



STANFORD SOCIAL INNOVATION REVIEW PRESENTS

# DATA ON PURPOSE

TELLING GREAT STORIES WITH DATA

February 9, 4:00 – 5:00 p.m.

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## Whose Story Are We Telling?



**Andrew Means**

Cofounder, The Impact Lab



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## DATA ON PURPOSE

TELLING GREAT STORIES WITH DATA

StanfordSOCIAL  
INNOVATION<sup>Review</sup>



# STORIES



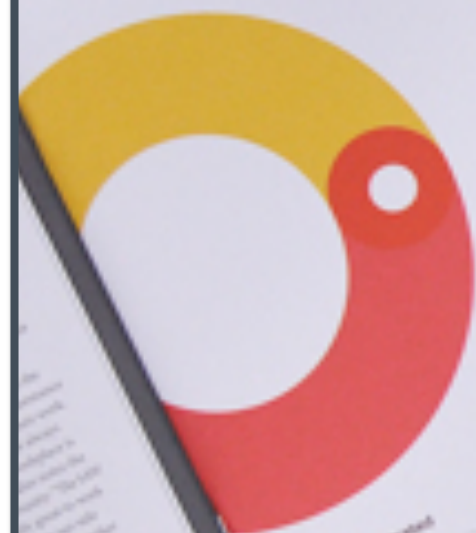
ARTISINAL  
*elle*

• DATA •

*wo*  
WORKSHOP



together



SAW Incorporated

10000 Community Center  
Columbus, Ohio 43240

## 2012 Financial Review

Revenue	2012	2011
State	\$1,000,000	\$1,000,000
Community Development	\$1,000,000	\$1,000,000
Other	\$1,000,000	\$1,000,000

Expenses	2012	2011
Programs	\$1,000,000	\$1,000,000
Administrative	\$1,000,000	\$1,000,000
Capital and Maintenance	\$1,000,000	\$1,000,000

Net Income

\$1,000,000

Assets

\$1,000,000

Liabilities

\$1,000,000

Equity

\$1,000,000

## Board of Trustees

**Chairman**  
**ROBERT J. KENNEDY**  
Chairman of the Board

**Vice Chairman**  
**ROBERT J. KENNEDY**  
Vice Chairman of the Board

**President**  
**ROBERT J. KENNEDY**  
President of the Board

**Secretary**  
**ROBERT J. KENNEDY**  
Secretary of the Board

**Treasurer**  
**ROBERT J. KENNEDY**  
Treasurer of the Board

**Member**  
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Member of the Board

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**ROBERT J. KENNEDY**  
Member of the Board

Together we are innovators, collaborators and makers of change. Moving forward requires an interconnected network of relationships.

It is the mission of SAW Inc. to provide employment, training, career growth and customized supports for persons with developmental disabilities; to encourage greater independence to improve the quality of individual's work and life.

Together





our stories are often

UNTRUE





NETFLIX

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A NETFLIX DOCUMENTARY SERIES

# MAKING — A — MURDERER







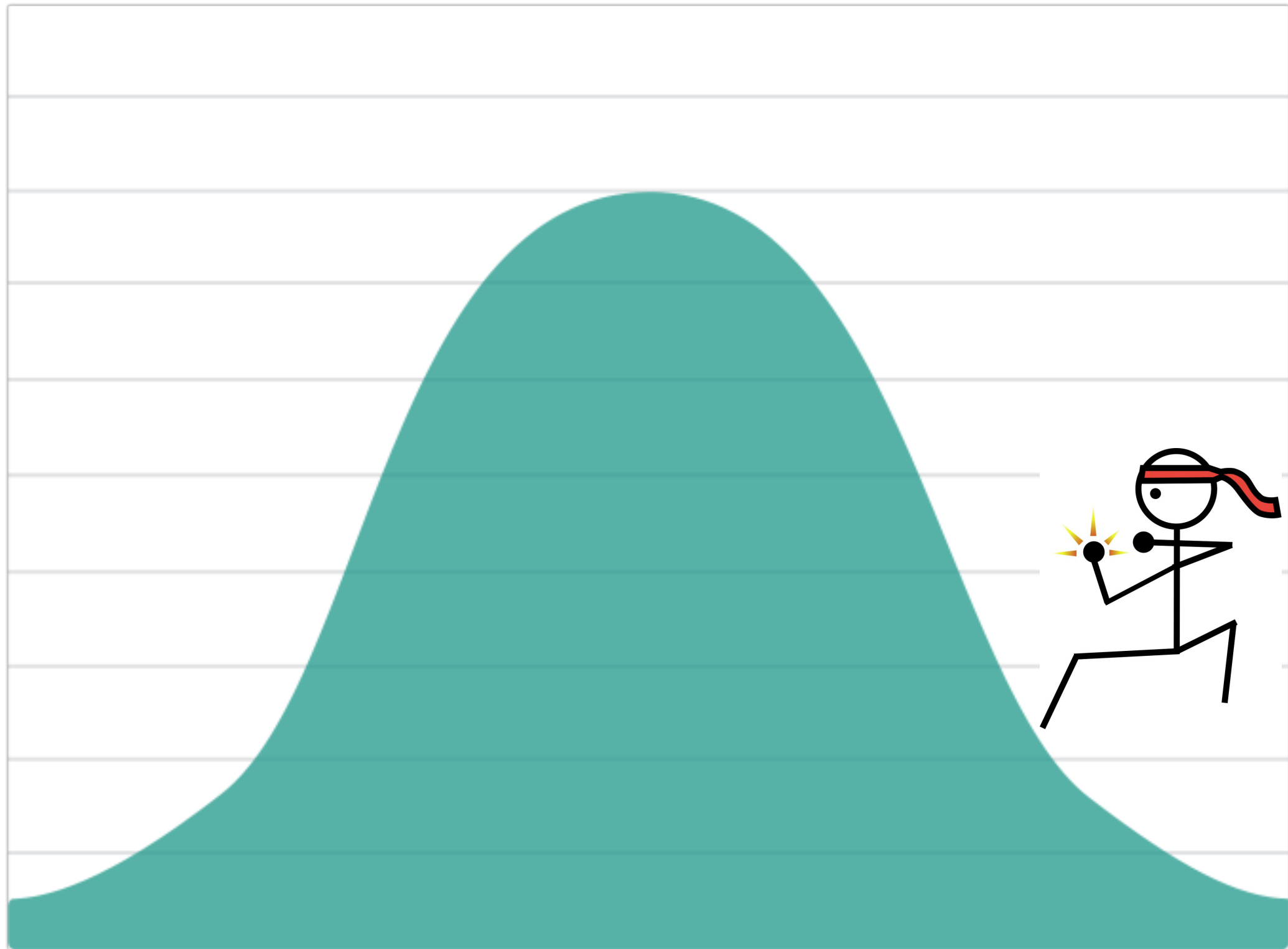


**NUMBER OF PEOPLE**



**LEVEL OF IMPACT**

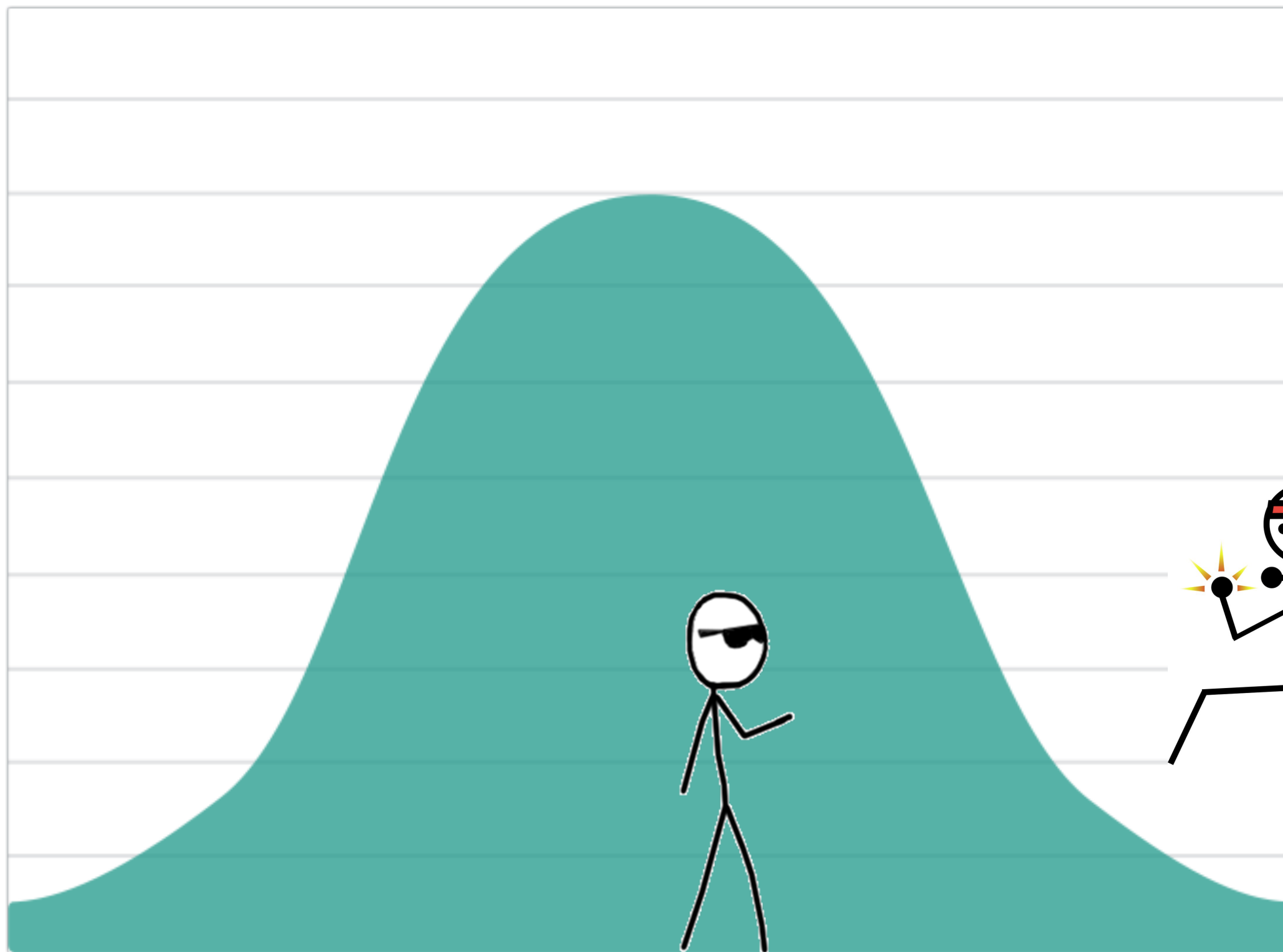
**NUMBER OF PEOPLE**



**LEVEL OF IMPACT**



**NUMBER OF PEOPLE**



**LEVEL OF IMPACT**

# THE STORY:



## EVERY MCDONALD'S BURGER I'VE EVER HAD:



# DONOR



# BENEFICIARIES





# DONOR STORY:



# BENEFICIARY EXPERIENCE:





MY BURGER IS  
BETTER THAN YOURS



often the most effective organizations

LOSE OUT TO BETTER  
MARKETED ONES





# THE POWER OF DATA

















we have limited resources and  
**BIG PROBLEMS TO SOLVE**



WHAT IS IMPACT?

# Two Worlds





quantifying impact is

**MESSY**

# WHAT WE OBSERVE

Program A



Program B





which program was more  
**IMPACTFUL?**

# COUNTERFACTUALS

Program A



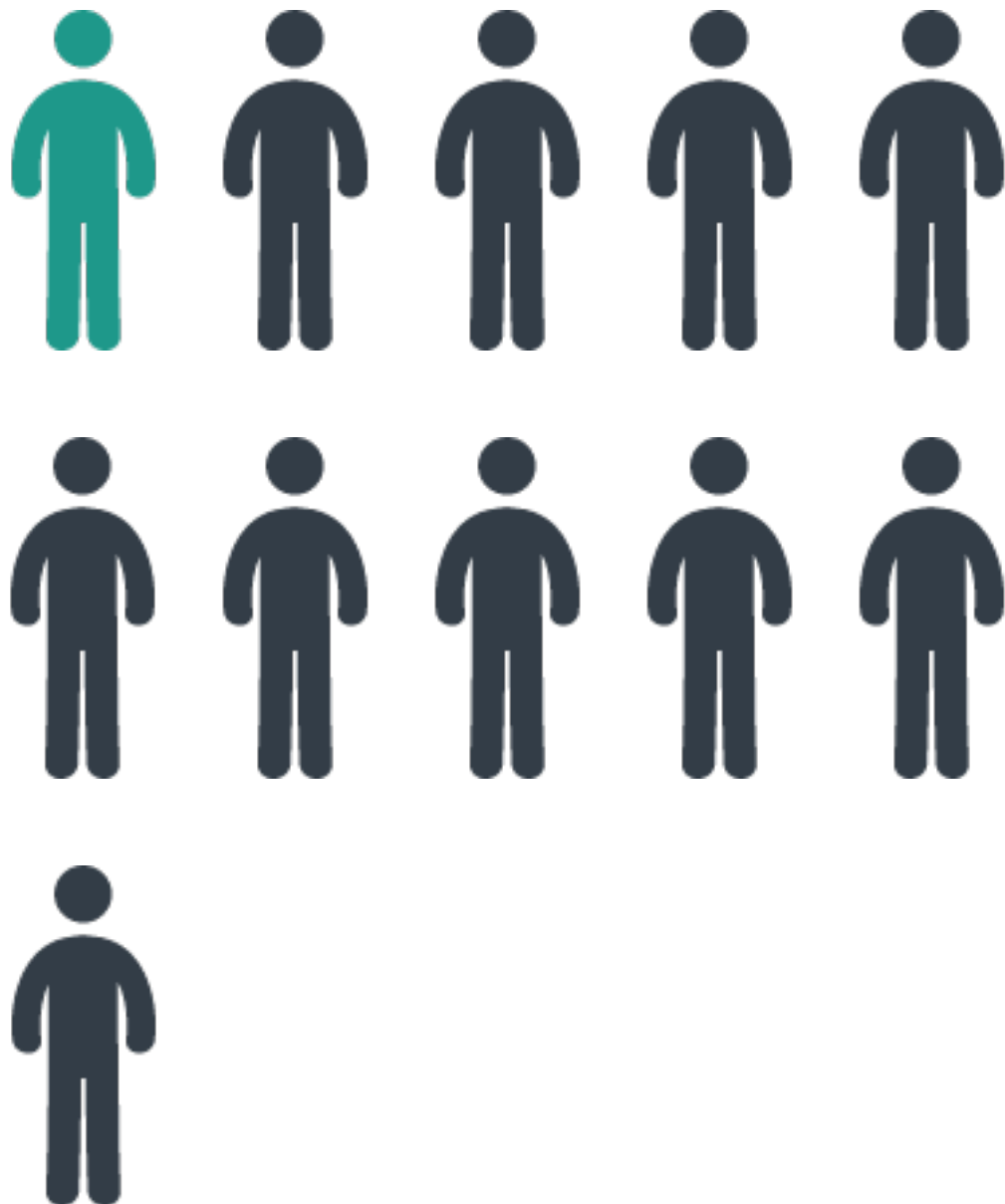
Program B





# DISPLACEMENT

Program A



Program B



# Beyond Impact Measurement















providing the information needed for

# Efficient Social Markets



as our ability to measure impact  
becomes more sophisticated...

...donors will have a better understanding  
of what they are buying

as our ability to measure impact  
becomes more sophisticated...

...donors will have a better understanding  
of what they are buying



You Are Buying  
Change

You Are Selling  
Change



# DONOR STORY:



# BENEFICIARY EXPERIENCE:





