



INPUTS: WHAT'S CONTRIBUTED



OUTPUTS: WHAT HAPPENS?



IMPACTS: WHAT CHANGES?

HOW (FORM OF CONTRIBUTION)

- › Cash
- › Time
- › In-kind (including pro bono)
- › Management costs

WHY (DRIVER FOR CONTRIBUTION)

- › Philanthropic investment
- › Social investment
- › Commercial initiatives

WHAT (ISSUE ADDRESSED)

- › Aboriginal People
- › Arts & Culture
- › Capacity Building
- › Children & Youth
- › Civic Leadership
- › Disaster Relief
- › Diversity
- › Education
- › Employee Programs
- › Environment
- › Health & Wellness
- › Sports & Recreation
- › Social Services
- › Other

WHERE (LOCATION OF ACTIVITY)

- › Europe
- › Middle East & Africa
- › Asia Pacific
- › North America
- › South America

COMMUNITY OUTPUTS

- › Individuals reached/supported
- › Type of beneficiary
- › Organizations supported
- › Other company-specific output measure (e.g. environment)

BUSINESS OUTPUTS

- › Employee engagement
- › Media, recognition and reputation
- › Customers/consumers reached
- › Suppliers/distributors reached
- › Other influential stakeholders reached

STAKEHOLDER CONTRIBUTIONS

For example:

- › Payroll giving
- › Other employee contributions
- › Customers
- › Other organizations/sources
- › Employee volunteering

COMMUNITY IMPACTS

On people 1: Depth of impact

- › Made a connection
- › Made an improvement
- › Made a transformation

On people 2: Type of impact

- › Behaviour or attitude change
- › Skills or personal effectiveness
- › Quality of life/well-being

ON ORGANIZATIONS

- › Improved or new services
- › Reached more people or spent more time with clients
- › Improved management processes
- › Increased their profile
- › Taken on more staff or volunteers

ON THE ENVIRONMENT

- › Impact on the environment
- › Impact on environmental behaviour

BUSINESS IMPACTS

On employee volunteers

- › Job-related skills
- › Personal well-being
- › Behaviour change

On the business

- › Human resource benefits
- › Stakeholder relations/perceptions
- › Business generated
- › Operational improvement delivered
- › Uplift in brand awareness