

CASE STUDY: YWCA'S MEASURING WHAT MATTERS PROJECT

THE CLIENT

YWCA USA is a nonprofit serving over two million women, girls, and their families. It is one of the oldest and largest women's organizations in the USA.

THE NEED

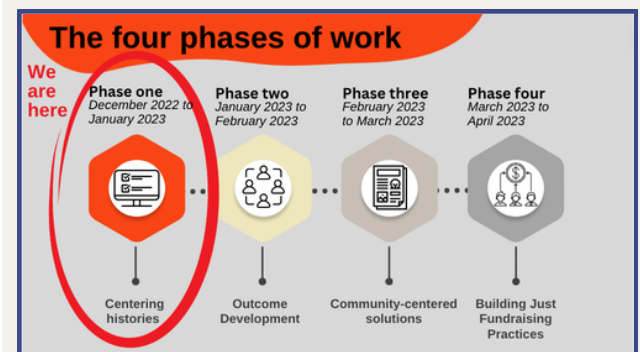
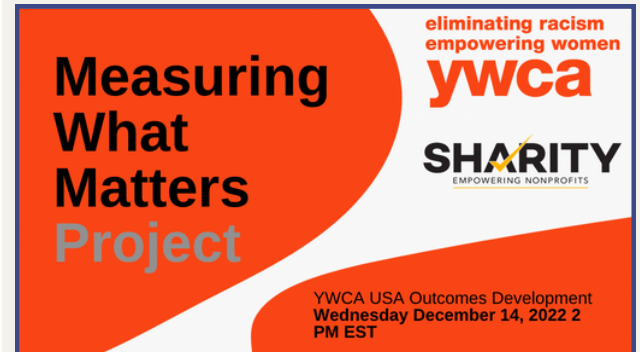
In 2020, Sharity partnered with the YWCA, National Coalition Against Domestic Violence, and more than 250 frontline domestic violence shelters across the Americas and the Caribbean to review fundraising processes and outcomes. This assessment was ultimately used to support fundraising efforts that secured US\$3 million. The review also involved an analysis of the YWCA's work, finding that YWCA's metrics were 100 percent output-based. This revealed a need for an outcomes assessment at the YWCA.

THE PROJECT

Sharity is reviewing the YWCA's domestic violence and early childhood work to develop outcome measures, and is developing an equitable, power dynamic-informed fundraising model. This project embeds intersectionality into its process and deliverables. It involves qualitative and quantitative data collection through a survey, focus groups, virtual workshops, stakeholder engagement, and white paper development.

THE RESULT

The project's first phase was a pilot aimed at recalibrating the traditional consultant-client relationship and ensuring all stakeholders' voices were heard in the project process development. Instead of helicoptering in as an external expert to provide counsel and directives, Sharity worked with the YWCA as a collaborator and thought partner, and actively sought advice from team members about the project's design and its execution. Today, Sharity is in an ongoing dialogue about each part of each phase. Sharity built-in reflective practices and feedback gathering that allow for input to be consolidated in real time on the process. This feedback will inform white papers on the project, which take stock of what was done, how it worked, and identify areas for improvement.



YWCA's Measuring What Matters Project needs you!

We are delighted to invite you to participate in this pathbreaking project, which is critical to maximizing YWCA's impact. For it to be successful, we need your expertise and insights! Below are details about ways you can play a vital role.

Phase 1: Provide critical data on YWCA leadership, fundraising, and programs!

Overview. YWCA team members will provide valuable data through an online Typeform survey, enabling an assessment of current services, patterns, and priorities. Teams will meet internally, gather relevant data, and then populate the survey.

Who. Everyone!

When. Early January 2023.

Time commitment. One-hour team meeting, one hour gathering data, and 15 minutes to fill out.

Why you should be involved. There is no one better placed than you to speak about your association and its work. Providing your data ensures that your experiences are counted and that they inform conclusions the survey draws about what is working well, and what could improve.