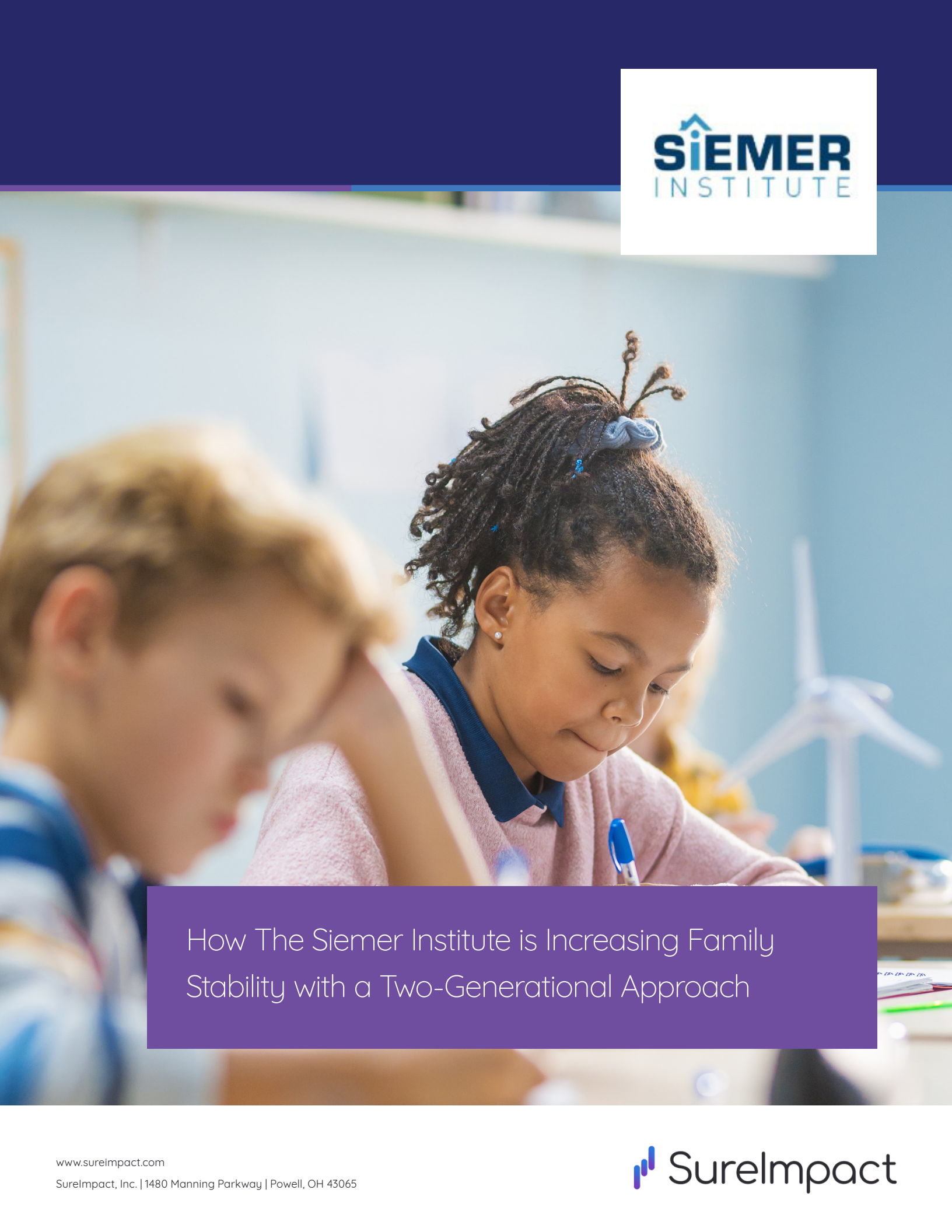


A background photograph of two young children in a classroom. A girl with dark skin and braided hair is in the foreground, focused on writing with a blue pen. A boy with light skin is partially visible in the background, also working. A model of a wind turbine is visible on a desk in the background.

How The Siemer Institute is Increasing Family Stability with a Two-Generational Approach

Across the United States, hundreds of thousands of vulnerable families with school age children are at risk of homelessness due to financial instability and other risk factors.

Founded by Al and Barbara Siemer in 2011, the Siemer Institute oversees a network of programs across the United States for families with school-aged children at risk of homelessness. These programs focus on a two-generation approach to providing comprehensive services that stabilize families in their homes while keeping children in school.

The Siemer Institute is more than a funder. Based in Columbus, Ohio, they build partnerships with United Ways and their community partners across the country to identify community-appropriate solutions that extend beyond crisis interventions to empower families on the long road to self-sufficiency. Before an organization applies for a grant, the Siemer Institute has already reached out to them to discuss a potential partnership. Local programs use data-driven assessments of family need and progress to provide appropriate services such as intensive case management and coaching; financial and other material assistance; and strategic partnerships with school districts and other local service providers.

EXPANDING THE IMPACT

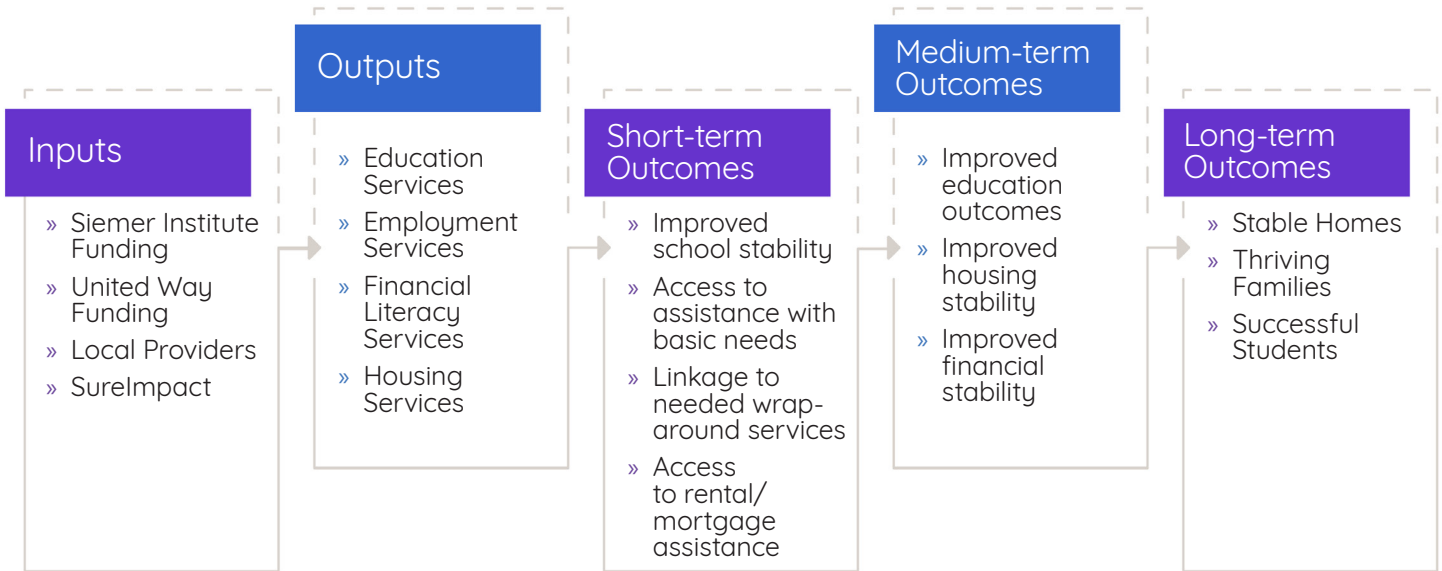
In 2019, the Siemer Institute recognized the need to update their data-collection and reporting infrastructure. The Siemer Institute's funding partners were interested in having access to more outcomes data and to have insight into their impact more frequently than twice a year. In addition, their network was continuing to expand but there was no standardized method



for reporting. With the majority of the partners emailing aggregate data in spreadsheets, it was difficult for the Siemer Institute's evaluator to draw any conclusions about the impact of the entire network or give their partners any suggestions for improvement.

The Siemer Institute leaders desired a tool that seamlessly connected their network of more than 150 partners and would scale as they grew. Additionally, the Siemer Institute wanted a tool that would help them establish shared outcome measures across the network, and provide real-time insights into the collective impact of the entire network. SureImpact not only provided the desired results for the Siemer Institute, but it also increased the data capacity of their partner organizations and gave them visibility into their own outcomes.

The Siemer Institute Logic Model



PILOT PROGRAM

SureImpact’s collaborative data model is specifically designed to provide the coordinated data collection infrastructure for networks like that of the Siemer Institute. SureImpact is tailored to the individual needs of each organization. The Siemer Institute values the input from their grantees and began the adoption of SureImpact with a pilot that included staff from partner organizations within the Siemer Institute network.

SureImpact allows two methods for data entry to better meet the needs of grantees. Because of this, the pilot was divided into two cohorts: one for partners who chose to manually enter data into SureImpact and one for those who already had a data-collection system and planned to use SureImpact’s upload features for reporting only. The SureImpact team met with each cohort multiple times to discuss data collection requirements and how to make the user experience as smooth as possible. Members of the cohorts were invited to test the SureImpact platform and provide feedback and recommendations. The end result was a data collection and reporting solution that was based on the voice of the customer and tailored to the needs of the Siemer Institute’s partners.

“The best part of the pilot was the experience of working with the SureImpact team. When I talk to partners, they have nothing but good things to say about working with them.”

Robyn Davis
National Program Director
The Siemer Institute

“SureImpact is very user friendly and intuitive. The information that I need to find is readily accessible and we are able to track client outcomes as soon as the data is entered.”

Rachel Weaver
Family Success Manager
Southeast Community Services

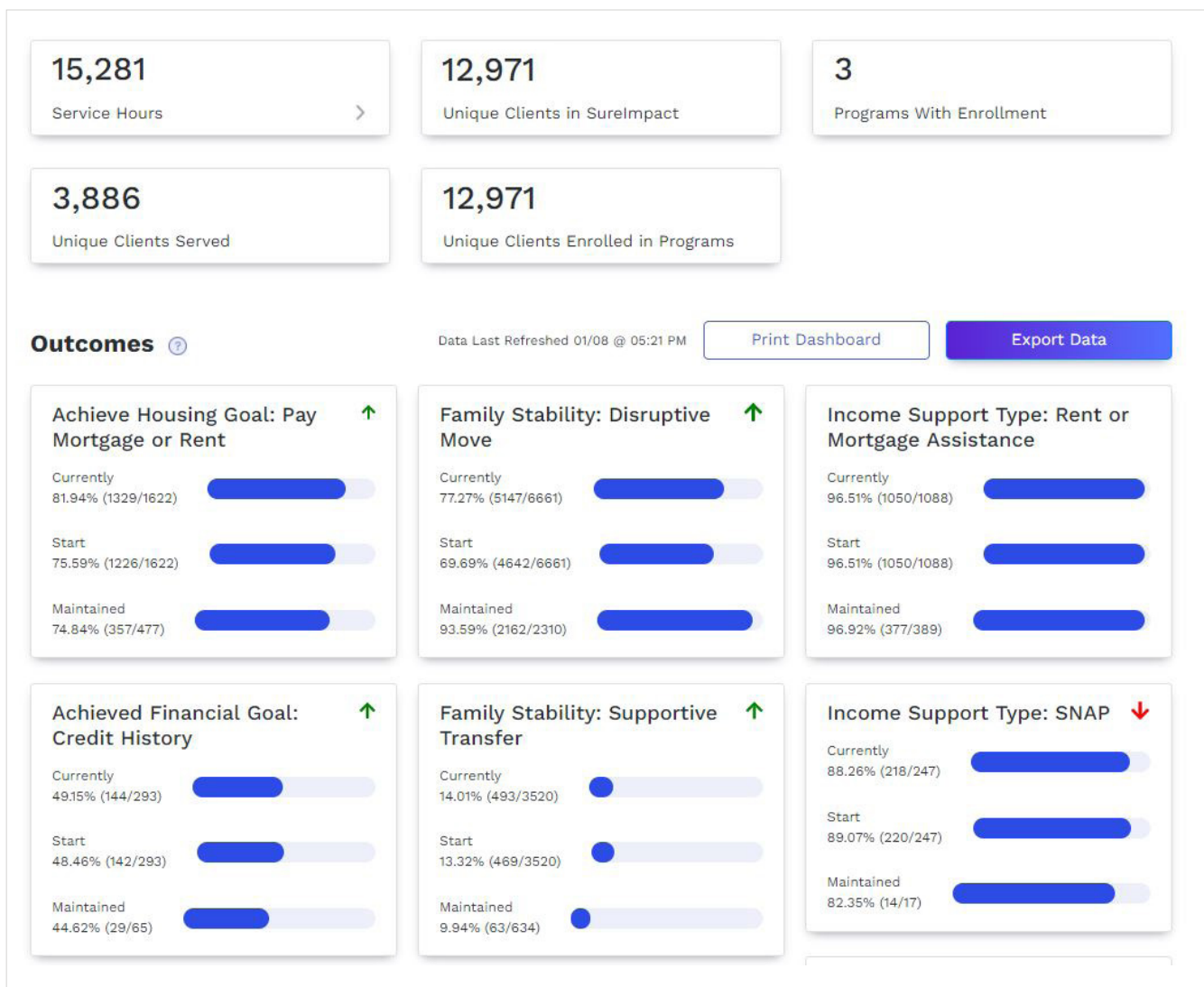
INCREASED DATA CAPACITY

SureImpact enables all members of a social-good network to manage, measure, and communicate their social impact. Direct-service providers have the technology necessary to quickly enter client information, measure impact, and share de-identified data with their United Way funding partners and the Siemer Network. The United Way funding partners have dashboards that automatically show the impact of each of their community partners. They are also able to see the progress of their partners while knowing that their partners' data is being shared with the Siemer Institute in a de-identified and secure manner.

The Siemer Institute has better insight into how individual organizations, United Way Networks, regions, and the entire network are performing with access to impact dashboards. SureImpact enables the Siemer Institute to be a better collaborator by using the data to quickly identify potential issues and proactively reach out to their partners to offer support.

"SureImpact simplifies the reporting process and saves us time. It has also increased our overall data accuracy. Now I don't have to worry about organizations sending me the wrong spreadsheet."

Robyn Davis
National Program Director
The Siemer Institute





RESULTS

SureImpact has given the Siemer Institute network-wide insights, including, how many families served, what services are received, and how family stability is improving. After six months of the network using SureImpact, there is preliminary data showing most families engaged with the Siemer Institute programs showed significant changes in self-sufficiency from program entry to program exit. The greatest programmatic improvements over time were observed in the areas of basic needs, community support, housing stability, and financial self-sufficiency. In addition, there was a relationship between number of service hours provided and housing stability.

NEXT STEPS

The Siemer Institute plans to continue expanding their network to more communities across the USA. SureImpact's collaborative infrastructure enables the Siemer Institute to quickly onboard new partners.

The Siemer Institute also plans to extend additional outcome measure requirements to the network so they can have a more comprehensive understanding of how the network is increasing family stability.

"SureImpact is proud to partner with the Siemer Institute," said Sheri Chaney Jones, president of SureImpact. "They are dedicated to supporting their partners in creating locally-based solutions for complex problems."

For more information about how SureImpact can help your collaborative drive maximum impact, contact us today at 614-826-7774 or info@sureimpact.net.

"As a funder that is investing in over 60 programmatic partnerships across the country, it is important to have access to real-time data. Having access to the data at the client level as well as regional level allows us to analyze results and turn that information into learning opportunities that can be shared across our network.

With SureImpact, our process is streamlined and we have much more confidence in our reporting and data."

Kimberly Habash Dorniden
President & National Executive
Director
The Siemer Institute