



About the Impact Survey

Last updated: October 2024

Contents

1. What key terms and constructs we used to create the survey
2. What questions are asked in the impact survey
3. Why we asked the questions we asked and what research is backing the questions
4. What questions we will be able to answer through our qual. and quant. analyses
5. What we will provide to LAs along with the link to take the survey - Survey Toolkit

Excluding the questions that will appear because of skip logic, at most, LAs will be asked to answer our 67 core questions*

All of our core questions are distributed across 7 sections, with two descriptor sections - the introduction and the next steps sections.

1	Introduction	Impact survey sections
2	About Your Organization	
3	About Your Organizational Efforts	
4	About Your Programs	
5	Impact Evaluation - Racial Violence	
6	Impact Evaluation - Gender-Based Violence	
7	Impact Evaluation - Economic Violence	
8	Aspirations For Programs and Organizational Efforts	
9	Thank You and Next Steps	

*Core questions are questions that everyone will see regardless of their answers. Whereas, non-core questions only show up based on a response selection.

Survey Constructs & Conceptual Definitions

About Your Organization Section

Term/Construct	Our definition
Full- time worker	Someone who works at least 30 hours per week and will receive a W-2 or 1099. Given this definition, you may include 1099 contractors in your answer.
Part-time worker	Someone who works less than 20 hours per week and will receive a W-2 or 1099. Full-time worker - someone who works at least 30 hours per week and will receive a W-2 or 1099. Given this definition, you may include 1099 contractors in your answer.
Volunteer	Someone who serves the organization without compensation.
Annual revenue	The IRS also calls this “gross receipts” on your 990, and is defined as the total amounts the organization received from all sources during its tax year, without subtracting any costs or expenses; This number listed on your 990 next to “total revenue.”
Social problem	A social condition or set of conditions that we believe is/are troublesome, prevalent, can be changed, and should be changed.
Strategic plan	A document that outlines an organization’s goals, strategies, efforts, and activities, and actions to achieve those goals.

About Your Organizational Efforts Section

Term/Construct	Our definition
Organizational effort	The different types of initiatives or activities your organization undertakes (e.g., advocacy work that leads to policy change) that are NOT associated with a program.
Intended impact	The tangible effect we hope to have or declare we will have on our beneficiaries, communities, and broader society as a result of our organizational efforts, programs, and core values.
Tools	Something that enables you to effectively measure, manage, and execute your programs and activities (e.g., research software, collaboration platforms, data analysis, and volunteer management systems).
Supports	Assistance and resources that help enhance your organization's capacity and effectiveness (e.g., legal and compliance support, changed or adopted policy)
Systems	An organized set of procedures and processes that help you make decisions to achieve your intended impact. (e.g., pre and post-surveys, focus groups, community partnerships)

About Your Programs Section

Term/Construct	Our definition
Program	A set of planned activities or services that the organization provides to achieve its intended impact and advance its mission
Recent and/or active program	Programs implemented from 2022 to the present.
Stated objective or purpose of program	The specific goal or intended outcome that a program aims to achieve. It defines what the program seeks to accomplish through stated activities.
Impact areas	Provided by YWCA USA; there are 3: 1) Women & Girls Empowerment, 2) Health & Safety, and 3) Racial Justice & Civil Rights
Racial violence	The systematic mistreatment and degradation of specific groups of people, based on race; supported and enforced by the society and its institutions
Gender-based violence	The systematic mistreatment and degradation of specific groups of people, based on gender; supported and enforced by the society and its institutions
Economic violence	A systemic attitude, pattern of thinking, practice, process, or policy directed by institutions toward people whose social status is devalued because of the characteristics intrinsic to their identities are different from what is valued by those in power. Economic violence often results in the socioeconomic damaging of a community's wealth-building capability
Program activity	Specific actions, tasks, and/or steps taken to implement the program's objectives, directly contributing to the desired outcome (e.g., trainings, various forms of assistance)

Impact Evaluation Section(s)

Term/Construct	Our definition
Societal impact	Positive changes or outcomes that occur at the community / cultural level, involving shifting in social norms, behaviors, attitudes, or conditions that benefit the community as a whole, rather than just individual beneficiaries.
Beneficiary impact	Positive changes or outcomes experienced by individuals or groups who receive a program's services directly.
Institutional impact	Positive changes or outcomes in local institutions that influence their policies and practices.
Evidence	The information, data, or documentation that demonstrates the program has achieved its intended outcomes or made significant progress toward its goals.

Type of violence	Definition	Example
Racial violence	The systematic mistreatment and degradation of specific groups of people, based on race; supported and enforced by the society and its institutions (Haines, 2019).	<ul style="list-style-type: none"> • Undoing impacts of redlining • Undoing systemic biases through narrative change • Combating stereotypes, biases, and racial power dynamics • Training on narrative change • Training groups targeted by racism to manage and overcome it • Research on harms of racism • Advancing environmental justice at the intersection of racial justice • Defending and protecting equal access to voting • Providing basic needs for a specific racial group • Voter registration and education
Gender-based violence	The systematic mistreatment and degradation of specific groups of people, based on gender; supported and enforced by the society and its institutions (Haines, 2019).	<ul style="list-style-type: none"> • Improving maternal health outcomes • Access to affordable childcare • Closing the gender pay or wealth gap • Advocating for reproductive rights and freedoms • Women's empowerment • Intimate partner violence protection and prevention • Advancing environmental justice at the intersection of gender-based justice
Economic violence	A systemic attitude, pattern of thinking, practice, process, or policy directed by institutions toward people whose social status is devalued because of the characteristics intrinsic to their identities are different from what is valued by those in power. Economic violence often results in the socioeconomic damaging of a community's wealth-building capability (McKenzie, 2024).	<ul style="list-style-type: none"> • Guaranteed income programs • Access to financial institutions and services • Workforce development and training • Providing financial literacy/education • Providing entrepreneurship education and training • Providing leadership programming • Securing access to housing • Enhancing the ability to build assets • Providing basic needs for all (not just a specific group) • Undoing how environmental injustices disproportionately affect those in lower socioeconomic strata

Survey Questions

About Your Organization

Impact Correlates(n)

This section aims to gather information about your organization and its operations. These questions will help us better understand the scope of your work, the communities you serve, and your organizational structure. You can also share strategic planning or mission-related documents and tell us anything else we should know about your organization. Your responses will offer valuable context for understanding your role within the broader network of local associations.

Questions

1. What organization do you represent?
2. Where are you headquartered? Please provide your address below.
3. What counties, cities, zip codes, and/or neighborhoods do you serve? [will overlay on Traumagraph™]⬆⬆
4. How many full time employees do you have? ⬆
5. How many part time employees do you have? ⬆
6. How many volunteers do you have?⬆
7. Do you have multiple locations where people can find you?⬆⬆
8. What day does your fiscal year begin?
9. What was your annual revenue for the last fiscal year? ⬆
10. What do you expect your annual revenue will be for the current fiscal year? ⬆
11. Which type of funding makes up the largest share of your revenue?
12. What is your mission statement? Or, please briefly describe if specialize in a social problem or serve a very specific population.
13. Do you have a strategic plan?⬆⬆
14. Please select the racial groups that you currently serve and have served in the last 3 years. You must select yes or no for each racial group.

About Your Organization

Continued

Impact Correlates(n)

This section aims to gather information about your organization and its operations. These questions will help us better understand the scope of your work, the communities you serve, and your organizational structure. You can also share strategic planning or mission-related documents and tell us anything else we should know about your organization. Your responses will offer valuable context for understanding your role within the broader network of local associations.

Questions

15. Please select the gender groups that you currently serve and have served in the last 3 years. You must select yes or no for each gender group.
16. Please select the levels that describe the socioeconomic status (via income) of those that you currently serve and have served over the last 3 years. [Please select all that apply]
17. Which socioeconomic status level would you say is the predominant level of those you currently serve and have served in the last 3 years? [You may select up to 3.]
18. What are the age ranges of those you serve? If you do not track this information, please write "N/A"
19. How many people did you serve last fiscal year?
20. How many people are you planning to serve this fiscal year?
21. Have the demographics of those you serve meaningfully changed in the last 5 years? ↳
22. What else would you like us to know about your organization? If nothing, please write in "N/A"

About Your Organizational Efforts

In this section, we will gather information about your organizational efforts and the impact you seek to create through your work.

Organizational efforts are the different types of initiatives or activities your organization undertakes (e.g., advocacy work that leads to policy change) that are NOT associated with a program. We aim to understand the intended outcomes of these efforts and how likely it is that your goals are being or have been achieved.

Additionally, we would like to know about the tools, support systems, or resources that have contributed to your success. If you have supporting materials about your organizational efforts, please upload them when asked.

Questions

23. What types of organizational efforts does your organization currently undertake or has undertaken since the last fiscal year?
24. What is the intended impact of your organizational efforts? [Please select all that apply]
25. What is the likelihood that your organizational efforts achieved or are achieving its/their intended impact?↴
26. What tools, supports, and/or systems do you have or wish you had that help you achieve your intended impact? [Please select all that apply]
27. Is there anything else we should know about your organizational efforts? If no, please write "N/A."

About Your Programs

In this section, we are seeking detailed information about the programs you implement. These questions help us better understand how programs are developed and their scope, focus, and impact. Your input will give us insight into the range of programs implemented across all local associations, the resources used to develop them, and their impact. If you have supporting materials about your programs and their outcomes, please upload them when asked.

Questions

28. Below we ask that you list the names of your top five recent and/or active programs. Recent and/ or active programs mean they were implemented beginning Jan 1, 2023 to the present.
29. When did these programs begin and, if applicable, end?
30. What are the stated objectives and/or purpose for each of program?
31. What languages are your programs delivered in? [Please select all that apply]
32. What impact area(s) does each program fall under? [Please select all that apply.] ↴
33. To achieve the intended impact for your recent and/or active program(s), which of the following resources or supports do you currently leverage? [Please select all that apply]
34. What is the likelihood that your recent and/or active program(s) achieved or are achieving its/their intended impact?↴
35. Which forms of violence - racialized, gender-based, and/or economic - does each program fight against? Please refer to your survey toolkit if you'd like the conceptual definitions of each of these. [Please select all that apply.] ↴

Impact Evaluation - Racial Violence

With the following questions, we hope to understand how your organization's racial justice and civil rights programs address racial violence and promote social equity. The questions explore the nature of your program activities, your approaches to combat systemic racism, and the impacts achieved at the beneficiary, institutional, and community levels. We are also interested in examples you can provide to illustrate the success of your efforts. Your responses will help us better understand the collective work being done to combat racial violence and identify areas for growth or collaboration.

Questions

36. Which of the following best describes your program's activities? [Select all that apply]
37. How do your organization's racial justice & civil rights programs work to address and combat racial violence?
38. Which of the following collective/community impacts do/does your racial justice & civil rights program(s) achieve? [Please select all that apply]
39. Which of the following beneficiary impacts do/does your racial justice & civil rights program(s) achieve? [Please select all that apply]
40. Which of the following institutional impact(s) do/does your racial justice & civil rights program(s) achieve? [Please select all that apply]
41. Please describe any additional impacts your racial justice & civil rights programs have. If there are no additional impacts, please write "N/A"
42. What forms of evidence can you point to that demonstrate your racial justice & civil rights program(s) is/are making an impact? [Please select all that apply] ↴
43. Please describe any additional impacts. If there are none, please write "N/A".
44. Please upload any documents, reports, or materials that demonstrate the impact of your program(s). If you do not have any, go to the next question.

Impact Evaluation - Gender-Based Violence

This section gathers insights into your organization's efforts to promote gender equity and prevent gender-based violence. The questions are focused on your program activities, how they improve conditions for those affected, and the specific impacts achieved at the community, beneficiary, and institutional levels. We also ask for information that illustrates the impact of your program. Your responses will help us better understand the collective work being done to combat gender-based violence and identify areas for growth or collaboration.

Questions

45. Which of the following best describes your program's activities? [Select all that apply]
46. How do your organization's racial justice & civil rights programs work to address and combat racial violence?
47. Which of the following collective/community impacts do/does your racial justice & civil rights program(s) achieve? [Please select all that apply]
48. Which of the following beneficiary impacts do/does your racial justice & civil rights program(s) achieve? [Please select all that apply]
49. Which of the following institutional impact(s) do/does your racial justice & civil rights program(s) achieve? [Please select all that apply]
50. Please describe any additional impacts your racial justice & civil rights programs have. If there are no additional impacts, please write "N/A"
51. What forms of evidence can you point to that demonstrate your racial justice & civil rights program(s) is/are making an impact? [Please select all that apply] ↴
52. Please describe any additional impacts. If there are none, please write "N/A".
53. Please upload any documents, reports, or materials that demonstrate the impact of your program(s). If you do not have any, go to the next question.

Impact Evaluation - Economic Violence

This section is focused on understanding your organization's efforts to address economic violence, including financial trauma and systemic inequities that disproportionately affect marginalized communities. The questions will delve into your program activities and the impacts achieved at the community, beneficiary, and institutional levels. We are also interested in examples you can provide to illustrate the success of your efforts. Your responses will help us better understand the collective work being done to combat economic violence and identify areas for growth or collaboration.

Questions

54. Which of the following best describes your program's activities? [Select all that apply]
55. How do your organization's racial justice & civil rights programs work to address and combat racial violence?
56. Which of the following collective/community impacts do/does your racial justice & civil rights program(s) achieve? [Please select all that apply]
57. Which of the following beneficiary impacts do/does your racial justice & civil rights program(s) achieve? [Please select all that apply]
58. Which of the following institutional impact(s) do/does your racial justice & civil rights program(s) achieve? [Please select all that apply]
59. Please describe any additional impacts your racial justice & civil rights programs have. If there are no additional impacts, please write "N/A"
60. What forms of evidence can you point to that demonstrate your racial justice & civil rights program(s) is/are making an impact? [Please select all that apply] ↴
61. Please describe any additional impacts. If there are none, please write "N/A".
62. Please upload any documents, reports, or materials that demonstrate the impact of your program(s). If you do not have any, go to the next question.
63. Which of the following things do you believe your economic violence program(s) accomplish? [Please select all that apply]

Aspirations for Programs and Organizational Efforts

The following questions explore the future goals and aspirations of your organization regarding the development of programs and initiatives that address social problems. We want to understand what additional efforts you hope to implement, the intended outcomes of those initiatives, and the impacts you aspire to achieve.

Questions

64. What types of programs or organizational efforts do you hope to implement that you are not implementing currently? [Please select up to 3]
65. What impact do you hope to achieve that you are not achieving today? [Please select up to 3]
66. Based on the impacts you hope to achieve, will you design a program, initiate an organizational effort, both, or neither?
67. If you plan to design a program or initiate an organizational effort, is your goal to focus on a specific social problem, a specific community or group affected by a social problem, or both?

Anticipating Impact Narratives

We stuck with the impact areas for the survey but designed 3 standardized impacts that connect back to our impact measurement pillars until these are more fully socialized and accepted.

Impact areas

The current way we broadly categorize our programs: Women and Girls Empowerment, Racial Justice and Civil Rights, and Health and Safety. There may be an opportunity to add specificity as we learn more about LAs and their different programs and offerings.

Impact measurement pillars

The foundation of our (new) data architecture. These are the categories of metrics that help efficiently and measure our impact in relationship to our mission, vision, and organizational goals.

The 3 impacts: What we ultimately want to achieve at a local and national level

Societal Impacts

1. Entities in local communities have demonstrated a shift in their communication about a social problem, group, or community
2. Shift in communication has led to the reduction and/or elimination of social denial about an issue, group, or community
3. The local government and/or local administrative body have changed or adopted a policy, rule, or regulation that reflects the stated goal of a YWCA program and/or organizational activity
4. YWCA is positioned as a leader in developing a solution to a social problem

Beneficiary Impacts

5. Target beneficiaries of your program(s) have increased access or ability to secure their basic needs
6. Target beneficiaries of your program(s) have increased confidence and/or skills
7. Target beneficiaries have increased sense of belonging and/or safety

Institutional Impacts

8. Institutions that benefit from the systems that create inequity exhibit more meaningful engagement on relevant social issues because of your program(s) and/or organizational activities
9. Institutions that benefit from the systems that create inequity recognize their role and contribution to social harm(s) because of your YWCA program(s) and/or organizational activities
10. Institutions that benefit from the systems that create inequity assume responsibility and take explicit steps to undo the harm because of your program(s) and/or organizational activities

The metrics within our impact measurement pillars can lead to any of the 3 impacts, but some pillars may lead to more specific impacts

Influence <i>Metrics that show our unique position as both a local and national presence to uplift the voices and needs of our beneficiaries and push for policies that improve their lives</i>	Research <i>Metrics that show how we provide groundbreaking research and insights that change the way society thinks about and approaches equity for the better</i>	Local relevance <i>Metrics that demonstrate how we meet local communities where they are by giving local associations the support, guidance, and flexibility they need to make a difference on the ground and respond to community needs in real time</i>	Collective disruption <i>Metrics that demonstrate how we bring together the best insights, ideas, and programs from local entities at the national level, so we can continually offer a differentiated point of view on gender and racial equity</i>
<ul style="list-style-type: none">• The local government and/or local administrative body have changed or adopted a policy, rule, or regulation that reflects the stated goal of a YWCA program and/or organizational activity• Entities in local communities have demonstrated a shift in their communication about a social problem, group, or community• Shift in communication has led to the reduction and/or elimination of social denial about an issue, group, or community	<ul style="list-style-type: none">• The local government and/or local administrative body have changed or adopted a policy, rule, or regulation that reflects the stated goal of a YWCA program and/or organizational activity• Entities in local communities have demonstrated a shift in their communication about a social problem, group, or community• Shift in communication has led to the reduction and/or elimination of social denial about an issue, group, or community	<ul style="list-style-type: none">• Target beneficiaries of your program(s) have increased access or ability to secure their basic needs• Target beneficiaries of your program(s) have increased confidence and/or skills• Target beneficiaries have increased sense of belonging and/or safety	<ul style="list-style-type: none">• Institutions that benefit from the systems that create inequity exhibit more meaningful engagement on relevant social issues because of your program(s) and/or organizational activities• Institutions that benefit from the systems that create inequity recognize their role and contribution to social harm(s) because of your YWCA program(s) and/or organizational activities• Institutions that benefit from the systems that create inequity assume responsibility and take explicit steps to undo the harm because of your program(s) and/or organizational activities• YWCA is positioned as a leader in developing a solution to a social problem

Summary of anticipated correlation tables

Correlates (n) *(variables to test for statistical association)*

About Your Organization	About Org. Efforts	About Your Programs	Programs Addressing Violence Types	Aspirations
<ul style="list-style-type: none">• Geography• # of full time and part time workers• # of locations• Revenue• Major funding type• Strategic plan• Demographics of those served	<ul style="list-style-type: none">• Types of org. efforts• Intended impact• Likelihood of impact• Tools, supports, and/or systems	<ul style="list-style-type: none">• Languages of programs delivered• Impact areas• Forms of violence addressed• Intended impact• Tools, supports, and/or systems	<ul style="list-style-type: none">• Program activity type• Societal impacts• Beneficiary impacts• Institutional impacts• Forms of evidence	<ul style="list-style-type: none">• Aspirational program activity type• Aspirational intended impact• Aspirational program and org. effort type

Thinking Ahead

Goal with programs

Integrate a social analysis of power, oppression, and privilege to create impact (that we can measure).

What LAs Can Expect & Next Steps

To ensure LAs are set up for success we will provide an Impact Survey Toolkit along with the link to take it

✓ **Impact Survey Glossary**

✓ **FAQs**

✓ **Survey link**

Thanks for your time today!

Next steps:

- **By Wednesday, Oct 16**
 - Chloe will update/tweak anything based on feedback
 - Chloe will send survey link
 - Chloe will send Impact Survey Toolkit
 - Chloe will send sample copy for the email for when it goes out
- **By no later than Friday, Oct 18**
 - Dr. Blue will send out survey and Impact Survey Toolkit
 - Chloe will send out “cheat sheet” for Keri and her team