

**YOUR  
LOGO**

# SEED DASHBOARD REPORT

[YOUR ORG NAME]

June 2015

## Social Impact

## Community-Building

## Internal Capacity

Social ROI

Systemic Change

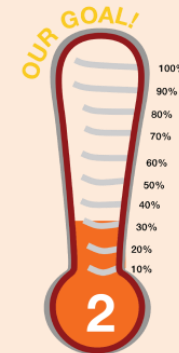
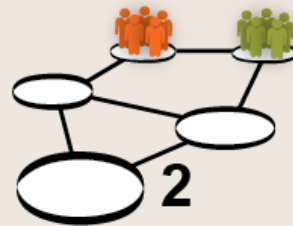
Influencing Peers

Multi-Sector  
Relations

Fund  
Diversification

Sustainability

We Culture



## Reach

Lives  
Directly  
Touched

187

Indirect  
Impact  
Realized

40,000

Systemic  
Change  
Potential

1,000,000+



## Cloud Tools in Use:

- SEEDing Financial Stability
- SEEDing Social Impact



Learn more about SEED Diagnostics.



# SEED DASHBOARD

EIGHT LENSES TO GLIMPSE MORE OF YOUR POTENTIAL



**Social Impact (SROI).** Quantifies (1) dollar value of impact on lives touched; (2) cost-benefit ratio, and (3) degree of social value relative to operating budget.



**Systemic Change.** Quantifies extent of engagement and success-to-date in systems-level activity. Index reflects role, scale of challenge, and advances relative to operating budget.



**Influence on Peer Org Practices.** Quantifies the number of organizations impacted across five levels of new practice, relative to operating budget.



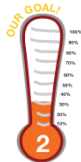
**SEED Score.** Quantifies degrees of impact on individual lives, peer practices and systemic change. Measures average of three scores using 1 to 5 index.



**Multi-Sector Relations.** Quantifies strengths and growth opportunities for 10 practices associated with effective collaboration and strategic network-building.



**Fund Diversification.** Shows donor, funder, in-kind and earned revenue, with gap between current and preferred distribution. Using 1 to 5 index, 5 indicates less than 20% disparity.



**Sustainability.** Pinpoints strengths and growth opportunities on eight key elements. Establishes baseline against which to measure gains, using 1 to 5 index.



**We Culture.** Pinpoints strengths and growth opportunities across 10 practices for quality interactions. Aggregate index is a percentage of the highest score possible (80%).

**YOUR  
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# SEEDing Social Impact

February 2015 Ratings – Individual Lives Touched

**OPERATING  
BUDGET 2014**

**\$340,000**



## SOCIAL ROI RATING

Social ROI (Return on Investment) is a measure of reach to individuals across five levels of influence, relative to operating budget.

SEED Results Ladder™



**LEVEL 5. LAUNCHING LEADERS WHO EMBODY OUR MISSION:** Individuals serving in a leadership capacity as a result of their (current or past) experience in our programs are extending the value of our work to others within or beyond our organization.

**5**

**LEVEL 4. ACHIEVING BEHAVIOR AND LIFESTYLE CHANGES:** Individuals demonstrating behavioral and lifestyle changes in the past 12 months as a direct consequence of participating in our program activities.

**36**

**LEVEL 3. ENGAGING IN DEVELOPMENTAL LEARNING:** Individuals consistently participating in ongoing program activities throughout the past 12 months, with an understanding of progress we intend them to achieve.

**49**

**LEVEL 2. ASSISTING WITH GOODS AND SERVICES:** Individuals receiving at least \$300 worth of goods or services from our organization over the past 12 months.

**97**

**LEVEL 1.5 IMPACTING LIVES INDIRECTLY:** Individuals benefitting from a major policy or systems change initiative driven by our organization.

**40,000**

**LEVEL 1. REACHING WITH INDIRECT MESSAGES:** Individuals indirectly reached or encouraged by our organization over the past 12 months, via the internet, a flyer, or other media.

**11,000**

**PEOPLE  
REACHED  
per level**

**SOCIAL  
VALUE**

**\$495,100**

The SOCIAL VALUE is a dollar-value estimate of the total reach and depth of impact being achieved.

**BENEFIT-  
COST RATIO**

**1.5: 1**

The BENEFIT-COST RATIO reveals that for every \$10,000 expended by the organization, **\$15,000** of social impact is realized.

Want to raise these impact scores?

**SEEDing Sustainability** quickly reveals opportunities to build internal capacity.



[Learn more about SEED Diagnostics.](#)



**YOUR  
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# Contributions to Systemic Change

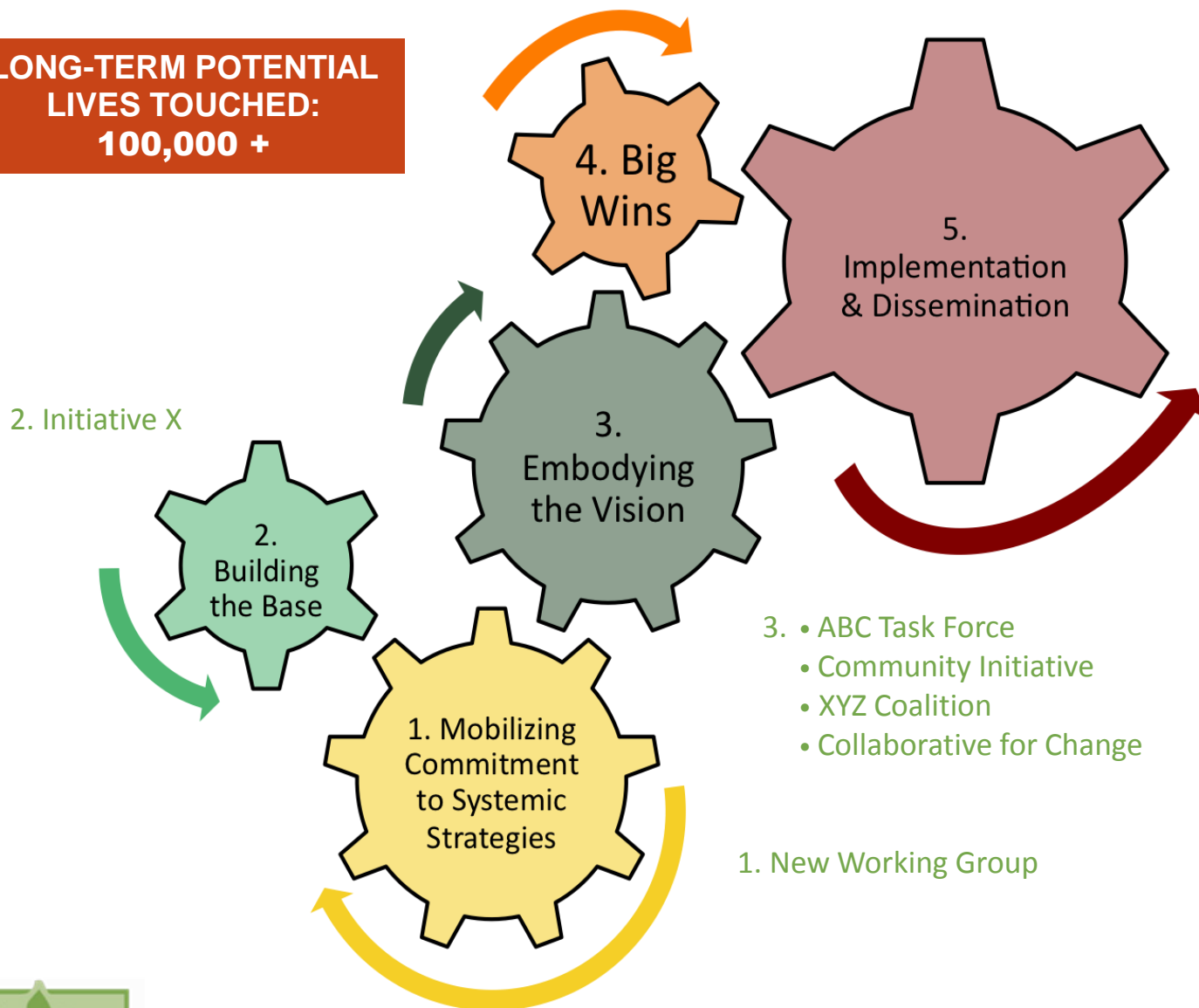
**[ORG NAME]**

August 2015

**LONG-TERM POTENTIAL  
LIVES TOUCHED:  
100,000 +**



**SYSTEMIC CHANGE INDEX**



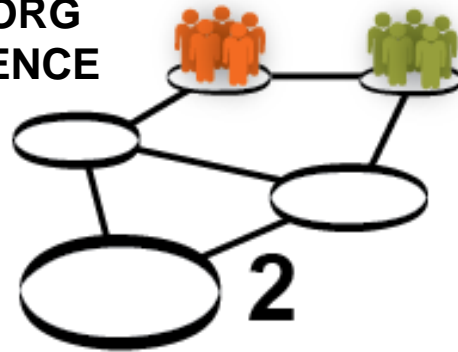
Your rating reflects your role, extent of engagement, potential scale and success-to-date averaged across all your systemic change work, relative to your operating budget. As your partnerships strengthen and model your vision, your overall index will increase.



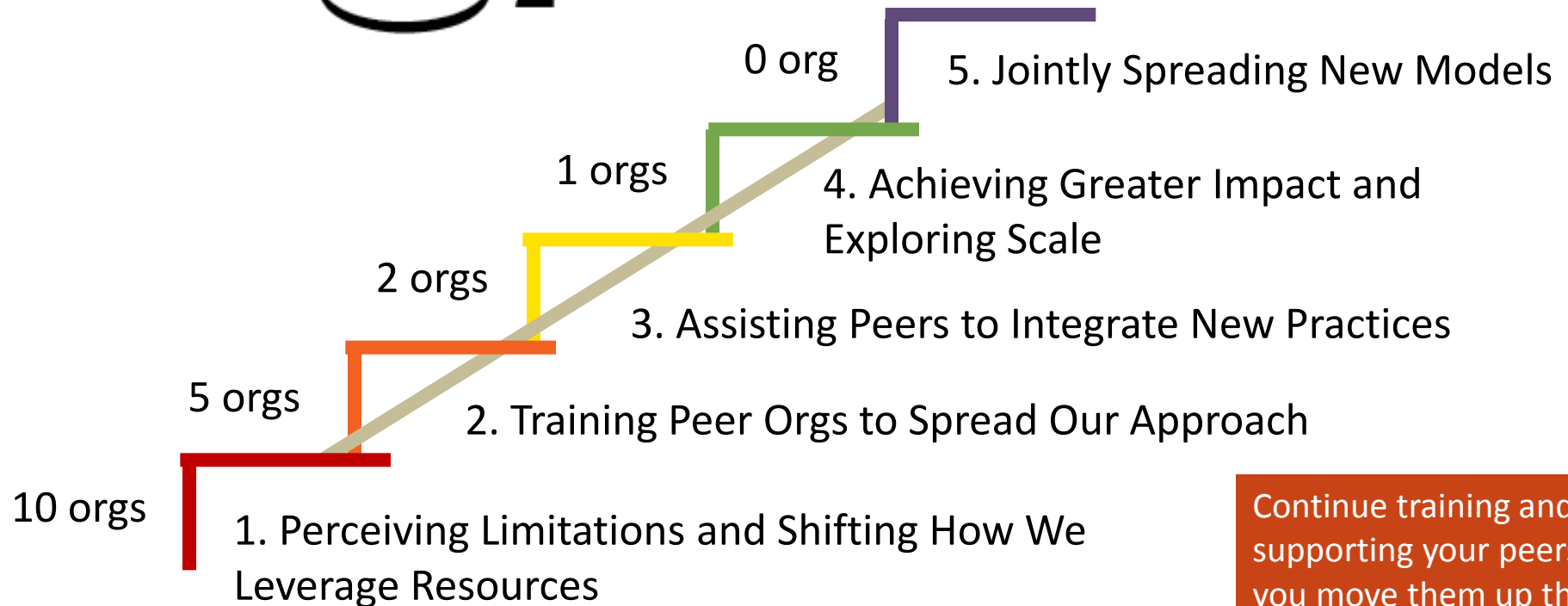
Visit the [SEED Library](#) for tips and resources.



**PEER ORG  
INFLUENCE  
INDEX**



SEED Results Ladder™



Continue training and supporting your peers. As you move them up the Results Ladder, you will raise your Peer Org Influence.

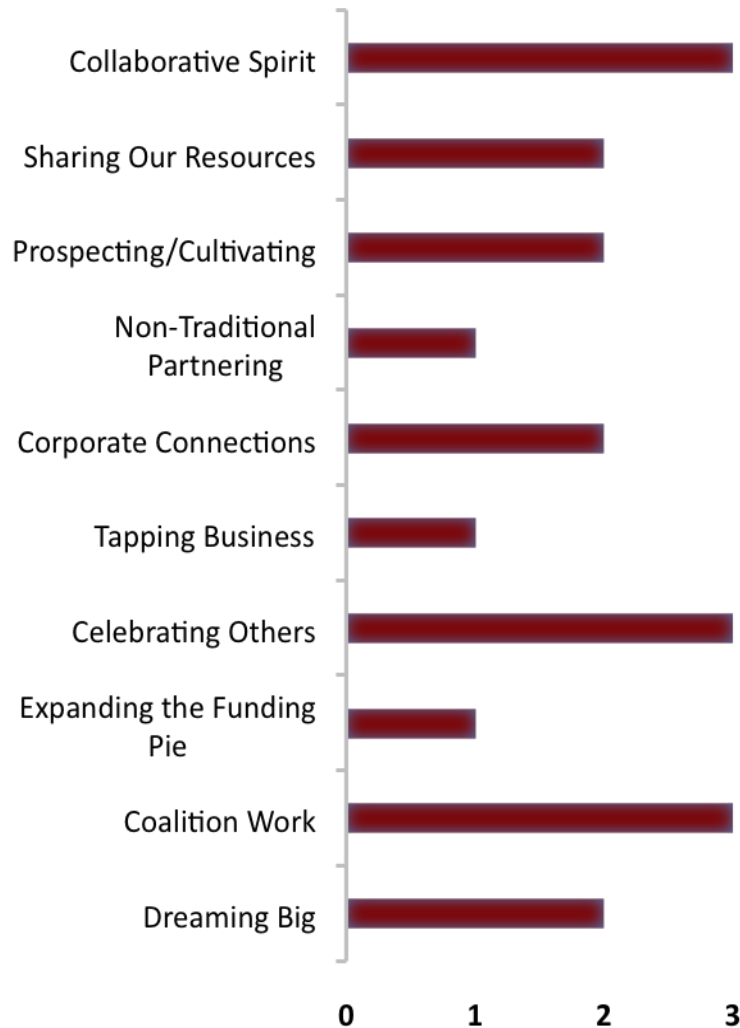
## Interpreting Your SEED Score



<p><b>5</b></p>	<p>You have an <i>exemplary</i> organization at three levels of outcome:</p> <ul style="list-style-type: none"> <li>▪INDIVIDUAL—achieving leadership and mutual growth with large numbers.</li> <li>▪ORG—inspiring far-reaching innovation in the practices of other organizations.</li> <li>▪SYSTEMS—catalyzing profound and far-reaching systems-level, transformative changes with strategic partners.</li> </ul>
<p><b>4</b></p>	<p>You have a <i>very strong</i> organization at three levels of outcome:</p> <ul style="list-style-type: none"> <li>•INDIVIDUAL—impacting significant numbers in lasting and meaningful ways,</li> <li>•ORG—encouraging significant stretching and growth in other organizations,</li> <li>•SYSTEMS—achieving significant systems-level changes with strategic partners.</li> </ul>
<p><b>3</b></p>	<p>Your organization is impacting lives, organizations and systems in positive ways and is poised to realize significantly more of your potential.</p>
<p><b>2</b></p>	<p>Your organization is providing needed services and aspiring to achieve a transformative impact on individuals. You are achieving a slight but measurable influence on the operations of other organizations. You are at early stages of cultivating relationships to promote systems-level change.</p>
<p><b>1</b></p>	<p>Your organization is achieving only modest outcomes with individuals, and minimally influencing organizations at this time. You are touching the surface of what is required to collaborate with strategic partners who can together effectively promote systems-level change.</p>



**Actual Score: 34/100  
RESPONSES = 11**



## KEY OPPORTUNITIES FOR GROWTH

- **Tapping Business Resources.** Reach out to the business community for resources such as donations, volunteers, shared marketing, and advice.
- **Non-Traditional Partnering.** Engage in a win-win venture with at least one partner who contributes perspectives and expertise from outside our field.
- **Expanding the Funding Pie.** Collaborate with others to attract investments to the network that would not be possible to attract working alone.



YOUR  
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# Fund Diversification

Fiscal Year: January-December

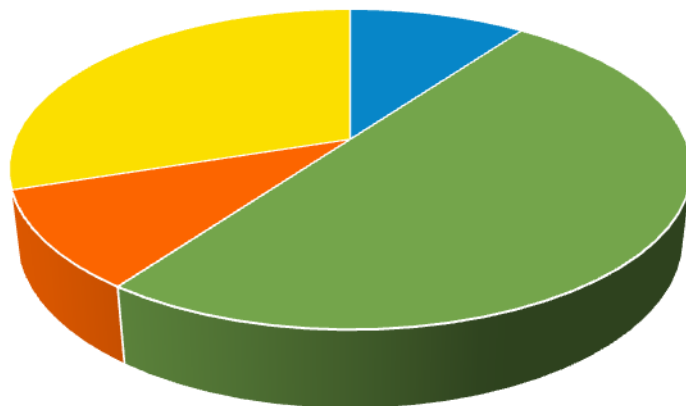
[ORG NAME]

June 2015

## FUND DIVERSIFICATION INDEX



WHERE WE ARE

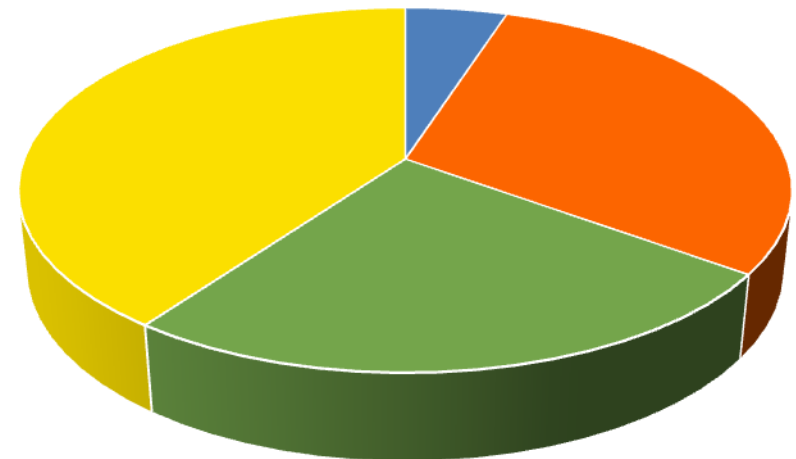


- GIFTS
- GRANTS
- REVENUES
- IN-KIND

Current FY Budget

**\$1,134,000**

WHERE WE WANT TO BE  
IN 3 YEARS



Projected Budget

**\$1,750,000**





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LOGO**

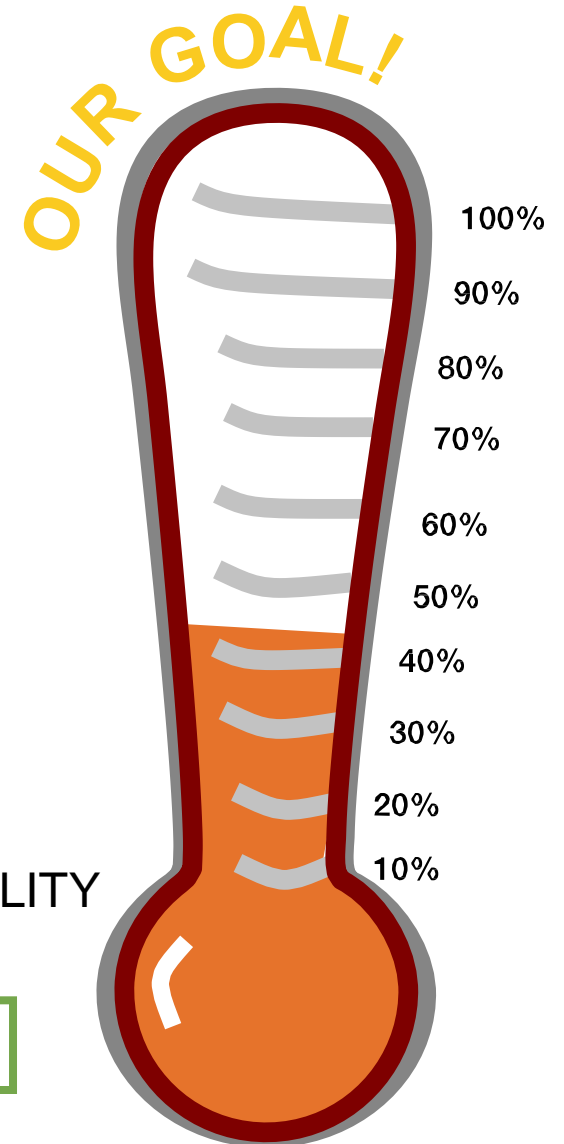
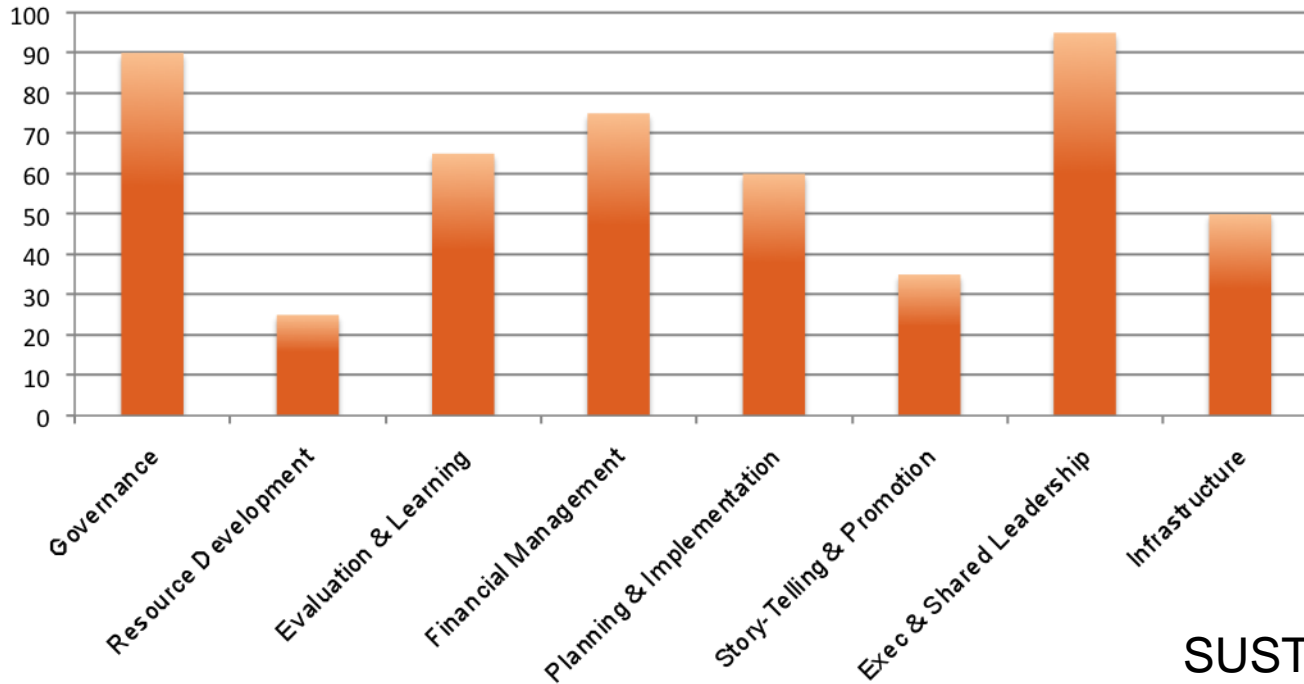
# SEEDing Sustainability

December, 2014

## SUSTAINABILITY INDEX



[ORG NAME]



SUSTAINABILITY  
SCORE

**41.9**



Nourishing the Roots  
of Social Impact

Take a deeper dive with colleagues and possibly board members to gain a more accurate rating across multiple perspectives, understand strengths and growth opportunities, and pinpoint where capacity-building will unleash latent capacity.

Learn more about SEED Diagnostics or contact us [possibilities@seedimpact.org](mailto:possibilities@seedimpact.org)



## WE CULTURE [ORG] SELF-RATING



Actual Score: 34/100  
RESPONSES = 11



### KEY OPPORTUNITIES FOR GROWTH

- **Celebrating Together.** Do not let a week go by without finding some way to celebrate each other and your combined results.
- **Skilled Listeners.** Use listening skills to achieve shared understanding and to draw out the collective wisdom in your organization and with others.
- **Trustful Relationships.** Practice honest dialogue and communicate what you need to gain greater trust in each other.

