

TRACK PROGRESS – SAMPLE SUCCESS MEASURES

SUGGESTED METRICS	WE ALREADY MEASURE THIS	WE WILL MEASURE THIS NOW/IN THE FUTURE	WE DON'T HAVE PLANS TO MEASURE THIS
# and % of investments that explicitly address equity (closing persistent gaps, addressing historical disparities)			
# and % of donors disaggregated by race, gender, age, etc.			
# and % change in giving (annually) disaggregated by donor race, gender, etc.			
# of donors in affinity group giving (African American, Women Leaders, LGBTQ, LINC, etc.)			
\$ amount and % change (annually) of giving by affinity groups (African American, Women Leaders, LGBTQ, LINC, etc.)			
# and % of United Way Resource and Development staff from diverse backgrounds (race/ethnicity, gender, sexual orientation, income level, ability status)			
# of vendors contracted by United Way that are owned/led by people of color and/or representative of the community demographic makeup			
\$ amount and percent of overall grant applications submitted by organizations led by people of color			
\$ amount and percent of overall grants awarded to organizations led by people of color			

