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 **2014 OFN CONFERENCE**  
OCTOBER 14-17, 2014 • THE SHERATON DOWNTOWN DENVER, COLORADO

**PACIFIC**   
COMMUNITY • VENTURES

**Current Approaches to Defining and Measuring Impact**

**OPPORTUNITY FINANCE NETWORK** 

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### PCV's Mission

- Pacific Community Ventures creates economic opportunity in low-income communities. We achieve our mission through capital, entrepreneurship, and impact investing thought leadership



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## PCV's Programs

- Advice 
- Capital 
- Consulting and Research 

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## PCV InSight and Impact Measurement

1998 - present

**Internal Measurement:**  
Pacific Community Ventures

2005 - present

**External Measurement:**  
CalPERS, CommCap, Macquarie Funds Management, PG&E, The Annie E. Casey Foundation, The Northwest Area Foundation, The California Organized Investment Network, The California Endowment, and more

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## Impact Measurement Clients / Audiences

- Institutional investors
- Foundations
- CDFIs
- Government
- Corporations

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## Our Approach to Impact Measurement

- Seek to be rigorous, yet pragmatic
- Draw on a core set of metrics, customized to meet program and client needs
- Leverage existing relationships to make measurement “doable” for underlying companies, investors, and all key stakeholders
- Emulate traditional financial reporting by providing:
  - Longitudinal data collection
  - Benchmarked results
  - Disclosure of calculation methodologies and definitions
  - Timely release and update of information

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## PCV Impact Metrics

Metric	Examples
Dollars invested in target communities	<ul style="list-style-type: none"> <li>Dollars invested</li> <li>Dollars invested in San Francisco Bay Area</li> </ul>
Jobs Supported and Created	<ul style="list-style-type: none"> <li>Jobs supported at time of measurement</li> <li>Jobs created since investment</li> <li>Jobs created year over year</li> </ul>
Companies/Employees located in underserved areas	<ul style="list-style-type: none"> <li>In LMI areas</li> <li>In areas with limited access to capital</li> <li>In rural areas</li> </ul>
Employee health and retirement benefit levels	<ul style="list-style-type: none"> <li>Percentage of employees eligible for benefits</li> <li>Percentage of employees enrolled in benefits</li> </ul>
Employee wages	<ul style="list-style-type: none"> <li>Median hourly employee wage</li> <li>Median salaried employee wage</li> <li>Wages benchmarked to living wage, industry wages, etc.</li> </ul>
Opportunities for women, minorities, and social entrepreneurs	<ul style="list-style-type: none"> <li>Percentage of female/minority owners and managers</li> <li>Percentage of businesses supported with a social purpose</li> </ul>
Opportunities for advancement	<ul style="list-style-type: none"> <li>Hours devoted to formal training of hourly employees</li> <li>Opportunities for cross training</li> </ul>

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## Recommendations for Impact Measurement

- Prioritize impact measurement and reporting
- Blend impact data with compelling stories to create an impact narrative
- Seek to balance rigor with practicality in reporting
- Leverage existing relationships and communicate the need / importance for measurement up front with your stakeholders
- Utilize available industry research, tools, and data in demonstrating your organization's impact
- Seek to emulate traditional financial reporting in the manner in which you report impact
- Use impact measurement to inform your work

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