

Common Approach to Impact Measurement



TERMS OF REFERENCE

for

the Common Approach to Impact Measurement

National Advisory Committee

Are you a social-purpose organization (a non-profit, charity, social enterprise, co-operative, or private sector organization with a social, environmental or cultural mission) that is interested in social impact measurement?

Are you interested in increasing your understanding and knowledge about social impact measurement, and accessing tools and resources about social impact measurement?

Do you believe that there is a need to develop a standard of social impact measurement in Canada that is non-rigid and which is as meaningful to grassroots organizations working on the front line as it is to investors and grantors seeking to understand an organization's impact?

We need your help! We are looking for social-purpose organizations¹ who would be interested in helping the Common Approach to Impact Measurement develop a national standard of social impact measurement in Canada.

You are invited to come join us in the co-creation of a Canada-wide common approach to social impact measurement.

We are inviting expressions of interest from those who would be interested in joining the Common Approach's National Advisory Committee.

1. About the Common Approach to Impact Measurement

The Common Approach to Impact Measurement is a community of non-profits, social purpose organizations (SPOs), grant makers, investors and academics building a better way to measure social impact.

¹ The entire spectrum of organizations that seek to advance a social, cultural or environmental mission. Social purpose organizations straddle the not-for-profit sector (such as registered charities, incorporated non-profit organizations and co-operatives), the private sector and hybrid entities such as Community Contribution Companies and Community Interest Corporations. (Government of Canada; ESDC)

The Common Approach to Impact Measurement is an initiative with the long-term vision of developing a flexible (non-rigid and meaningful) standard for social impact measurement in Canada. A flexible standard is a standard that will not impose indicators or metrics on any organization, but rather will allow for organizations to use and report on the indicators that they find most meaningful, as crafted by them. Why the focus on the development of a flexible standard for social impact measurement in Canada? So that social enterprises and social-purpose non-profit organizations can better illustrate their individual and collective impact and tell their story, and so that social impact investors can more easily identify these organizations to support the good work these organizations are doing to address complex social problems.

A key aspect of the Common Approach is community ownership: That those who use, are affected by, and/or support others to use standards of impact measurement collaborate together in the development and evolution of the standard intended for them. Research has demonstrated that for a standard to be successful, it must be owned by the community for whom the standard is intended. A standard cannot be a document; it must be a community of people adhering to and making decision together about the evolution and refinement of a standard over time.

The Common Approach is currently being managed out of Carleton University. The initiative has funding from Employment and Social Development Canada (ESDC) until March of 2021. For more information about the Common Approach to Impact Measurement, please go to: <https://carleton.ca/commonapproach/>.

2. Objectives of the National Advisory Committee

As part of developing community ownership of the standard, the Common Approach is establishing a National Advisory Committee of social-purpose organizations to learn about and use the Common Approach resources and tools, to engage with partners and stakeholders about how to improve the work of the Common Approach, and to participate in a community of organizations and actors contributing to the development and evolution of a flexible standard for social impact measurement in Canada.

The objectives of the Common Approach National Advisory Committee are:

1. To engage Social Purpose Organizations (SPOs) across Canada in the Common Approach community.
2. To receive input and feedback from SPOs about the Common Approach tools and resources, in order to a) improve these tools and resources, b) better understand how the Common Approach might meet the needs of potential users, and c) promote adoption of the tools and resources.
3. To generate increased awareness and understanding in Canada about the Common Approach.
4. To generate interest among SPOs in participating in the governance of the Common Approach, as per the goal of developing a standard that is community owned.

3. Composition of the National Advisory Committee

The Common Approach is looking for approximately 10 to 15 people representing front-line social-purpose organizations from across Canada for the National Advisory Committee. This includes non-profit organizations, charities, social enterprises, co-operatives and private-sector organizations working to fulfil a social, cultural or environmental mission. The Common Approach is looking for organizations that

are working ‘on the ground’ -- that are working directly to improve the conditions of specific populations and/or the planet.

(Intermediaries that build the capacity of other organizations to carry out their mission – such as through evaluation, training, or consulting -- are not included in this definition of ‘on-the-ground’/ ‘front-line’ organizations. If you are an intermediary and would like to get more involved with the Common Approach, please contact us about becoming a Common Foundations champion!)

The working language of the committee is English.

The Committee composition will ideally be balanced with regards to gender, geographical representation (rural, urban, Northern), as well as Francophone, Anglophone and Indigenous representation. We are also striving to achieve diversity in size and sector of organizations, types of organizations (ranging from community-based organizations to networks), and experience with impact measurement.

We especially encourage Francophone organizations, Indigenous organizations, rural-based organizations, and organizations from the North to apply.

4. Format and activities of the National Advisory Committee

It is proposed that the National Advisory Committee meet five times on-line/ virtually (via Zoom) between March 2020 and March 2021, roughly on a quarterly basis for 2 hours per meeting.

5. Benefits to committee members

Some of the benefits of being a committee member include:

1. Learn about the Common Approach to Impact Measurement
2. Gain information and knowledge about resources and tools for social impact measurement.
3. Increase your capacity and knowledge about social impact measurement (SIM) through participation in SIM training.
4. Work with a group of peers to contribute to the co-creation of the development of a SIM standard in Canada.
5. Meet and learn from peers from across Canada.

6. Honorarium

An honorarium of \$1000 will be provided to each member of the committee in recognition of the time dedicated to their participation in the committee.

The social impact measurement training offered to participants on the committee will be paid for by the Common Approach for committee members. This training has a value of approximately \$850.

7. Timeline

March 2020 to March 2021.

8. Expectations of committee members

Each committee member is expected to:

1. Commit to undertaking a 10-week on-line training on essential practices (*Common Foundations* <https://carleton.ca/commonapproach/wp-content/uploads/20191210-CommonFoundations.pdf>) of impact measurement delivered by the Social Enterprise Institute. (<https://socialenterpriseinstitute.co/>). The training will support social-sector leaders to implement social impact measurement in their organizations.
2. Commit to attending five 2-hour meetings between March 2020 and March 2021, roughly on a quarterly basis.
3. Explore the use of the Common Approach data platforms: SAMETRICA (www.sametri.ca) and the Impact Dashboard of the Center for Social Innovation (CSI) (www.impactdashboard.org). Both of these platforms are designed to make it easier for social-purpose organizations to track and analyze social impact measurement data and information.
4. Contribute to thinking about the evolution of the Common Approach.
5. As preparation for the first meeting, participate in a Common Approach 101 one-hour webinar.
6. Review the Common Approach's organizational information (a five-page document).
7. Sign up to the Common Approach mailing list, and follow the Common Approach on twitter and LinkedIn.

9. Time Commitment

SIM training:	Participate in an on-line 10-week training on social impact measurement. This includes: an introductory session, five one-hour on-line modules approximately every 2 weeks, and five one-hour on-line coaching sessions (one per module).	Approximately 12 hours over 10 to 12 weeks.
Exploration of data platforms:	Explore two data platforms partnering with the Common Approach to make it easier for SPOs to track and analyze their impact measurement data.	Approximately 2 to 3 hours per platform, for a total of approximately 5 hours.
Meet:	Participate in 5 committee meetings of 2 hours each on-line.	Five meetings x 2 hours each for a total of 10 hours.
Meeting preparation:	Participation in or viewing of a one-hour Common Approach 101 overview webinar.	1 hour
Review:	Review the Common Approach organizational information. Possibly review other Common Approach materials.	1 hour + 1 hour
Total		Approximately 30 hours between March 2020 and March 2021.

10. Proposed meeting topics

Proposed meeting topics include:

1. Overview of the Common Approach and resources and tools.
2. Discussion of existing social impact measurement practice among committee members.
3. Overview of impact measurement training and data platforms available through the Common Approach.

4. Feedback from committee members on social impact measurement training and data platforms, as well as other resources of the Common Approach.
5. Feedback on proposed governance structure of the Common Approach and other elements of the Common Approach.

11. How to apply

You can apply either by completing our one-page on-line form [here](#), or by sending a brief (1 page) Expression of Interest to Philippa Wiens at philippa.wiens@commonapproach.org with the subject heading 'Application for National Advisory Committee', explaining what your organization is and what it does, and why you would like to be on the National Advisory Committee, by **February 26 2020**.

If you choose to send us a 1-page Expression of Interest by e-mail (rather than apply on-line), please include the following specific information: Name of the organization, type and size of organization, mission, population served, geographical location of the organization, name and title of the individual representing the organization, and why you would like to be on the National Advisory Committee. Please also let us know where you learnt about this call for the National Advisory Committee (twitter, LinkedIn, Common Approach website, mailing list, webinar, other).

12. Contact information

For more information, please contact Philippa Wiens at philippa.wiens@commonapproach.org.