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Eggpreneur Social Impact Assessment Toolkit

Erin Malcolm

Marissa Boylan

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Social Impact Assessment Toolkit for Eggpreneur and its Partners



Erin Malcolm and Marissa Boylan

EXECUTIVE SUMMARY

Eggpreneur needed a formal process to obtain quantitative data about their impact on local partner organizations and beneficiaries after they completed Eggpreneur's sustainable poultry farming apprenticeship program. These local groups, including Sisters who have launched social enterprises, often hear stories of impact from their beneficiaries through interpersonal interactions, but lacked a formal system to gather information or assess trends among their beneficiaries. As such, neither Eggpreneur nor its partners could report their impact nor could they adjust their program to tackle potential issues for their beneficiaries. Because Eggpreneur and the Sisters' social enterprises are at different stages of development, we created two, stage-appropriate tools for impact assessment.

To address Eggpreneur's need for quantitative data, we have designed an impact evaluation survey. This can be administered to individual outgrowers by Eggpreneur every six months to systematically gather social impact data. The survey gathers data in four main areas: social impact, economic impact, sustainability, and UN Sustainable Development Goals. Within these emphasis areas, we look at how working with Eggpreneur has impacted the livelihoods of their beneficiaries and the people they interact with.

To address the need to report social impact of partner organizations, we developed a two phase questionnaire to be filled out by individuals on the social enterprise team. Phase 1 is designed to collect data concerning their production of poultry products to allow for greater accountability and impact reporting. Phase 2 continues to gather data concerning the social enterprises' production and sales, but also accounts for the training and sales of outgrowers. As the local enterprises become more firmly established, they will eventually graduate to using the survey designed for Eggpreneur.

If Eggpreneur and the associated congregations of Catholic Sisters are able to demonstrate their impact through quantifiable data as well as stories of impact, they will be able to clearly show that Eggpreneur is fulfilling its mission. The process of following up with beneficiaries has the added benefits of strengthening relationships between Eggpreneur and its partners by showing Eggpreneur's investment in their long term success. The data collected will also give Eggpreneur great insight into what aspects of their business model and training are most effective. This process of open communication will create a cycle of continuous improvement for Eggpreneur as it continues to scale out its trainings and partnerships.

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Eggpreneur Social Impact Survey: Instructions for Use

This survey will address Eggpreneur’s need for more information from its beneficiaries after they complete their training. By gathering this data, Eggpreneur will be able to offer additional assistance where necessary and be able to continue to expand and improve its training based on what struggles or successes beneficiaries face. Eggpreneur will also be able to report quantifiable data concerning its impact to its beneficiaries, partners, and donors.

This tool takes the form of a google survey, which has specific benefits. First, the survey is easily shareable and accessible through mobile devices. This will make it much easier for Eggpreneur to gather data from individuals because they will be able to complete it on their own devices. Second, google survey has the added benefit of an automatically generated spreadsheet that compiles the response data easily. This feature can be accessed by navigating to the “Responses” tab at the top of the owner’s survey and pressing on the google sheets icon () in the top right hand corner.

Eggpreneur should secure explicit consent from every participant who takes part in the survey. Some of the data that the survey gathers is sensitive, and respondents can choose to skip portions that they are not comfortable sharing. Whatever information they do choose to share should be treated with respect and privacy. One specific thing to note that should be made clear to every person taking the survey is that she is free to leave the survey anonymous, she does not have to list her name unless she feels comfortable doing so.

We recognize that literacy and access to technology may present barriers for individual beneficiaries. In these instances, we recommend that, when possible, members of the Eggpreneur staff can translate the survey and fill it out on their personal devices to allow the women’s voices to still be accounted for accurately within Eggpreneur’s records.

To maximize the effectiveness of this tool, we recommend that Eggpreneur administer this survey every six months. This time period will allow time for beneficiaries to expand their operations and potentially identify personal successes, while still making sure that Eggpreneur is maintaining effective contact with its beneficiaries.

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Appendix A: Eggpreneur Social Impact Assessment Survey



Eggpreneur Impact Assessment Survey

This survey is being conducted by Eggpreneur to measure the impact our social enterprise is having on beneficiaries and their communities. To do this, we are asking respondents to report information on the social and economic impact that has taken place and how that has advanced people toward achieving the United Nations Sustainable Development Goals. Your responses will help Eggpreneur better understand how we can improve our practices. It should take approximately 20 minutes to complete.

Your participation in this survey is voluntary. You may refuse to take part in the research or exit the survey at any time without penalty. You are free to decline to answer any particular question you do not wish to answer for any reason.

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Appendix A: Eggpreneur Social Impact Assessment Survey Cont.

Economic Impact

This is meant to capture the averages for each month in the last three months (also known as a "quarter" of a year)

What was your average monthly income before you started working with Eggpreneur?

Your answer _____

What is your average monthly income now that you are working with Eggpreneur?

Your answer _____

How much money have you been able to put into savings this quarter?

Your answer _____

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Appendix A: Eggpreneur Social Impact Assessment Survey Cont.

Social Impact

Which of the following do you identify with? (select all that apply to you)

- Low Income
- Single Mother
- Married
- Knowledgeable about Poultry Farming
- Employment outside Eggpreneur
- Responsible for caring for people outside of your children or spouse

Have you been able to notice a change in the physical health of your children since increasing the amount of chicken and eggs that they are able to eat?

- Yes
- No
- Maybe

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Appendix A: Eggpreneur Social Impact Assessment Survey Cont.

Social Impact

Which of the following do you identify with? (select all that apply to you)

- Low Income
- Single Mother
- Married
- Knowledgeable about Poultry Farming
- Employment outside Eggpreneur
- Responsible for caring for people outside of your children or spouse

Have you been able to notice a change in the physical health of your children since increasing the amount of chicken and eggs that they are able to eat?

- Yes
- No
- Maybe

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Appendix A: Eggpreneur Social Impact Assessment Survey Cont.

Sustainability

Have you been able to open a business after receiving training from Eggpreneur?

Yes

No

Other: _____

If yes, is that business still operating?

Yes

No

Other: _____

With the training that you have received from Eggpreneur, have you been able to start any new businesses other than poultry farming?

Yes

No

If you said "Yes" to the question above, what new business have you started?

Your answer _____

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Appendix A: Eggpreneur Social Impact Assessment Survey Cont.

UN Sustainable Development Goals

How has your spending on food changed since receiving training from Eggpreneur?

- Increased
- Decreased
- Stayed the same

How has your spending on education changed since receiving training from Eggpreneur? (Check all that apply)

- Send children to better quality schools
- Send more of your children to school
- Have more money to spend on school supplies
- Spending has stayed the same
- This is not relevant to me

How many women and young girls have benefitted from your businesses (getting a job, increased financial opportunities, more access to food, etc.)?

Your answer _____

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Appendix B: Social Impact Reporting Form for Eggpreneur Partners

Name of Congregation or Local partner Social Enterprise _____
Name of individual filling out the form _____
Report for six month period starting _____

This impact assessment form is structured into two discrete sections to reflect the impact that your social enterprise will have depending on your stage of development. After you have made your first sales, you can begin to use section 1, which assesses the quantity and sales that you are able to produce. Then, once you have established a process of continuous sales and are actively partnering with outgrowers, you will use section 2 to expand the type of impact data you are gathering to account for the extended reach of your social enterprise. If struggling to respond to a question, feel free to move on to the next question. If you do not have data or sales to report when first reviewing the form skip that question until there is something to report.

Phase 1 - Continuous Sales

1. Revenue
 - a. Net Income from congregation's sales of meat and eggs in the last 3 months
2. Production of social enterprise
 - a. Number of chickens raised
 - b. Kilograms of chicken meat sold
 - c. Flats of eggs sold
3. Persons trained
 - a. Number of Sisters (including in formation) who have received training
4. Beneficiaries
 - a. For employees: additional income employees earned from working with the social enterprise

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Appendix B: Social Impact Reporting Form for Eggpreneur Partners

Phase 2 - Continuous Sales and Outreach

1. Persons trained or sensitized
 - a. Number of people sensitized
 - b. Number of employees trained
 - c. Number of local women who have received training
 - d. Number of Sisters (including in formation) who have received training
2. Beneficiaries
 - a. Number of new jobs created
 - b. Number of women working as outgrowers
 - c. Total number of dependents within outgrower households
 - d. For the outgrowers: additional income earned in the last 3 months from outgrowers
 - e. Number of lives impacted (Including people who have been able to eat the food who were, or are, undernourished, women and households who have more income now that they are able to work with your social enterprise). This would be the sum of a+b
3. Revenue
 - a. Net Income from congregation's production of meat and eggs in the last 3 months
 - b. Net Income from outgrowers' production of meat and eggs in the last 3 months
4. Production
 - a. Number of chickens raised
 - b. Kilograms of chicken meat sold
 - c. Flats of eggs sold

Note: This version of the Social Impact Reporting Form was developed for and in collaboration with two congregations of Catholic Sisters who are replicating Eggpreneur's model. This attention is clear through wording choices made throughout, however, this form could be used by other partners with slight modifications.

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Acknowledgment

This Social Impact Reporting Form was created in collaboration with the learning community that includes the Miller Center, ACWECA, and the participating congregations. After its creation, this form was piloted with the Sisters by Constant Bossou, Greg Blythe, and Lauren Oliver who were able to provide feedback for its improvement. Their experience-based recommendations enabled us to improve our initial form to make it more intuitive for the Sisters and for future Eggpreneur partners.



Photo 1: Sisters Mary and Sister Rose excitedly receiving a new batch of chicks
(Photo Credit: Eggpreneur)

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