Rebuilding Together Embarks on New Effort to Measure Impact

About the Organization

Rebuilding Together (RT) is a national nonprofit organization with a vision of safe homes and communities for everyone. Year-round, RT brings together partners from all walks of life to help their neighbors. Together with its corporate and community partners, it repairs homes, revitalizes communities, and rebuilds lives. RT's 125 local affiliates and nearly 100,000 volunteers complete about 10,000 rebuild projects nationwide each year.
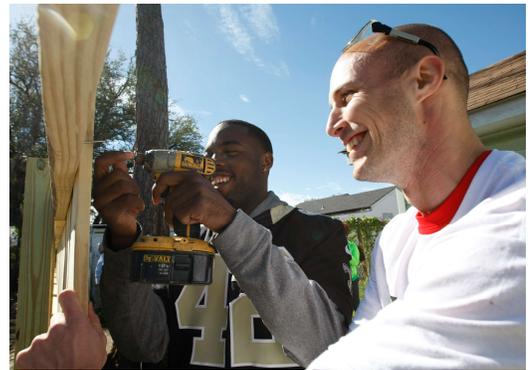
The Challenge

RT made a long-term commitment to collect key outcomes about the impact of their services on the lives and communities they serve. Through their network of affiliates, they wished to strengthen their measurement and evaluation practices through long-term investment in impact measurement. RT chose a small subset of affiliates with which to pilot an impact measurement project, and wanted an external partner with evaluation expertise to conduct the project.

The Solution

The organization selected Actionable Insights (AI) to assist in conducting the impact measurement pilot project. AI created a logic model with RT leadership and affiliates to identify the desired outcomes of their programming and clarify the alignment between what they do and what they are working towards achieving for low-income homeowners. (See domains diagram on page 2 for a summary of the outcomes.) AI then developed an evaluation plan, revised a survey to measure impact, and trained affiliates to collect survey data from homeowners. At the end of the five-month pilot, AI analyzed data from applications, the impact survey, and RT's health and safety home assessment and developed an evaluation report for RT to show the measurable impact affiliates are having in their communities. These results will bolster the great anecdotal evidence that affiliates already have, enhancing their ability to compete for funding and the national organization's reputation as a leader in the field. AI is continuing to work with RT on a second year of impact measurement with 12 additional affiliates from across the country.

Benefits and Results

- Build consensus around the purpose and intended outcomes of RT's core business.
- Promote an organizational culture of learning and continuous improvement.
- Demonstrate credibility and value to existing and potential donors.
- Understand impact and improve story-telling through data and evidence, e.g.:
    - 50% of homeowners who had experienced a fall or a close call in the six months before repairs rated their chances of falling after repairs as "low" or "no chance."
    - 65% of homeowners whose health was not good before repairs reported improved health after repairs.
    - 87% of homeowners who felt the most frequent stress about home repairs and maintenance before repairs felt less stress afterwards.
    - Repairs made it possible for nearly 100% of residents to have safe ingress to and egress from their home in case of an emergency.
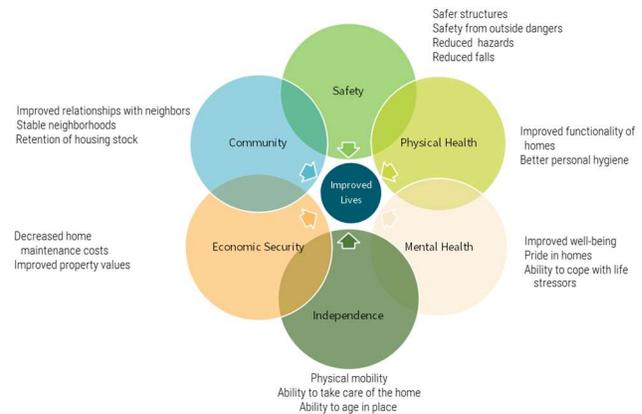
> "Our organization has made incredible progress to demonstrate our value and credibility in just under a year thanks to the support and expertise of Actionable Insights."
>
> **Melissa Stutzbach, Senior Director of National Programs & Impact Measurement**

About Actionable Insights, LLC

Actionable Insights helps organizations discover and act on data-driven insights to achieve better outcomes. Co-founders Melanie Espino and Jen van Stelle, Ph.D. lend their expertise to clients in the areas of health, housing, early childhood and youth development, STEM education/outreach, aging, and community collaboration efforts.

Organizations come to Actionable Insights for help in:
- Measuring their impact
- Discovering key insights in their data
- Better telling the story of their work
- Planning and executing effective, data-driven action

Send an email to **inquiries@actionableLLC.com** or call **408-384-4956** to find out how Actionable Insights can help you.