

Made to Measure

Smarter giving. Greater good.


philanthropy
NETWORK
GREATER PHILADELPHIA

ideas  42

BILL & MELINDA
GATES *foundation*



Introducing Made to Measure

We're so glad you've joined us in this journey! Your feedback and experience will help us as we build a platform for the future of philanthropy.

What is it?

Made to Measure is an **exciting new space** designed to help our members:

- **Learn about** other member organizations in the Philanthropy Network community
- **Find and share** information about our member organizations' **grantees**
- Find new and exciting **opportunities to fund**
- **Grow their understanding** of themselves, our larger community, and the landscape of philanthropy in our area

Made to Measure is a pilot initiative funded by the Bill & Melinda Gates Foundation to explore and test how to best center equity in philanthropy. At Philanthropy Network, we would like to take the pilot a step further by seeking out opportunities to **improve racial equity in grantmaking**. We're thrilled to have you join us in this ambitious project, and look forward to hearing your insights and feedback!

What are the benefits to users?

You'll have **access** to funding opportunities shared by fellow Philanthropy Network members, you'll gain insights into the Philanthropy Network community, and you'll be empowered to discover and build new connections with other community members. Your voice will help shape this tool, from technical capabilities to equity impact, and will provide an opportunity to design an endeavor that, if successful, could scale to benefit the broader philanthropic field. Thank you!



What are the next steps?

To facilitate the transparency and sharing of member organizations' grantees and relevant funding opportunities, we'll need data from your organization about your current grantees. The more you are willing to share, the more everyone on the platform benefits. Since we are building on [CapShift](#)'s existing platform for philanthropic investments, the robust data security that they have already built to protect their users and their investment data will be extended to our users and data as well.

What we're asking of you...

1. **Download your grantmaking data**, likely in the form of an Excel spreadsheet, from whatever grant tracking software or system you are currently using.

Important fields will include:

- *organization*
- *program title (if different)*
- *main contact*
- *address*
- *grant amount*
- *funding date*
- *type of funding*
- *length of grant*
- *impact area*
- *project description*
- *organization mission and philanthropic approach*

We anticipate there will be data points we'd like to see that you may not be currently tracking, and that's ok! Jen will help fill the gaps.

1. **Share this output with Jen.**

She will then transfer it to the master spreadsheet that the platform database pulls from.



Next steps?

What we're asking of you...

3. **Work with Jen one-on-one** to fill any data gaps, including equity data.

Since we are focused on racial equity in grantmaking, Jen will also be asking additional questions around how members of your grantee staff and leadership identify, in terms of race and gender.

These will include:

- how the Executive Director (or similar leadership) identifies;
- size of the board and breakdown of board members by race and gender;
- size of organization's staff and a breakdown of the staff by race and gender.
- Finally we'd also like to determine, if possible, how many staff members live in the communities the nonprofit serves.

Jen will work with you and your grantees, as appropriate, to answer some of these questions. We are hoping to capture similar data about the staff and leadership of your organization as well.

We recognize that this is a sensitive process.

As part of the early adopter cohort, you will play a role in helping to create a database of accurate, meaningful data that can help us learn more about and improve racial equity in grantmaking. You will also help us design the dashboards that will allow you and other users to navigate the opportunities and the community.

What can we discover through this platform and how can we share it?

You will be key to determining those answers.



What is the time commitment?

Overall, the time commitment should be about **30 minutes each week**, with the potential for some meetings to exchange ideas about the platform::

1. **DATA:** As described above, you will need to download your grantee data to share with Jen, then likely have a few follow up emails/conversations to fill in any data gaps. The overall time commitment here will vary, but **2-3 hours spaced over a week or two is a safe assumption.**
2. **MEETINGS:** An initial onboarding meeting was held in June In addition, you may expect one additional check-in meeting, where smaller groups of the cohort will meet with Jen to talk about how the testing is going. **Overall time commitment is about 90 minutes.**
3. **TESTING:** We are asking you to log on each week for about 30 minutes total (how you space that is entirely up to you). We encourage you to look around and explore. In addition, you will receive a series of weekly emails to help orient you to the platform and these will contain brief questions to gauge your experience thus far. You may also be asked to answer an occasional short pop-up survey while on the platform or to participate in a one-on-one interview about your user experience, but likely not until 2023. All this feedback is voluntary, but will be a critical piece of testing the Made to Measure concept. **Overall time commitment is about 3 hours spread over 6 months.**

We recognize that folks may have summer plans and may not be available every week for testing. As long as the features are active, it's absolutely fine to complete a testing activity before or after the planned week. Please let Jen know if you need some additional time or other accommodations.

Your role in this undertaking is invaluable, and we can't thank you enough for your help and guidance. We hope you're as excited to get started as we are!

**Thank you for your time
and support!**

Smarter giving. Greater good.


philanthropy
NETWORK
GREATER PHILADELPHIA

ideas  42

BILL & MELINDA
GATES *foundation*