

Banks must report the impact of their investments regarding the welfare of low- and moderate-income (LMI) individuals for CRA credit. Reporting may include:

- a clear and timely schedule for reporting (consult with the bank on frequency)
- clear descriptions of how the donation and match are invested (what activity or services) for LMI individuals (can the results obtained by each individual served be identified?)
- clear definition of the impact during the project period (how has the intervention improved life and employment and financial status?)
- effective storytelling that highlights successful outcomes to support the bank in sharing the value and context of their investment with their stakeholders.

Establish a regular reporting process with your bank partners. Good partnership includes your ability to share this information in between reports and after the project is completed. Structuring the project to facilitate communication – along with overall impact of the investment on LMI individuals – will serve your team and your bank partnership well!

Reporting Donation, Match and Expenditure

As you articulate a partnership opportunity for the community in this regard, we suggest describing a project in the same terms you use with the community and your service team as you do with the bank. Seeing the project in a time-limited scope, with clarity on how the bank donation and the federal match will be put towards expenses, will simplify your ability to attribute impact to that investment.

Make sure to report:

- When the bank donation was made
- Time period of performance for the donation (usually one year, unless otherwise stipulated)
- When the bank donation is used
- When the federal match is drawn
- Status of expenditure of both over time (expenditure of the match and impact may continue beyond the initial project period of performance and, in this case, is beneficial for all involved to continue to report/share this information with your bank partners)

Reporting Project Impact on People Served

At the heart of this partnership is its impact—how this effort made a real difference in the lives of the low- and moderate-income (LMI) individuals served. Sharing these outcomes with the bank partner and the broader community highlights the success of the initiative and reinforces the value of the investment.

It makes it easy for everyone involved, if the overall design of the project and its reporting helps with impact evaluation and appreciation. There should be a clear line, from the description of the community need to the intervention that the investment pays for to address the need, to the terms in which the impact is measured and analyzed and the basis upon which success is described. If the descriptors on any of these levels do not look the same, our job is more difficult.

Two Examples of Reporting Data on Impact for People with Disabilities in our LMI Community

Example #1: Workforce Development – Training and Placement Project

Need:

People in our LMI community need better jobs to make more money and become more self-sufficient (live at a standard of living above moderate income).

Partnership Opportunity:

With \$X our partnership will provide X# of LMI individuals XXXX certification, achieved through support in a 9-month training program, with opportunities for employment for jobs starting at \$60,000 a year.

Progress Reporting:

Investment expenditure (include federal match)

Milestones #1 - # individuals enrolled

Milestones #2 - # individuals engaged in training

Milestones #3 - # individuals completing training

Milestones #4 - # individuals employed at \$60,000 a year

Example #2: Workforce Development – High School Equivalency Certification

Need:

People in our LMI community are more likely to not have achieved a high school education than others. This places them at a disadvantage in establishing a career path that is satisfying and supports self-sufficiency.

Partnership Opportunity:

With \$X our partnership will provide X# of LMI individuals XXXX training and tutoring to support passing the high school equivalency examination.

Progress Reporting:

Investment expenditure (include federal match)

Milestones #1 - # individuals enrolled

Milestones #2 - # individuals engaged in training

Milestones #3 - # individuals completing training

Milestones #4 - # individuals increasing employment status at project end.

Evaluation with both examples:

How have the lives of these individuals improved as a result of this intervention?

ROI or Return on Investment – cost per outcome

Sustainability – Does the position on a career pathway offer additional growth opportunities?

In the reporting, it is important to include discussion of a better paying job among the other factors in each of the evaluation steps noted above. This makes discussion of further collaboration easier for everyone involved in the project.