**Defining Philanthropic Influence at Casey:**

**Examples of Influence Outcomes**

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| ***Outcome Examples from Annie E. Casey Foundation’s Social Investments Unit*** |

* **Increased knowledge and awareness re: best practices, innovative practices, ways to use social investment as a tool for advancing Foundation mission/goals.** 
  + Casey program staff ask questions about/seek advice re: the use of social investment in their portfolios
  + Casey program staff identify opportunities to utilize social investment
  + Other foundations/investors demonstrate awareness that Casey has useful  information, examples and tools to share
  + Other foundations/investors express ideas re: ways to use social investment to further mission or generate social returns.
* **More foundations and other investors opt to deploy resources towards social investments/mission-aligned investments**
  + Foundations not previously making social investments begin to do so
  + Investors that had not previously done so (e.g. banks) opt to use certain social investment tools
* **Other foundations/investors co-invest with Casey to advance Casey’s mission/results** 
  + # of foundations/investors co-investing with Casey

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| ***Outcome Examples from Annie E. Casey Foundation’s KIDS COUNT Unit*** |

* **KIDS COUNT state grantees have strong capacity to reach and engage influential individuals and groups and use these relationships to advance KIDS COUNT policy domains in their states.**
  + State grantees have good relationships with policy makers, civic leaders and the media – are viewed as credible source of information, valued advisor
  + Key influentials are aware of/supportive of state KIDS COUNT data and policy priorities
  + Key influentials are responsive when asked to take action
* **Increased advocacy capacity of KIDS COUNT state grantees and the KIDS COUNT Network**
* **Increased/maintained demand for high-quality data about children’s and families’ well-being among non-profits, policy makers, philanthropic organizations and the public**
  + Increased/maintained requests re: data
  + Increased/maintained reliance on KIDS COUNT data products
* **Strengthened base of support for KIDS COUNT policy domains**
  + There are more champions/key supporters for certain policy priorities
  + Key champions/decision-makers and/or the public demonstrate increased sense of urgency (are willing to do something!) re: KIDS COUNT policy priorities
* **Changes in policies that benefit vulnerable children and their families** 
  + Increased public funding going towards high quality services and best practices