PUBLIC IMPACT INITIATIVE

ASSESS

- Identify challenges that drive poor social outcomes and cost governments, individuals, and communities

- Conduct target population data analysis

- Estimate cost-benefit analyses for potential evidence-based solutions

DESIGN

- Define policy-relevant outcomes and metrics

- Align measurement approach with project goals

- Develop implementation plans based on operational inputs

- Develop data systems to measure impact

FUND

- Perform due diligence and select service providers

- Develop contracts linking payment with measurable outcomes

- Raise capital via funders and impact investors where necessary

MEASURE

- Co-develop measurement plan with service providers, evaluators, and government

- Work with evaluators to execute measurement plan

ADAPT

- Distill insights from ongoing project data

- Facilitate discussions re: learnings with project partners

- Take action with project partners to improve results

- Repeat!

ENGAGE

- Engage and convene providers, philanthropy, civic leaders, government and community members to address the challenge

- Facilitate ongoing stakeholder engagement throughout project

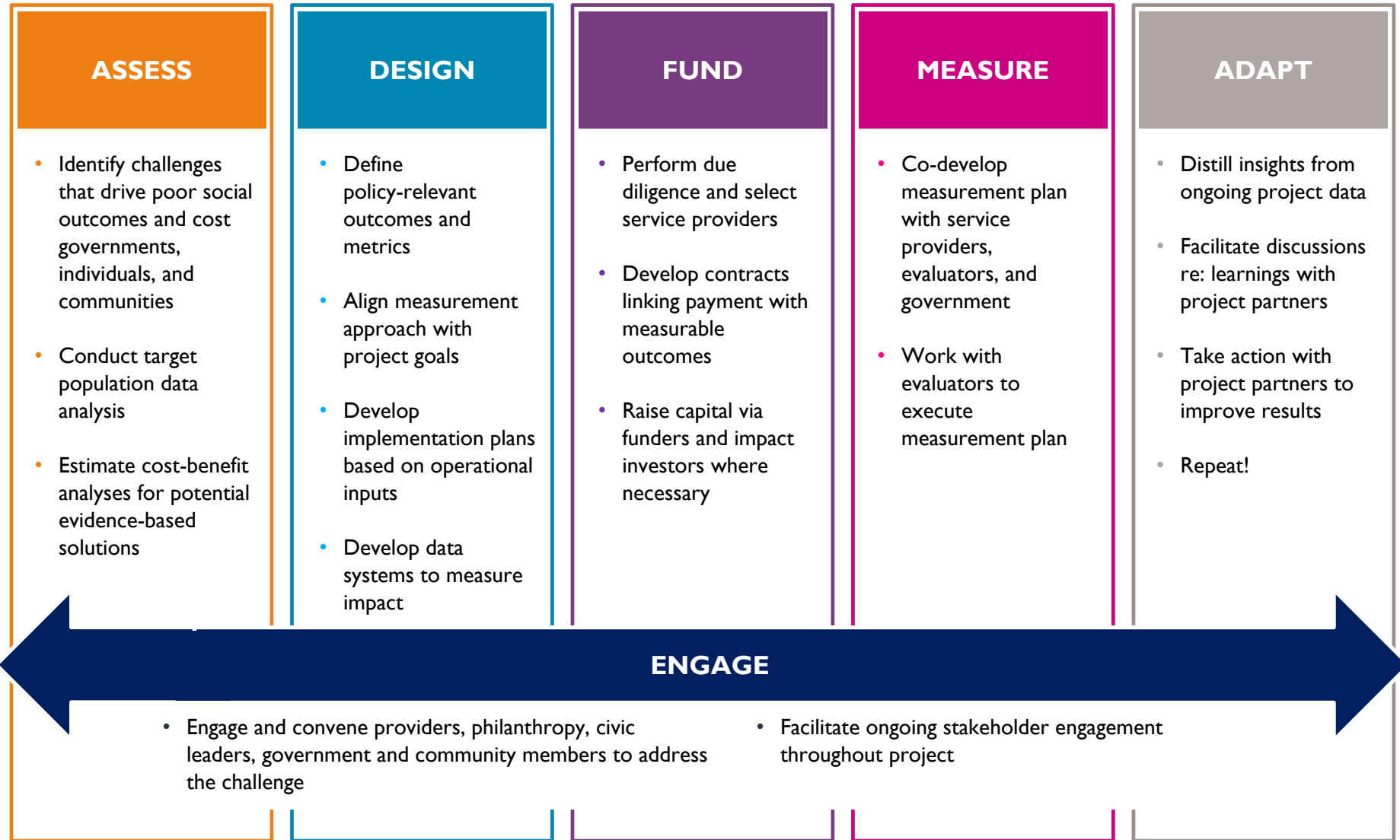SOCIAL FINANCE

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OPTIONS FOR OUTCOMES-BASED FUNDING

Innovative funding approaches can facilitate the shift to evidence-based preventive programming at scale

ASSESS	DESIGN	**FUND**	MEASURE	ADAPT

Four options

① Outcomes-Based Contract	**②** Outcomes Rate Card	**③** Prevention Fund	**④** Social Impact Bond
Payor contracts for outcomes, metrics, and pricing *May be fully or partially contingent on outcomes* *Includes robust data, measurement, and engagement*	*Payor pre-specifies outcomes, metrics, and pricing (fully contingent on outcomes)* *Providers apply jointly with funders* *Available to multiple providers; potential for broad systems change*	*Philanthropic funders provide working capital with no repayment* *Instead, MOU with public or private payor to reinvest savings into ongoing prevention*	*Private funders provide working capital at full cost of services* *Payor agrees to repay funders plus interest if outcomes are achieved; pays nothing if outcomes are not achieved*

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2