


venture1:9



IMPACT:
How to Measure It, Manage It, and Report on It in Real Time

1

What exactly is Impact?

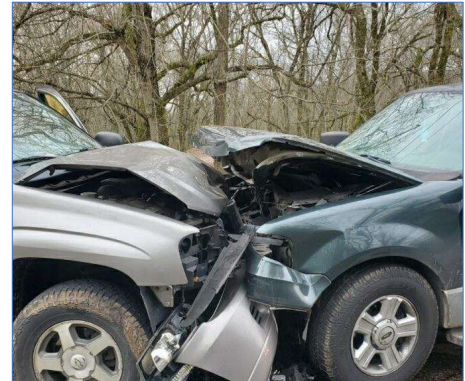


2

What exactly is Impact?



“The forceful coming together of two things!”



3

What do we **really** mean by IMPACT?



- The forceful coming together of two things – NOT EXACTLY.
- **A marked effect, influence, or result.**
- **A powerful effect on something (positive or negative) that may be intended or unintended.**

4

What impact do we as followers of Jesus want to have in our world?

For Profit Organizations	<ul style="list-style-type: none"> • Increased Profit • Added value
Non-Profit Organizations	<ul style="list-style-type: none"> • Changed lives
Christ-centered Non-Profit Orgs	<ul style="list-style-type: none"> • ???

5

What impact do we as followers of Jesus **ultimately** want to have in our world?

- So, whether you eat or drink or whatever you do, **do it all for the glory of God**. (I Corinthians 10:31)
- In the same way, let your light shine before others, that they may see your good deeds and **glorify your Father in heaven**. (Matthew 5:16)
- For God was pleased to have all His fullness dwell in Him, and **through Him to reconcile to Himself all things...** (Colossians 1:19-20)
- And God has given us this task of **reconciling people to him**. For God was in Christ, reconciling the world to himself, no longer counting people's sins against them. And he gave us this wonderful message of reconciliation. So, **we are Christ's ambassadors; God is making his appeal through us**. (I Corinthians 5:20)

6

Deuteronomy 4:5-8

See, I have taught you decrees and laws as the Lord my God commanded me, so that you may follow them in the land you are entering to take possession of it.

Observe them carefully, for **this will show your wisdom and understanding to the nations**, who will hear about all these decrees and say, “Surely this great nation is a wise and understanding people.”

What other nation is so great as to have their gods near them the way the Lord our God is near us whenever we pray to him?

And what other nation is so great as to have such righteous decrees and laws as this body of laws I am setting before you today?

7

What impact do we as followers of Jesus want to have in our world?

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8

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Christ-centered Non-Profit Orgs	<ul style="list-style-type: none"> • Glory to God • Salt & Light • Life as God Intends

9

4 Factors to Clarify, Measure and Monitor in Our Activities


- 1 *Calling, Purpose, Mission*
- 2 *Desired Outcome, Impact*
- 3 *Cost, Fundable, Money*
- 4 *Effort, Ease, Doable*

10




- What issue has God called you to be His Ambassador for?
- What are God's intentions and desired outcomes for the problem He has called you to solve?
- What has God called you to specifically **DO?**

11



- What has God called you to do (accomplish), and **are you doing it?**
- What are you trying to get done, and **are you getting it done?**
- If you were no longer in existence, who would notice and **who would care?**
- In the absence of your outputs, how **would your community suffer?**

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We need to regularly, honestly, and courageously ask ourselves:

- What results did we hope to see?
- What actually happened as a result of our programmatic activity?
(Positive, negative, intended, unintended?)
- Who gets the glory?

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Desired Impact/Result?	
Stuff We Do	The Result We Want to See
Mentoring	Mentoring At-Risk Kids
Teaching	Teaching English to Refugees
Feeding	Feeding the Homeless
Teaching	Teaching Parenting Skills
Building	Building Houses
Digging	Digging Wells
Coaching	Coaching Missions Leaders
Counseling	Counseling the wounded


- What are God's intentions for each of these things that we are doing?
- How do we know if God is being glorified?
- How do we know when lives are being positively impacted by what we do?
- What isn't working like we thought?
- What unintended results are we seeking, especially long-term?

14




15

So...



- What results **indicate** you are successfully accomplishing your calling and purpose?

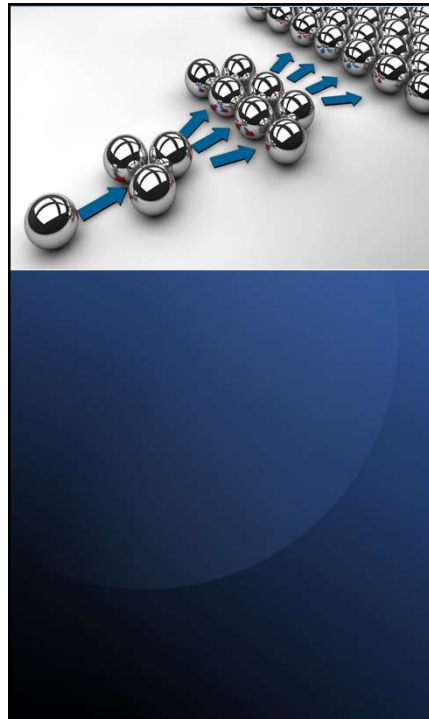


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Impact Indicators...

- **Change in attitude** – e.g. a smile 😊
- **Change in behavior** – e.g. give to others, don't yell when disciplining
- **Change in belief** – “I know I have value and worth now.”
- **Change in faith** – “I find hope and peace when I read the Bible now.”
- **Change in family** – “My relationship with my daughter is so much better.”
- **Change in community** – “We are able to solve our own problems now.”

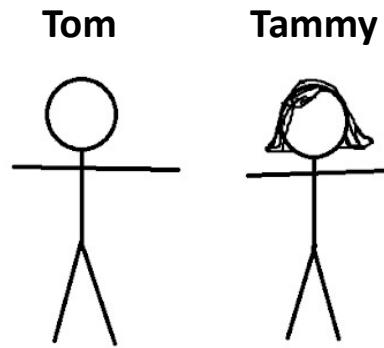
17



The way our desired impact is **defined** will affect how it's measured and how its success or failure is perceived.

18

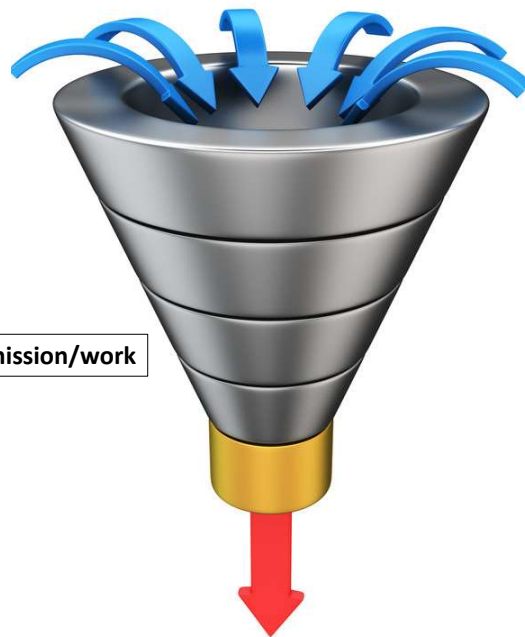
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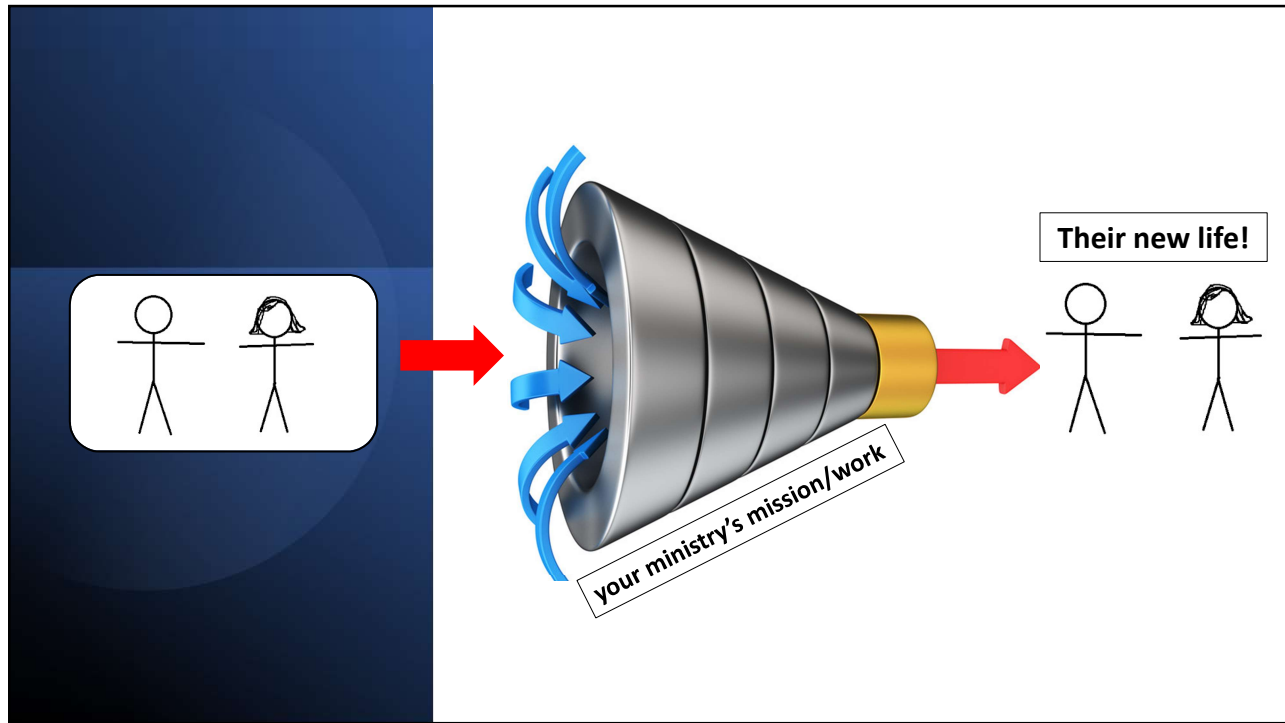
19

What results **indicate** you are successfully accomplishing your calling and purpose?

your ministry's mission/work



20



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What results **indicate** you are successfully accomplishing your calling and purpose?

Tammy can gain strategic direction for her org.

Tammy can effectively Biblically fundraise.

Tammy can effectively lead herself & others.

(Tammy is encouraged & empowered by like-minded Christian leaders.)

Tammy

Tammy

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Ultimately...



- When we're not **crystal clear** on what we're supposed to accomplish, it makes it virtually **impossible** to determine our impact.



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- Now, all this needs communicated in **real time**.



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venture1:9

(Communication)

- I pay attention to what **others** are doing.

- I think one **year** in advance. (Impact Folder)

25

venture1:9

Name	Date modified	Type	Size
Impact Report 2020	2/4/2021 12:25 PM	File folder	
<input checked="" type="checkbox"/> Impact Report 2021	3/26/2021 9:15 AM	File folder	
Quotes	12/4/2020 1:11 PM	File folder	

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venture 1:9

- I pay attention to what **others** are doing.
- I think one **year** in advance. (impact folder)
- I ask, “Who **else** would be blessed right now?”
- I think generally **and** specifically.

27

venture 1:9

(General)

Hi V:19 Partners & Supporters!

- Last Tuesday, through Venture 1:9, a community giver toured the facility of a great area non-profit and presented them with a generous grant!
- Last Wednesday, I conducted board governance training for the great team at [House of Refuge Sunnyslope](#).
- Last Thursday, I taught a session on how to grow monthly giving for area non-profit leaders at Redemption Church Gilbert.
- And last Friday, I conducted staff training for the growing team at [Harvest Compassion Center](#).

What a week! Your generous support is making ALL of this happen and so much more.

I truly thank the Lord for all He’s doing – and for your partnership – as we serve the community together!

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(Specific)

Dear...

Your incredible q1 gift just came through and, once again, I just want to say THANK YOU! I just traveled to Tucson to do a team training for Teen Challenge and they emailed the below – you’re helping to make all this happen, and more!

“Jonathan, thank you so much for meeting with some of our staff yesterday and enriching their lives with your insight and experiences. We all enjoyed the time together and the ideas are stirring. You truly inspired us.”

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- I pay attention to what **others** are doing.
- I think one **year** in advance. (Impact Folder)
- I ask, “Who **else** would be blessed right now?”
- I think generally **and** specifically.
- I pay attention to “**nudges**.”

30

The logo for 'venture 1:9' is displayed in white text on a dark blue background. The word 'venture' is in a lowercase sans-serif font, and '1:9' is in a smaller font size to its right. The background of the slide features a dark blue vertical bar on the left and a lighter blue circular graphic behind the text.

Hey [name], I was just thinking this morning how important the [Venture 1:9](#) website is to EVERYTHING I'm doing.

And if you remember, you paid for the whole thing! That investment is in use every single day!

Thanks for EVERYTHING, and for being my friend! 😊


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- I think one **year** in advance. (Impact Folder)
- I ask, "Who **else** would be blessed right now?"
- I think generally **and** specifically.
- I pay attention to "**nudges**."
- I use **video**.

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venture1:9




01:13





Givers / Impact Reports (Dec. 2020) - Jonathan Roe

Fri, December 18, 2020

 **thankview**

Givers / Impact Reports (Dec. 2020)
54 Recipients | Thank Yous | Email

-  Videos Added: 54
-  You've Sent: 54
-  Open Rate: 70.4%
-  Spam/Bounce: 0.00% / 0.0%

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venture1:9

 **thankview**



A video frame showing a man in a red shirt and glasses, wearing earbuds, against a blue-toned background. The background features a silhouette of a nativity scene with camels and a manger under a starry sky.

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2020 IMPACT REPORT

venture 1:9

In 2020, Venture 1:9 launched in AZ and trained 132 Christian non-profit organizations, provided 259 coaching touch points, and facilitated gifts and grants totaling \$86,939 for community impact.

Thank you to all venture 1:9 partners!

Together our impact led to

TRAINING	COACHING	GIVING
<ul style="list-style-type: none"> • 132 unique ministries participated in Venture 1:9 training • 584 registrations for 26 training events (288 additional touch points) 	<ul style="list-style-type: none"> • 86 unique ministries engaged in Venture 1:9 coaching • 259 personal coaching touch points with ministry leaders 	<ul style="list-style-type: none"> • 6 gifts and grants facilitated for local ministries • \$86,939 generated through gifts and grants for powerful community impact

Ministry Profile

HOUSE OF REFUGE SUNNYSLOPE

Love. House. Equip.

We strive to resolve the homelessness problem in Phoenix with the power of these three words. After recent expansion to meet the growing homelessness need, we recognized that our Board structure and protocols needed to keep up with a growing organization, and we needed coaching and guidance to do it well. Venture 1:9 stepped in to guide our key leaders through a vision setting process that ignited both our Board and Staff to move forward in unison.

The coaching and resources of Venture 1:9 led us to the development of a strategic plan, establishment of a Board Policy Manual, clear Board recruiting strategies, Board training opportunities, and more.

As we continue to focus on these three words – Love, House, Equip – we feel prepared and poised for the years ahead. In 2020, with Venture 1:9, we accomplished more than we could have ever imagined!

Julie Supplee, CEO
House of Refuge Sunnyslope

God is working...

"Our team talked about how God nudged all of us in different ways, thank you!"

"Very grateful for your leadership and guidance."

"God used you to encourage and remind me that He is at work."

"Thank you for pursuing your vision to equip Christian non-profit leaders. It matters and people are finding Jesus because of it."

"Your trainings are priceless and I look forward to every single one."

"Thank you for patiently walking with us!"

"God is using Venture 1:9 in powerful ways!"

"Thanks for all the connecting you do! You are such a value to so many... a treasure!"

"Thank you for this amazing, inspiring, and encouraging training. I took notes and it gave me tons of ideas."

"This workshop was so encouraging and I was inspired like I haven't been in my ministry for a long time. I didn't feel alone for the first time in a while."

2020 IMPACT REPORT

www.Venture19.org

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venture 1:9

- I pay attention to what **others** are doing.
- I think one **year** in advance. (Impact Folder)
- I ask, "Who **else** would be blessed right now?"
- I think generally **and** specifically.
- I pay attention to "**nudges**."
- I use **video**.
- I **anticipate** when great things are going to happen.

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venture 1:9

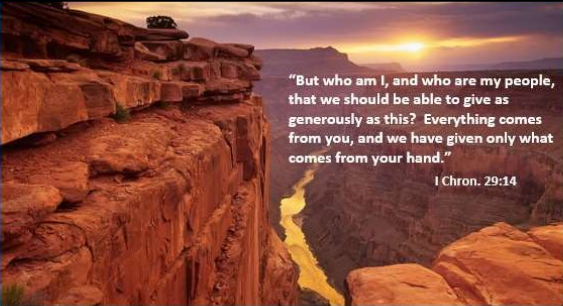
- I buy meals and **don't** ask for money.
- I buy appreciation gifts and **don't** ask for money.

Feb 10, 2020, 10:23 AM

- I **text** on the fly.
- I use a lot of **quotes**.
- I receipt in a **persona**

Hey Ken, I received your February check in the mail. I just can't tell you what a blessing it is to have Alongside giving generously and helping this work move forward. I really appreciate it, and you. Thank you!

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Dear ...

This is just a quick note to say one more time, an incredible THANK YOU for your recent wonderful and generous gift! 2021 is off to a great start with serving ministries and leaders all over AZ so know that your gift will have a tremendous ripple effect of encouragement, training, and Kingdom impact! Thank you for being such a personal blessing in my life (I love our times together!) and thank you for believing in and partnering with Venture 1:9 – we're getting a lot done together!

Love & appreciate you!
-Jonathan

Gift given by:
Amount:
Date:
Method:

Allegro Organizational Solutions is a 501(c)(3) nonprofit organization and will receipt this gift separately. Your contribution, provided for Venture 1:9 and the work of Jonathan Roe, is tax-deductible to the extent allowed by law, and no goods or services were provided in exchange for your generous donation.



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venture1:9

- I buy meals and **don't** ask for money.
- I buy appreciation gifts and **don't** ask for money.
- I **text** on the fly...
- I use a lot of **quotes**. (Impact Report)
- I receipt in a **personal** way.
- I recognize that every **"thank you"** opportunity is an opportunity to report on impact.

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venture1:9

- I understand that, oftentimes, the simplest ways are the **best** ways!



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The logo for 'venture1:9' is displayed in white text on a dark blue background. The number '1:9' is enclosed in a white square.

- I am genuinely thankful **and** grateful.
- I seek to **honor** all donors.
- I seek to **treat all donors as major donors.**

I believe it all starts
with that mindset!

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“While impact evaluation is becoming more prevalent across the nonprofit sector, many organizations still **do not** conduct regular, external *[or internal]* impact evaluations and **do not** use the findings to **refine** their organization’s theory of change or its overall strategy.”

- A Stanford Study

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venture1:9

Let's talk more...

The graphic features a dark blue vertical bar on the left containing the 'venture1:9' logo in white. To the right, a 3D rendering shows a series of reflective silver spheres arranged in a diagonal line from the bottom-left towards the top-right. Each sphere is connected to the next by a blue arrow pointing in the direction of the line's progression.