

60 _ decibels



Family Promise Impact Performance Report

June 2021



Welcome to your impact results



About this 60 Decibels Report

This report, and the data within it, is designed to make it easy for you to learn about your graduates: understanding their well-being, their goals and accomplishments, and, ultimately, what impact you are creating.

This data was collected from April to May 2021 by phone, speaking with 120 of your graduates. We really enjoyed hearing from them— they had a lot to say!

Contents

The indicators and insights presented in this report cover the following topics:

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At a glance



Top Insights

- > Family Promise is having a positive impact and transformation on graduates lives, and for a majority of graduates this transformation is significant and lasting.
- > While the majority of graduates are flourishing, only a third are long-term flourishing meaning their flourishing is sustainable over time.
- > Most graduates are positive about their current situation and hopeful for the future.

Top Recommendations

Some areas Family Promise might focus on:

- > Financial & Material Stability and Mental & Physical Health are stressors for graduates and holding some back from flourishing. **Focusing on these areas can improve graduates' overall and long-term wellbeing.**
- > Nearly 9 in 10 graduates say they would recommend Family Promise to someone in a similar situation; however, only 7 in 10 graduates are actively recommending Family Promise. **How can Family Promise use graduates, potentially as peer mentors, to spread the word about your organization and work?**

Key Indicators

70%

of graduates experience significant and lasting life transformation because of Family Promise

76%

of graduates are Flourishing

84

Net Promoter Score, on a -100 to 100 scale

63%

of graduates are positive about their current situation and hopeful for the future

85%

Female respondents

“I spent 2900 nights as a homeless man that’s 8 years and 19 days. I am now fully housed for 3 full years and they [Family Promise] were the chief engineers for that.”



“I went from the streets
to the shelter to
welfare motels and now I
am fully housed and they
are responsible.”

What impact is Family Promise having?



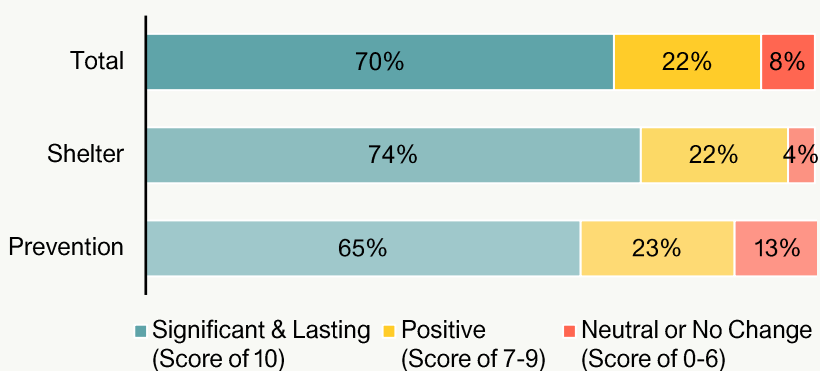
Life Transformation

70% of graduates say Family Promise had a 'significant and lasting' transformation on their life

To gauge depth of impact, graduates were asked to reflect on whether their life had transformed because of Family Promise's services.* Graduates of shelter services saw slightly higher positive, significant and lasting transformation compared to prevention graduates.

Perceived Change in Quality of Life

Q: On a scale from 0-10, to what degree did your engagement with Family Promise help you to transform your life for the better? (n= 120)



"Who knows where me and my family would be without Family Promise. We would probably be out on the street somewhere. I'm doing a great job with saving and budgeting my money. Before then I couldn't grasp the concept of doing that and now I'm doing pretty well."

– Male, Prevention

Outcomes for 92% of graduates who reported 'Significant and Lasting' or 'Positive' transformation

63% mentioned the excellent **community** and **support system** they have because of Family Promise (58% of all respondents)

50% talked about the **hospitality** and **shelter** (46% of all respondents)

38% reported their **financial stress** was alleviated thanks to Family Promise (35% of all respondents)

Outcomes for 8% of graduates who reported 'No Change'

56% said the help was **situational** and **temporary**, it was helpful but not transformational (4% of all respondents)

44% mentioned that Family Promise services were **unsustainable** or the services were **more difficult to navigate than helpful** (3% of all respondents)

*A score of 10 is considered a 'significant and lasting' transformation. A score of 7 to 9 is considered a 'positive' transformation. A score of 6 or below is considered 'neutral or no change'.

The Secure Flourishing Index

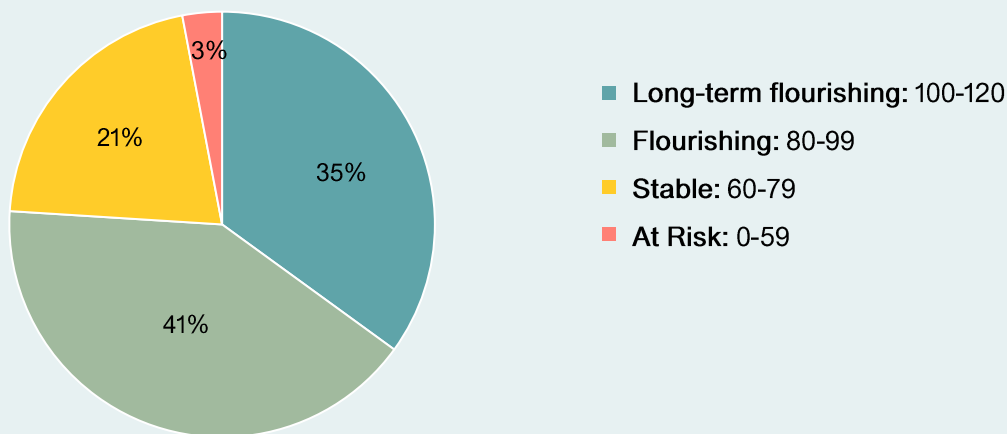
3 in 4 graduates are flourishing and, of those, 1 in 3 are long-term flourishing

The Harvard Flourishing Program developed a measurement approach to human flourishing. The Secure Flourishing Index (SFI) consists of 12 questions around a person's perception of their happiness, health, purpose, character, relationships, and stability.

The SFI is used instead of the simple Flourishing Index (FI) because it is a better predictor of flourishing over a longer period of time.*

Family Promise Secure Flourishing Index

The proportion of graduates by flourishing category
(n = 120)



Key Takeaways

- > While the majority of graduates are flourishing, about 1 in 4 are either 'stable' or 'at risk'.
- > There are no significant differences between graduates who are categorized as shelter or prevention service categories and their flourishing scores.

Question to Consider

- > Are there opportunities for Family Promise to cater services and programming around low domain scores (see more on page 7) to increase levels of flourishing for graduates?

* See appendix for additional details on the Flourishing Measure Index Calculation

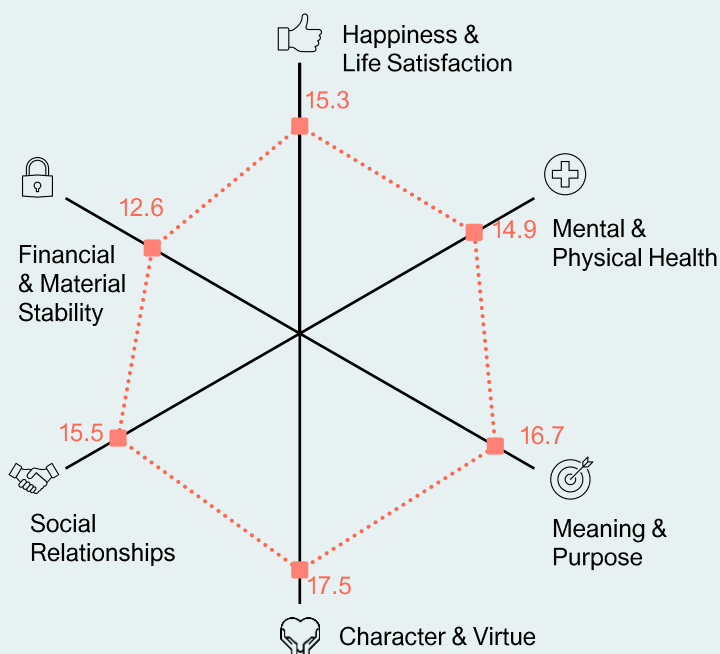
Domains of the Secure Flourishing Index

Graduates score lowest in Financial & Material Stability and highest in Character & Virtue

The Secure Flourishing Measure consists of six domains of human flourishing. To understand the differences in the Secure Flourishing Measure by the six domains, we calculated the average total domain score and grouped graduates into the four flourishing categories by domain.*

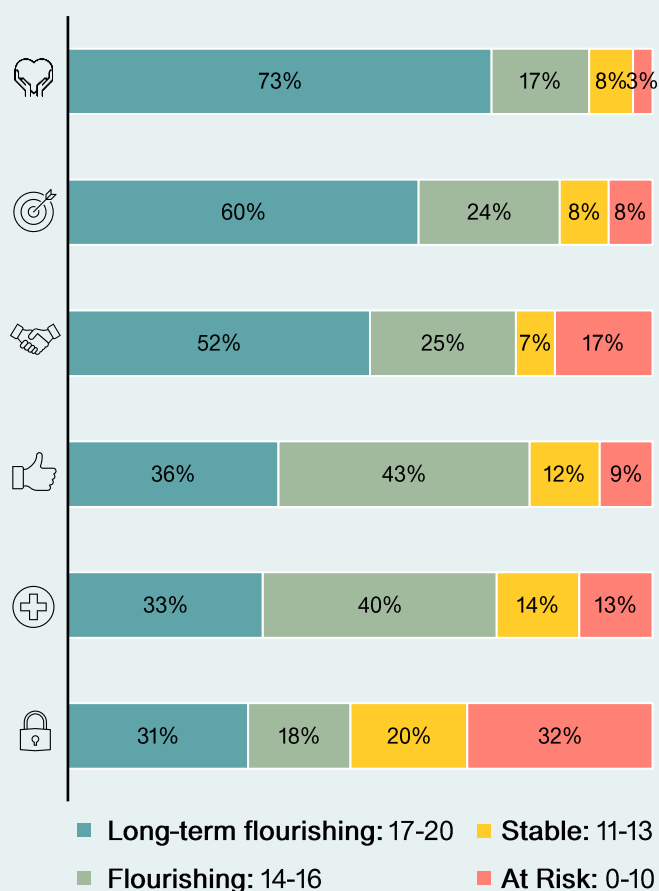
Average Domain Scores (Max = 20)

Average total domain scores of Family Promise Graduates (n = 120)



Flourishing Category by Domain

Flourishing categories of Family Promise Graduates by Domain (n = 120)



Key Takeaways

- > Focusing programs and interventions in financial & material stability and mental & physical health, the domains with the highest proportion of graduates 'stable' or 'at risk', is likely to have the largest positive impact on the graduates overall flourishing measure and increasing the proportion of graduates who are overall 'flourishing'.
- > A majority of graduates are flourishing, including long-term, in the domains of Character & Virtue (90%) and Meaning & Purpose (84%).

* See appendix for additional details on the Flourishing Measure Index Calculation

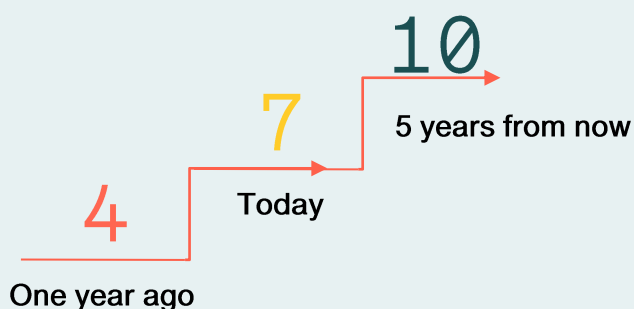
Cantril Ladder

Most graduates reported improvements in their life satisfaction levels compared to a year ago and yearn for further improvements in the next five years

The Cantril Ladder is a self-anchoring striving scale to measure graduates' attitudes towards their life over different points in time. To gauge the level of well-being, graduates were asked to imagine a hypothetical ladder with steps numbered from zero at the bottom to ten at the top. The top of the ladder represents the best possible life scenario, and the bottom represents the worst.

Cantril Ladder

Q: Image a ladder with steps numbered from zero at the bottom to 10 at the top. On which step of the ladder would you say you feel you stand at this time, about five years from now, and one year ago? (n = 120)

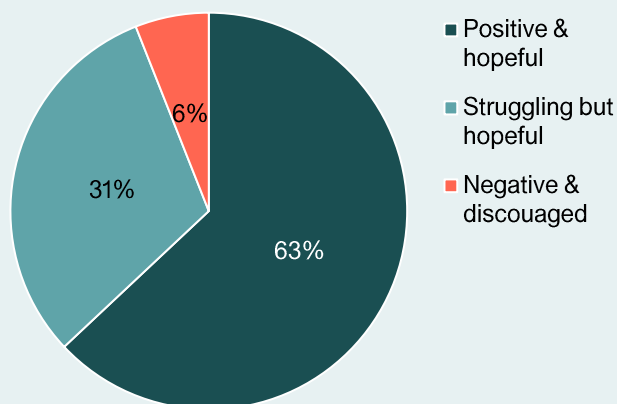


Key Takeaways

- > Most reported (modal) score* for where graduates think they stand today is 7 which is a 3-point improvement from where they stood a year ago.
- > Most graduates envision the best possible scenario for them in five years' time, indicating optimism and drive to make improvements in life.

Outlook towards one's situation

Over half the respondents feel positively about their current life situation and are hopeful about improving their lives in the next 5 years.



To understand the respondent's outlook towards their current and future situations, we categorized them into the following 3 categories:

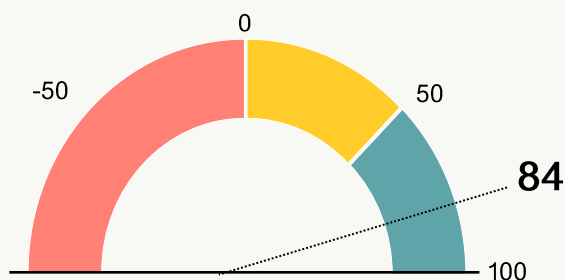
- > **Positive & hopeful:** 7+ present scores and 8+ future scores
- > **Struggling but hopeful:** 5-6 present score or 0-7 future score
- > **Negative & discouraged:** 0-4 present score and 0-4 future score

*Average (mean) scores were similar to the modal scores.

Are Graduates Satisfied with Family Promise?



Family Promise's Net Promoter Score® of 84 is excellent – great work!



Family Promise has a Net Promoter Score of 84*, which is **excellent**. We found that those receiving prevention services had a slightly higher NPS (88) than those receiving shelter services (83).

Graduates admire Family Promise's professional service, supportive staff, and compassionate attitude that the team has towards graduates.

Some graduates complain about inadequate support throughout the Family Promise processes. Detractors were only from four states (Georgia, Michigan, Nevada, and Virginia).

What's Driving Graduate Satisfaction?

106 of 120 are Promoters (88%)

They love:

1. Your helpful staff (73% of Promoters)
2. Your genuine compassion and care (35% of Promoters)
3. Professional service and support around housing (24% of Promoters)

"They really go out of their way to help you get back on your feet."
- Female, Shelter

9 of 120 are Passives (8%)

They:

1. Shared a positive comment or a positive experience (78% of Passives)
2. Shared concerns on either an unpleasant experience (67% of Passives)

"Some team members are good with people and some people don't have good people skills."
- Female, Shelter

5 of 26 are Detractors (4%)

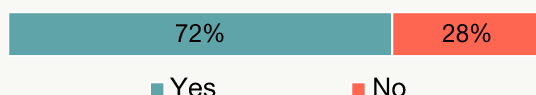
They want to see:

1. Better professional support (60% of Detractors)
2. Open and empathetic communication (60% of Detractors)

"Be more helpful and be more resourceful."
- Female, Shelter

Spotlight On: Referrals

Q: Have you recommended Family Promise to a friend, family member or a contact in a similar situation? (n=120)



Strong word of mouth referrals indicate the trust that respondents have in your work.

An opportunity:

While 72% say they have already recommended Family Promise, 88% say they "would" recommend Family Promise—a 16% point gap.

Family Promise could leverage these 16% of graduates to spread the word about Family Promise in a different way - perhaps as peer mentors.



“The best thing about them is that they always try to keep the families together, not everyone does that.”



Who is Family Promise reaching?

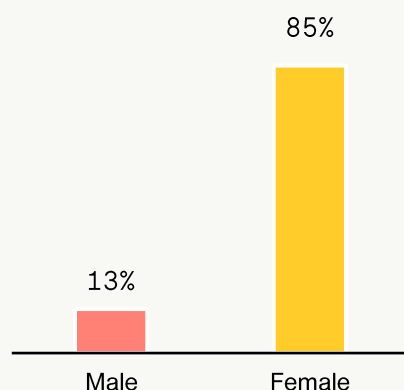


We found that over three-quarters of respondents were female, in single-parent household, and residing in urban areas. 35% of married-couple households had both spouses employed in the last 12 months.

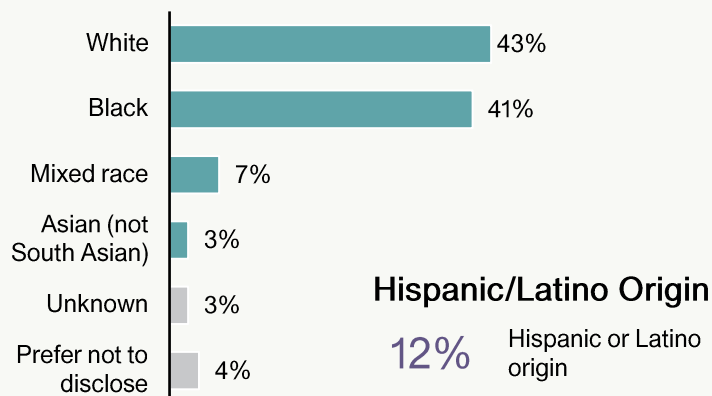
We experienced a relatively high response rate (54%) for our interviews compared to what we see in our US studies. We are confident that the results in this report are representative of the population (graduate base).

We compared the demographics of those who responded to our survey to the full graduate base, there were no significant differences among the two groups.

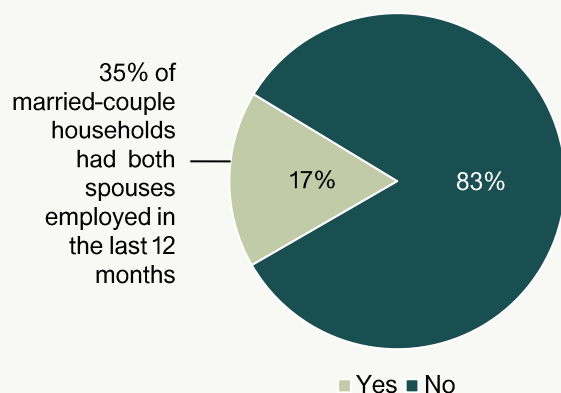
Gender of respondents*



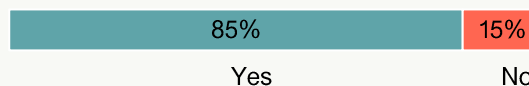
Race



Married-Couple Household



Received SNAP benefits in the past year



Insight: Gender

83% of the households are single or unmarried households and of those households, 85% of the graduates were female.

In 2020, the National Alliance to End Homelessness reported 60% of all people experiencing homelessness were Male. This statistic, coupled with the insights in this report, suggests there is a potential to increase Family Promise's impact by expanding services to males experiencing homelessness.

*2% of respondents preferred not to share

Graduate Voices

We listened to with 120 graduates who received shelter or prevention services from Family Promise. Here are some responses that stood out.

Transformation Stories

92% shared how Family Promise positively transformed their life

“It’s changed drastically. We are currently in a home now after being homeless twice. They were always trying to figure out where they could help us. They still contact me and we still in contact at least twice a month.” - Female, Shelter

“We’ve done a complete 180, were we homeless and now we’re stable and we have a roof over our head, and now I’m working.” - Male, Prevention

“It’s a humbling experience to be in a place where I never thought I would be. Having gone through it I don’t ever want to be in that position again. It motivated me to move on. They got me in touch with local resources of people that were willing to help me and I was able to get the direction I needed. I got a better job and training under my belt, I got housing. My life is better!”
- Female, Shelter

Recommending Family Promise

88% shared why they would recommend Family Promise to a family member or friend in a similar situation

“Everything. The fact that they take their time to talk to you and inform you and help you the best way they know how. We’re not treated as outsiders but as guests. They want to make you feel comfortable and they don’t shame for being in that situation and what you’ve been through which is what the rest of society does. It helps ease the pain.” - Female, Prevention

“I speak highly of them all the time. The friendliness and the concern they have for my family and I and the overall caring. The program provided so much for what we needed at that time and when there was nowhere else for us to turn. It’s a part of my family now.” - Male, Shelter

“They actually help people. We were homeless and we tried different resources and recommendations and Family Promise were the only ones that followed through what they said they would do. They helped us get a place and get out of homelessness and a better quality of life for my kids. I can’t say enough good things about them.” - Male, Prevention

“They pretty much saved my life. My family was homeless and they worked with us to find us a new home and provide everything until we could get into that home... they go above and beyond to help whoever needs it.” - Female, Shelter

Opportunities For Improvement

4% would not recommend Family Promise and offered some suggestions for improvement

“They can revamp the aftercare program where they actually help families be stable. They gave me a car that needed repairs, they should have inspected it first. I have friends that aren’t in aftercare anymore and nobody has given support for that. There is favoritism for the families that stayed there.” - Female, Shelter

“Because this is my second experience with them. The first definitely would’ve been a 10 but this one is not as good. There is one person there that treats me as if I’m lower than her or not as good.” - Female, Shelter

What you could do next

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

An Idea Checklist From Us To You :)

Review Your Results	<input type="checkbox"/> Review your results and qualitative graduate responses. There's a lot of juicy feedback in there!
Engage Your Team	<input type="checkbox"/> Send report to your team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places! <input type="checkbox"/> Set up team meeting & discuss what's most important, celebrate the positives & identify next steps.
Spread The Word	<input type="checkbox"/> Reach a wider audience on social media & show you're invested in your graduates.
Close The Loop	<input type="checkbox"/> Let us know if you'd like us to send an SMS to interviewed graduates with a short message letting them know feedback is valued and as a result, you'll be working on XYZ. <input type="checkbox"/> If you can, call back the graduates with challenges and/or complaints to find out more and show you care. <input type="checkbox"/> After reading this report, don't forget to let us know what you thought: https://60db.typeform.com/to/MWc3nT
Take Action!	<input type="checkbox"/> Collate ideas from team into action plan including responsibilities <input type="checkbox"/> Keep us updated, we'd love to know what changes you make based on these insights.

Appendix

Data Summary



120 phone interviews completed in April and June 2021

Methodology

Survey mode	Phone interviews
Country	United States
Language	English
Dates	April 1 – May 4, 2021
Survey length (mins)	17 mins
Sampling method	Respondents were selected randomly from a total of 232 graduate phone numbers
Response Rate	54%
Female Participation	85% of all respondents were women
Total Responses	120 graduates

Indicator Glossary



Explaining the link between Lean Data indicators and social impact.

Transformation

How transformative or meaningful is your product/service to the general well-being of your graduates? This indicator looks at depth of impact and is measured by the % of graduates saying their quality of life has 'very much improved' because of access to your product/service (other options: 'slightly improved', 'no change', 'got slightly worse', 'got much worse').

Flourishing

The Harvard Flourishing Program has developed a measurement approach to human flourishing. The Secure Flourishing Index (SFI) consists of 12 questions around the a person's perception of their happiness, health, purpose, character, relationships, and stability (financially and materially) as each of these is nearly universally desired and constitutes an end in and of itself. The SFI is used instead of the Simple Flourishing Index (FI) because it is a better predictor of flourishing over a longer period of time.

Cantril Ladder

The Cantril Ladder is a self-anchoring striving scale to measure a person's attitude towards their life over different points in time. To gauge the level of well-being, graduates were asked to imagine a hypothetical ladder with steps numbered from zero at the bottom to ten at the top. The top of the ladder represents the best possible life scenario, and the bottom represents the worst.

Net Promoter Score®

How satisfied are your graduates with you and your product/service, and how loyal are they to you? The Net Promoter Score is used the world over as a proxy for gauging this. This indicator is important for understanding graduate experience and gathering feedback. It is measured through asking graduates to rate their likelihood to recommend your product/service to a friend on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of graduates rating 9 or 10 out of 10 ('promoters') minus the % of graduates rating 0 to 6 out of 10 ('detractors').

Calculations & Definitions



For those who like to geek out, here's a summary of some of the calculations we used in this report.

Metric	Calculation
Net Promoter Score®	<p>The Net Promoter Score is a common gauge of graduate loyalty. It is measured through asking graduates to rate their likelihood to recommend your service to a friend on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of graduates rating 9 or 10 out of 10 ('Promoters') minus the % of graduates rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'. The score ranges from -100 to 100.</p>
Harvard Secure Flourishing Index	<p>The Secure Flourishing Index is the sum of the answers on a scale of 0-10 provided for twelve questions in six domains (two questions per domain). Domain scores are the sum of the two question scores for a number between 0-20. The Secure Flourishing Index Score is the total score resulting in a number between 0-120. The following categorizations are determined based on the Secure Flourishing Index Score;</p> <ul style="list-style-type: none"> > Long-term flourishing – index score of 100 - 120 > Flourishing – index score of 84 - 99 > Stable – index score of 60 - 83 > At risk – index score below 59 <p>Similar to the Secure Flourishing Measure, the following categorizations are used for domain categorizations;</p> <ul style="list-style-type: none"> > Long-term flourishing – a score of 17 or above > Flourishing – a score of 14 - 16 > Stable – a score of 11 - 13 > At risk – a score below 10
Cantril Ladder Categories	<p>Based on the scores respondents gave for where they think they stand on the ladder today, stood a year ago and will stand five years from now, the following categories were created:</p> <ul style="list-style-type: none"> a) Positive & hopeful: 7+ present scores and 8+ future scores b) Struggling but hopeful: 5-6 present score or 0-7 future score c) Negative & unhelpful: 0-4 present score and 0-4 future score

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About 60 Decibels

We're a tech-enabled impact measurement company, working in over 50 countries worldwide. Our repeatable, standardized approach to gathering data allows us to gather robust impact indicators and rich graduate insights direct from end users. We also provide genuine benchmarks of impact performance, enabling our clients to understand their impact relative to peers and to make informed decisions regarding how to improve their impact. Our clients include over 350 of the world's leading impact investors, companies, foundations, corporations, NGOs, and public sector organizations.

Thank You For Working With Us!

Let's do it again sometime.

Your Feedback

We'd love to hear your feedback on the 60dB process; take 5 minutes to fill out our feedback survey [here!](#)