer Institute, and Families Flourish. Check out their spotlights below to learn how they are changing lives and driving lasting impact.

I'm also excited to introduce SureImpact's new Director of Customer Success, Kristin Monroe. Kristin is a seasoned Customer Success leader with experience working and volunteering for multiple nonprofits. She describes herself as an energetic music-lover, with a penchant for gardening, crochet, and serving at-risk communities.



Thank you for being part of the SureImpact Community.

Sheri Chaney Jones

CEO & Founder

SureImpact



Join us for a special nonprofit leadership training virtual event on **October 17**.

*Stay tuned for more details.



Help Others Join the Movement

There are many social-good organizations who are focused on creating a positive change for people and communities, but they don't have the technology to help them easily demonstrate their impact. We invite you to introduce nonprofit leaders in your network to the SureImpact team so we can share impact measurement best practices with them and discuss how SureImpact can help them achieve their goals.

As our way of saying thank you, for each organization that joins the SureImpact community, we will connect you with \$250 worth of nonprofit leadership training from one of our strategic partners or a consultant of your choice.



Impact Champion Spotlight

Physicians CareConnection (PCC), an affiliate of the Columbus Medical Association, is a volunteer-based, charitable organization that helps coordinate care for high-risk hard-to-reach populations in Central Ohio. By considering social determinants— such as poverty, unemployment, poor nutrition, substandard housing, limited educational opportunities, and chronic stress — in conjunction with a patient’s medical conditions, PCC helps their patients achieve far greater medical outcomes.

Using PCC’s unique model of patient-centered care coordination, patients who have received their services have realized improved physical and mental health status, easier access to care, and a reduction in their use of emergency room services.

Thanks to the partnerships we have developed with medical and social service organizations, we are able to attain better results at a fraction of the cost: about \$300 per patient. On average, it would have cost the same patient \$1,533 if they had gone to the emergency room, and their care would not be coordinated, comprehensive, and complete.

“We have been searching for a platform that enables us to easily track the activities completed by our coordinators when organizing social supports for our clients,” said Isi Ikharebha Green, MPH, President of Physicians CareConnection. “SureImpact has allowed us to track these activities in one place while providing the analytics to demonstrate the outcomes of these services.”

Impact Champion Spotlight

For over a decade, the Siemer Institute has been dedicated to assisting families in need across the United States achieving greater housing stability and enhancing their children’s educational outcomes. At the heart of their mission is the commitment to a two-generation (2Gen) approach, that addresses the needs of parents or caregivers and children simultaneously, promoting holistic family support.



Through their 74 Funded partners and 150+ service providers across 39 states, they support 2Gen programs that are centered on keeping children in their schools and preventing unplanned moves. This approach ensures that families receive the comprehensive support they need to thrive.

In 2023, the Siemer Institute’s community partners reached 20,190 families and positively impacted 44,575 children. The Siemer Institute network reported:

- 75% housing stability, up from 71% in 2022
- 67% income stability, up from 62% in 2022
- 96% education stability among children served

One of the Siemer Institute’s community partners, Amy Lindner, President and CEO of United Way of Greater Milwaukee & Waukesha County, said “The impact the Siemer Institute is having would not be possible with money alone. The commitment they bring to impact, learning, and true partnership makes all the difference.”

Kimberly Habash Dorniden, President & National Executive Director of The Siemer Institute said, “Our goal at the Siemer Institute is to create connected communities where all children thrive. As a funder that is investing in over 70 programmatic partnerships across the country, it is important to have access to real-time data. Having access to the data at the client level as well as regional level allows us to analyze results and turn that

information into learning opportunities that can be shared across our network.

With SureImpact, our process is streamlined and we have much more confidence in our reporting and data.”



Impact Champion Spotlight

Families Flourish is an innovative nonprofit focused on creating a more equitable community for families by empowering them to achieve and succeed through a holistic support initiative. Their person-centered care model was originally developed through a partnership between The Ohio State University’s City and Regional Planning Program, community partners, and feedback from individuals in the community.

Families Flourish is now a fully independent 501c3 nonprofit organization. Families Flourish provides a support network that empowers families to address their total needs over a 3-year period, reversing historic barriers by fostering greater inclusivity, equality, opportunity and access to housing, education, and family wellness.

Families Flourish makes affordable rental housing available to single moms in neighborhoods that offer access to opportunities, such as higher-resourced schools, safer neighborhoods, and employment. Life coaches assist program participants in increasing their personal, educational, health, and employment stability. Graduates of their program raised their incomes by 58%, or \$17,000 on average.

Families Flourish uses SureImpact to simplify the process for measuring individual and family life outcomes, and to prove they are better off as a result of their programming. “Healthy housing in a safer neighborhood decreases stress for mothers and children and enables them to create a foundation of success,” said Amy Klaben, Families Flourish co-founder and CEO. “The insights available in SureImpact enable us to

understand and communicate to our donors and community stakeholders about participant improvements in areas such as housing stability health, child development, financial security, employment stability, and income.”

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