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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

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

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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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