PERFORMANCE MATTERS

The Campaign
WHY PERFORMANCE MATTERS

+ Cuts in funding and seismic shifts, e.g., growing inequality gap, make improved performance for greater social benefit essential for nonprofit and public organizations

+ Absence of clear ways to understand benefit and impact, where there is no “market force,” makes management more important
“If we don’t know we’re making a difference then there’s no reason to be doing what we’re doing. We can’t sleep at night if we don’t know we’re making an impact.”

Bridget Laird
CEO
WINGS for Kids
“It wasn’t just about the number of people we were reaching or the kind of programs, but could we prove that what we were doing was making a difference in the lives of the individuals we were serving.”

*Cynthia Figueroa*
Formerly President and CEO
Congreso de Latinos Unidos

Now Commissioner
Department of Human Services
City of Philadelphia
MAKING A MEANINGFUL DIFFERENCE

“You’re taking somebody else’s money to get in somebody else’s life to try to make a difference. You better be showing you can make a difference.”

Molly Baldwin
Founder and CEO
Roca Inc.
“This is about people, this is about issues, this is about communities. That's why we're doing this work. There's no tension between the emotional and the data-driven. They're one and the same. They go together.”

Phil Buchanan
President and CEO
Center for Effective Philanthropy
“You can sit back and say, ‘When we get the money, once we have the money, then we’re going to do this.’ No, your clients and your people can’t wait for that.”
“Stories substituting for facts is not an acceptable thing. It’s like fingernails on a chalkboard to me.”

Anne Goodman
President and CEO
Saint Luke’s Foundation
“How dare we go into the most intractable problems in America underprepared.”

Dan Cardinali
President and CEO
Independent Sector
"We’re going through this huge fundamental change. We thought we would have our parents’ lives. Then came this earthquake that many people still don’t see.”

—Sociologist Frederick Lynch

SEISMIC SHIFTS MULTIPLY THE PRESSURE

- Chronic Underemployment
- Globalization
- Climate Change
- Aging Nation
- Technology
- Growing Wealth Gap
- Changing Workforce
SHIFTS ARE PLAYING OUT IN OUR COMMUNITY

Healthcare costs rise again, and the burden continues to shift to workers

The real story about retirement: Millions of baby boomers face financial crisis

Why Health Care Is Different If You’re Black, Latino Or Poor

Illinois cuts off funding for its public universities

Medicaid cuts imperil hospitals that serve the poor

Most States Have Cut School Funding, and Some Continue Cutting

American Schools vs. the World: Expensive, Unequal, Bad at Math

States’ High Prison Spending Leaves Less for Classrooms
Despite 20+ years of good progress, we still face:

- Overall mindset and cultural norms
- Funders aren’t there
  - Insufficient resources—money!
  - Lack of incentives
- Severe deficits in skilled talent
- Limitations of “what works”
- Media’s bias for “bad news”
- Weak support ecosystem
- Inconsistent messages and expectations
- Disconnect between funder evaluation and grantee performance
SOMETHING’S GOT TO GIVE

Nonprofit and Public Sector Organizations

- Reduced Funding
- Demand for Improved Quality
- Increased Demand
- Changing Needs
“PERFORMANCE MATTERS” CAMPAIGN

Inspiring great organizations for greater societal impact

A growing base of voices advancing the ongoing and consistent message that mission and performance are inextricably linked. We want to trigger this mindshift within a vital core of the social sector.
THANK YOU!

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