

NASHVILLE KIWANIS CLUB
PROGRAM IMPACT ASSESSMENT (PIA)

March 8, 2018

PURPOSE: Perform a quantitative and qualitative assessment of current club programs to provide guidance aligning local club activities directly to the Kiwanis international goals in a measurable manner to maximize our club's impact in changing the world by serving children, one child and one community at a time.

PROCESS: The PIA team consisted of Dustin Alexander, Elaine Kay, Jesse Lee, Vic Legerton, and Kenny Markanich. The club currently supports 34 programs. A survey of program chairs and involved members provided data on: funds raised, funds spent, service hours spent planning, service hours at the event, total number of Kiwanis and non-Kiwanis volunteers, number of kids participating/benefitting, total number of adults participating/benefitting, which of the six Kiwanis values demonstrated, and the program's alignment with the four Kiwanis goals:

- Membership & Engagement – to build, retain, and support a growing Kiwanis membership network
- Community Impact – to perform meaningful service, with service to children as our priority.
- Our Kiwanis Image: To enhance the Kiwanis image worldwide.
- Financial Viability: To ensure financial viability and responsible stewardship.

ASSESSMENT BASIS:

- Project Rank was determined by giving a value of 1 to each Kiwanis Goal and Value supported and a 0 if not supported. Thus a Goal rank of 4 and Value rank of 6, provides a Project rank of 10 as the highest.
- Cost-Per-Person-Served was determined by dividing Net Income (the sum of funds raised and donations made) by the number of people served.
- Service ROI (Return On Investment) was determined by dividing the number of people served by the Total Service Hours (planning plus at the event).

A spreadsheet with the values for each program was compiled and sorted by project type (fundraising, service, etc.) and then by Project rank. A summary of this spreadsheet is included at the end of this report. A full version can be obtained upon request.

ASSESSMENT SUMMARY:

Of the 34 total programs supported by the club:
13 Programs received responses to be assessed.
15 Programs either did not receive a response or had no identified contact.
6 Programs were identified as new for 2018.

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| PROGRAMS ASSESSED | PROGRAMS NOT ASSESSMENT | NEW PROGRAMS IN 2018 |
|--|--|--------------------------------------|
| Bootstraps Foundation | Children's Miracle Network Telethon | National Pancake Day |
| Kroger Rewards program | Computer Recycling | Priority One - young children |
| Scott Hartman Track Meet | Mary's Magical Place | Dismas House Nashville |
| Habitat for Humanity | Music City Marathon | Barefoot Republic Camps and Retreats |
| Special Olympics TN | Hope and Healing at Hillenglade | American Flag Subscription Program |
| Nashville Rescue Mission | Nashville Predators Foundation Craft Beer Festival | Day at the farm (Hillenglade) |
| Veterans Day Observance | Rosedale Child Care Center Fall Festival | |
| Rally Foundation Wreaths for Research | Rosedale Child Care Center Reading | |
| Rally on the Runway - Rally foundation | Big Brother/Sisters of Middle TN | |
| Salvation Army Bell Ringing, Brentwood & Nashville | Healthy Beginnings | |
| NeedLink Nashville | Nut Sales | |
| Children's Holiday Party | Second Harvest Food Bank | |
| Rosedale Child Care Center Christmas Party | Junior Achievement | |
| | Historic Travelers rest plantation | |
| | 650 AM WSM / Springer Mountain Farms 5K | |

Legend:

- Yellow** = call for volunteers to support a third party.
- Green** = fundraiser for club.
- Blue** = fundraiser for other organization
- Purple** = direct contribution/involvement by club (service and/or donation)

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ASSESSMENT RESULTS:

- Overall ranking in support of Kiwanis goals and values.
 - 6 or 46.1% of programs assessed totaled 7 – 10
 - 2 or 15.4% of programs assessed totaled 4 – 6
 - 5 or 38.5% of programs assessed totaled less than 4
- Service ROI ranged from 0% to 87.5% with an average of 25%.
 - Interpretation: programs assessed have an average of one person served for every 25% of an hour of service rendered. Lower ROI means high overhead projects, while high ROI is lower overhead projects in relation to people served.
 - This is a possible measurement for program efficiency.
- Cost Per Person Served ranged from \$0.00 to \$480, which is another possible measurement for efficiency

CONCLUSIONS / RECOMMENDATIONS:

- The 34 current club programs encompass a wide base of support but lack depth in any one program. More than 50% of the programs assessed do not strongly support the Kiwanis goals and values.
 - Institute a club signature project as suggested by Kiwanis International, which has significant impact, measurable objectives, and either align other programs to support that project.
 - Research and evaluate Kiwanis International, Tennessee State, and Nashville Governmental programs related to children, to choose one that our club members are passionate about and utilizes the immense talent of our combined membership to achieve a significant impact thus defining our club's purpose to current and future members.
 - Eliminating childhood illiteracy in TN is an example. The state has a program to raise third grade literacy rates from 43% to 75% percent by 2025. Can we drive this? Can we exceed this? Can we lead other TN clubs toward this goal?
 - Consider aligning with Kiwanis preferred charities such as the Children's Miracle Network.
- There appears to be no process to review and approve potential programs for club involvement.
 - Suggest reviewing every potential program against the Kiwanis goals and values and adopt only programs which strongly support them, including call for volunteers.
- The club supports several legacy or inherited programs from other clubs.

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- Consider restructuring all of these to better support the Kiwanis goals and values, the club signature project, or phase them out.

- Only a few programs had defined and measurable goals.
 - Establish measurable goals for each program and track results.
 - The board should review the goals presented by the program chair and the results to tune each program's efficiency and effectiveness.
 - Publish goals before and results afterward to club members.
 - Consider phasing out unmeasurable programs or convert to a call for volunteers.

- Several programs are not direct club programs but calls for club volunteers by third party organizations in which we provide service.
 - Remove these from the list of programs and place them on our club calendar for member planning, and announcements by the champion for volunteers.
 - Review each third-party organization for "preferred" charities of our club.

PROGRAM IMPACT ASSESSMENT MATRIX:

The following matrix is a summary of the Program Impact Assessment. The full spreadsheet is available upon request.

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| Code | Program | Program type | Net Income | total service hours | Total kids and adults served | Income per service hour | Cost per person served | Service ROI | PROJECT RANK | Summary |
|-------|--|----------------------|------------|---------------------|------------------------------|-------------------------|------------------------|-------------|--------------|--|
| BF | Bootstraps Foundation | Donation | -\$1,500 | 200 | 6 | n/a | -\$250.00 | 3.00% | 10 | Scholarship contribution of \$250 is insignificant, consider stretch target or drop and channel funds to signature project. |
| | Kroger Rewards program | Fundraising | \$500 | 17 | n/a | \$29.41 | n/a | n/a | 1 | Passive income, set stretch target and measure progress |
| SHFB | Scott Hartman Track Meet | Fundraising | \$2,000 | 27.5 | 0 | \$72.73 | #DIV/0! | 0.00% | 0 | Legacy program, does not support children in need, consider inviting special olympics kids or drop from club list and transition fully to key club. |
| H4H | Habitat for Humanity | Service | -\$2,400 | 210 | 5 | | -\$480.00 | 2.38% | 10 | Kids are not the direct beneficiary. Either require families with kids to benefit from our efforts or redirect to signature project. |
| SOTN | Special Olympics TN | Service | \$0 | 210 | n/a | | \$0.00 | #VALUE! | 9 | Consider active involvement, Aktion club tie-in, or convert from club program to calendar call for vols by member |
| NRM | Nashville Rescue Mission | Service | \$0 | 117 | 15 | | \$0.00 | 12.82% | 7 | convert from club program to calendar call for volunteers by member. |
| VDP | Veterns Day Observance | Service | \$0 | 40 | 35 | | \$0.00 | 87.50% | 7 | WWI memorial creates old image for our club, also statue location can be improved. Relocate statue to place of prominence in city, BOLDLY brand Kiwanis, and rebrand statue in honor of Veterans of all war's past and future. |
| RFCHR | Rally Foundation Wreaths for Research | Service | \$0 | 320 | 20 | | \$0.00 | 6.25% | 6 | convert from club program to calendar call for volunteers by member. |
| RFCHR | Rally on the Runway - Rally foundation | Service | \$0 | 0 | 20 | | \$0.00 | #DIV/0! | 2 | convert from club program to calendar call for volunteers by member. |
| SABR | Salvation Army Bell Ringing, Brentwood & Nashville | Service | \$0 | 75 | 0 | | #DIV/0! | 0.00% | 0 | convert from club program to calendar call for volunteers by member. |
| NLN | NeedLink Nashville | Service and Donation | \$0 | 216 | unknown | | unknown | unknown | 7 | convert from club program to calendar call for volunteers by member. |
| CCP | Children's Holiday Party | Service and Donation | -\$1,504 | 300 | 149 | n/a | -\$10.09 | 49.67% | 6 | Can this be combined with Rosedale xmas party and rebrand KIWANIS XMAS PARTY for Kids. |
| RCCC | Rosedale Child Care Center Christmas Party | Service and Donation | -\$2,000 | 75 | 50 | | -\$40.00 | 66.67% | 0 | Can we combine with Rennasance xmas party and rebrand KIWANIS XMAS PARTY for Kids. |