Grants Management Intelligence:

Dipping into Data

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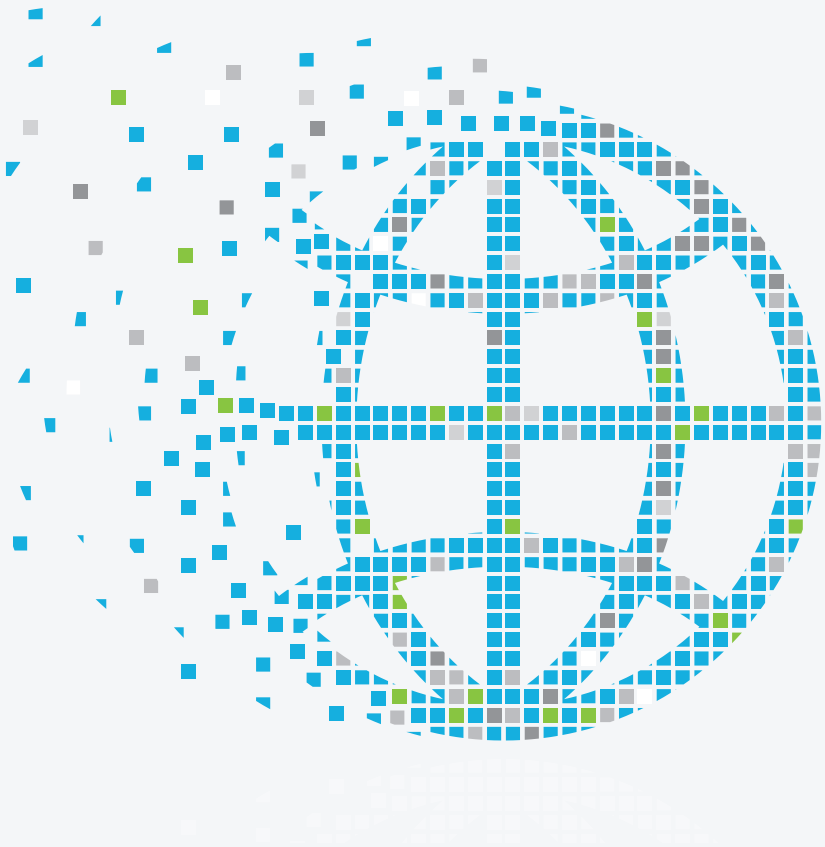
Data can make a massive positive impact on grantmaking.

Foundation Center president Brad Smith asserts that the data grantmakers need can be divided into three categories:

- **Transactional data** – the who, what, when and where of funding
- **Contextual data** – data about the areas in which a funder wishes to create impact – demographics, income levels, geographic location, health status, etc.
- **Impact data** – often the most elusive of data, this information reveals how the funder's intervention has contributed to success. Impact data may be quantitative, qualitative or both.



But despite the opportunities data can provide – especially when combined with technology – many grantmakers remain wary of it, unsure about it ... maybe a bit scared of it.

This edition of *Grants Management Intelligence* sets out to dip a toe into the data pool.

We pose some questions to respected local and international figures in the data field, examine some of our favourite data projects from around the world, and look at how data informs the work of a high-profile US foundation.

We also provide an update on our social change taxonomy project, CLASSIE (Classification of Social Sector Initiatives & Entities).

We hope you enjoy this edition of *GMI* – Dipping into Data.

Data: its power, its potential and its limits

Q&A with Andrew Means

When Andrew Means speaks about data, it is well worth listening in.

Andrew is head of the data-driven Uptake Foundation (http://uptake.com), co-founder of The Impact Lab (http://theimpactlab.co) and former associate director of the Center for Data Science and Public Policy at the University of Chicago.

GMI: Data – panacea or snake oil?

Andrew Means:

Neither.

Data, particularly the application of data science and machine learning, can seem magical and in some senses it is. And it's exciting! It can drive our cars, help us better educate our children, and help prevent things like poaching and over-fishing.

But it can't do the impossible. There are things that data isn't good at and shouldn't be used for. Anyone who is selling you a panacea is also selling you snake oil.

The best data people I know are always transparent about what data can and cannot do.

> "But it can't do the impossible. There are things that data isn't good at and shouldn't be used for. Anyone who is selling you a panacea is also selling you snake oil."

GMI: Can everything be counted? What do you do about the things that can't?

Andrew Means:

Not everything can be counted, or at least counting everything would be impractical.

And I would even change the word "counted" to be more data-friendly by saying "captured and stored in a digital format."

Many, many things can be captured and stored. Basically, anything we can observe can potentially be captured and stored.

But there's a whole world of things that many organisations care about that don't fit that category and where the process of capturing and storing would be too onerous.

In those cases, we need to be realistic about these limits.

Firstly, we need to own it – don't pretend the limit isn't there.

But then we need to figure out the ways they can still be rigorous.

Data is often about the application of rigour. Even if one part of our work cannot be captured quantitatively and digitally, it doesn't mean other parts can't be, or that we can't be rigorous about that part of our work.

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GMI: Is there a place for stories in the drive towards data-driven practice?

Andrew Means:

Absolutely.

Stories are powerful. They can connect us to one another. They motivate us in ways that numbers often don't.

We just need to be realistic about what stories are – small-batch, artisanal data.

If an organisation tells me a story about one person whose life was changed by their program, that's great. But all they told me was that person's life was changed. That tells me very little about their effectiveness.

In effect, I think we just often misinterpret stories. We assume that the stories organisations choose to tell us are accurate representations of their work (of course they're not!).

But there is still a place for them.

GMI: Is it better for grantmakers to use data to understand their own work or is the work of their grantees more important?

Andrew Means:

My personal view is that the greatest travesty of the social sector is that the resources available to an organisation aren't correlated with the quality of their impact.

It's much more correlated with who's on your board, how well you create moving fundraising appeals, etc.

We're largely an irrational sector. I was talking with a new philanthropy (organisation) which has 20 years to spend down a billion dollars and they were struggling with the fact that they can't really give away this money rationally.

They can't identify which organisations are marginally better than other ones. That's a problem that data has the potential to solve and it would improve the performance of both grantmakers and grantees.

So I think that ultimately both grantmakers and grantees are trying to do the same thing, create change in the world.

One does that by investing resources in organisations and the other by turning those investments into change, but they both need better data to do that effectively.

GMI: What's the single most useful tool you've used to help you collect or understand data?

Andrew Means:

Critical thought. A critical mind goes so much further than tools and methods.

GMI: Is it enough for information to be merely *interesting* to make it worth collecting and analysing, or does it need to be *useful* as well?

Andrew Means:

Actionable is always better than interesting. I actually think that interesting stuff can be a distraction.

It's easy to get caught up in paralysis by analysis, where we go down these rabbit holes of interesting factoids that can never be translated into action.

There is a place for this but what excites me is how data can drive better practice and better outcomes.

To do that, we need to focus our data efforts on actionable things. That doesn't mean we always have to know how we'll use every piece of data. If it's easy and cheap to collect, it can often be worth it.

But focus your analytical efforts on actionable questions, not just interesting ones.

GMI: What do you believe are some of the more exciting data-related projects in the grantmaking field right now?

Andrew Means:

The stuff I'm most excited about is when I see communities sharing data together. That's super exciting because it's moving us towards being able to be more rational and identify what is working at scale.

These kinds of data-driven collective impact communities are starting to sprout up and actually execute work. That's really exciting.

Data and the Robin Hood Foundation

No discussion about the use of data in grantmaking is complete without mentioning the Robin Hood Foundation (www.robinhood.org).

The New York-based foundation is the city's largest poverty-fighting organisation. Since 1988 it has raised more than $US2.5 billion in "dollars, goods and services to provide hundreds of the most effective soup kitchens, homeless shelters, schools, job-training programs and other vital services that give New York's neediest citizens the tools they need to build better lives."

And when it comes to using data to guide its grantmaking, the foundation is like the city it calls home – big, bold and confident in its approach. In fact, it spreads the word about the power and potential of data with an almost evangelical-fervour.

At the Australian Institute of Grants Management's 2015 Grantmaking in Australia Conference, the foundation's chief program officer Michael Weinstein outlined the key ways its methodology – which draws heavily on data analysis and metrics as well as other elements – helps determine the most effective ways for it to fight poverty.

1. Turning vector to scalar

Through the use of its methodology, the foundation can turn "vector to scalar".

"It can be used to compare any two programs no matter how different they are ... (it) allows an 'apples to oranges' comparison. Give me the two proposals and I'll be able to tell you which one works better", Mr Weinstein said.

Dynamics of Disadvantage in NYC

More than 60% of New York City households experienced some form of deprivation between mid-2015 and mid-2016, according to a survey conducted by Columbia University in partnership with the Robin Hood Foundation.

The finding, contained in the *Dynamics of Disadvantage in New York City* report, was well in excess of previous levels. In all, 2300 households across all income levels throughout New York's five boroughs were surveyed.

"For some, deprivation took the form of generalised low income or what is traditionally defined as "poverty". For others, deprivation took the form of specific material hardships, such as: hunger, eviction, cut-off of phone or electricity. Still others suffered from a chronic, debilitating illness."

More: http://bit.ly/2byh5OU.

2. Taking full account of counterfactuals

The foundation makes an explicit estimate of how much success those people they serve would have if it had never intervened.

"The reason we're taking account of counterfactuals, the reason we obsess about it and spend so much time worrying about counterfactuals, is that if we don't worry about them it has the impact of taking credit for things we didn't truly do," Mr Weinstein said.

"We will exaggerate the impact of our plans if we don't take full account of counterfactuals."

3. Displacement

According to Mr Weinstein, displacement occurs when a person the foundation is helping gains at the expense of someone it is not helping.

"It means we are not doing a net good, we're just picking winners."

4. Rate of return

The methodology used by the foundation produces a rate of return which allows it to measure an initiative's poverty-fighting power and compare it to any other initiative.

5. Providing a diagnostic tool

While the methodology ranks grants in order of power (in terms of impact), it also gives the Foundation a "diagnostic tool for figuring out why some grants are powerful, why other grants are not so powerful and what to do if you're trying to make the less powerful grants better than they currently are."

To read the full conference presentation, visit: http://bit.ly/2bXB7n5

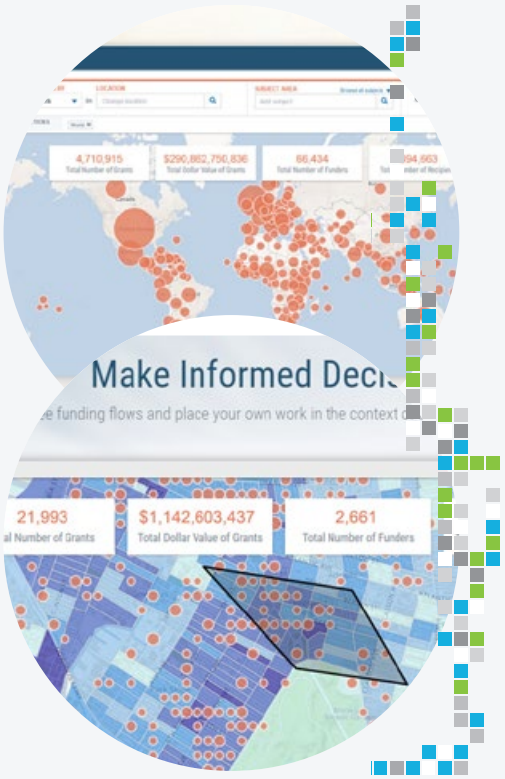
Twelve data projects to watch

There are countless data-related projects gathering pace around the globe, including some right here in Australia.

We've selected 12 that we reckon are worth keeping an eye on. This isn't an all-encompassing list, but it's a good starting point for those wishing to know more about what's going on in the field.

Some are directly related to grantmaking, some are great tools or resources that funders might draw on, and some are simply noteworthy data-based projects that have the potential to do great things.

1 Foundation Maps



Who is doing it? The US-based Foundation Center (http://foundationcenter.org)

Why is it important? Foundation Maps is a comprehensive data visualisation tool that uses striking infographics and maps to show who is funding what.

The maps draw on nearly five million grants made by 68,000 foundations to more than 400,000 recipients since 2006.

Users can slice and dice the information to see where grants funding is flowing, to which groups and to what causes or sectors. The tool is aimed at funders and grantmaker networks, as well as not-for-profits and consultants.

Link: http://maps.foundationcenter.org. (Note: subscription is required to use Foundation Maps)

2 Foundation Center Issues Lab

Who is doing it? The US-based Foundation Center has overseen IssueLab since 2012. However, the initiative began in 2006.

Why is it important? Many funders wrestle with sharing knowledge, outcomes, stories and lessons learned (both good and bad).

IssuesLab's remit is very simple:

"Lessons learned in the field have greater and more enduring value when others can build on them. Since IssueLab's very beginnings we've held that social sector knowledge is a public good, meant to be freely accessible to all."

Originally established as a hub to collect and share social sector knowledge, the Lab now offers support to organisations wishing to openly publish what they fund and produce. It strongly believes in the "power of the sector's collective intelligence and the importance of open and free access to that intelligence."

Link: www.issuelab.org

3 SIMNA Ltd

Who is doing it? Social Impact Measurement Network Australia

Why is it important? SIMNA describes itself as "a knowledge sharing network for social impact measurement," and advocates for the measurement of social impact across all sectors.

It encourages member organisations to improve social impact measurement in Australia by publicly sharing their data and knowledge, including insights, case studies, reports and presentations.

SIMNA is still growing and is still seeking members. Simon Faivel from SIMNA shares his thoughts on data and grantmaking in an interview on page 14.

Link: http://simna.com.au/

4 360Giving Open Data Standard

Who is doing it? UK-based organisation 360Giving.

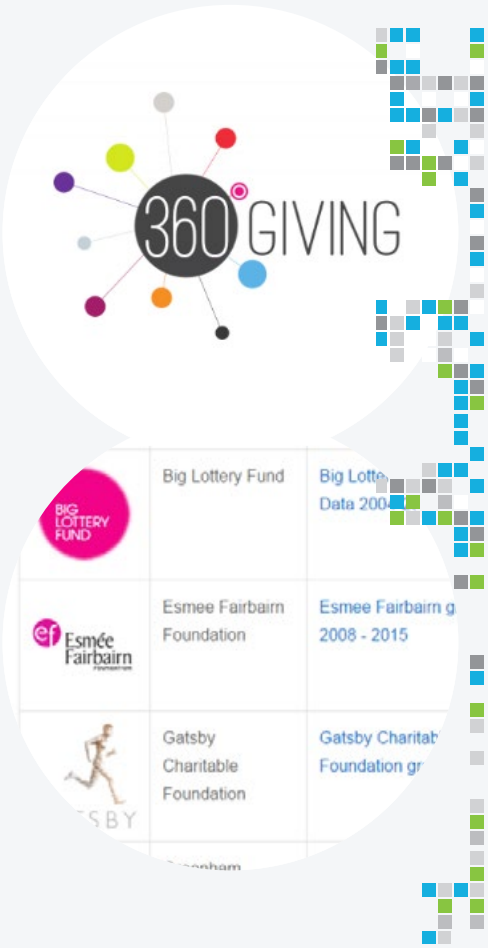
Why is it important? 360Giving states things pretty simply: "The more we know, the better grants we can make."

360Giving works to encourage and promote open data among the UK's grantmakers and funders, with data published to what it calls the 360Giving Open Data Standard.

"At present, it is not possible to find a complete dataset on all charitable grants in the UK. 360Giving exists to change this. Our vision is that UK grantmaking is more informed, effective and strategic."

In just a couple of years, the movement has taken significant steps forward. More than 20 UK grantmakers have shared their data, including major funders like the Big Lottery Network, the Lloyds Bank Foundation, BBC Children in Need, Comic Relief, and the Esmee Fairburn Foundation.

Link: www.threesixtygiving.org



5 Community Insight Australia

Who is doing it? Community Insight Australia – a social enterprise based in Australia.

Why is it important? Inspired in part by a similar project in the UK (www.communityinsight.org), Community Insight Australia is "a mapping, analysis and reporting tool to inform the design and delivery of services."

It works with not-for-profits, government agencies and businesses to help them better target their services.

Right now, Community Insight Australia's tool is in its beta stage. It uses data drawn from the Australian Bureau of Statistics, state, territory and federal governments and other authorities.

Link: https://communityinsightaustralia.org

6 GrantNav

Who is doing it? UK-based organisation 360Giving.

Why is it important? It is one thing to encourage grantmakers to share their data and knowledge to a uniform standard. But it is another to be able to publish that data in an easy-to-access form.

This is where GrantNav comes into play.

GrantNav, to be launched in late 2016, will compile the information gathered and published under the 360Giving Open Data Standard into a free-to-use platform.

According to 360Giving: "GrantNav enables users to search and report in detail on who, where and how much for thousands of grants given by a wide range of UK grantmakers, with further data being added as new publishers share their grants openly."

Link: www.threesixtygiving.org/grantnav/

7 Data.gov.au – the Australian Government's portal for public data

Who is doing it? The Federal Government.

Why is it important? Data.gov.au provides thousands of datasets – including nearly 3000 openly licensed sets – for use, and encourages people to "use government data to analyse, mashup and develop tools and applications to benefit all Australians".

Data.gov.au also integrates with the NationalMap website (www.nationalmap.gov.au) to allow the creation of map-based representations of spatial data from Australian government agencies.

In July, the data.gov.au site nearly doubled the number of datasets it has available.

Link: www.data.gov.au/

Kaggle

Who is doing it? A privately owned Silicon Valley–based start-up.

Why is it important? Kaggle (www.kaggle.com) is a data science platform that co-ordinates and hosts predictive modelling and analytics competitions.

The competitions see datasets and problem descriptions set down for competitors, who strive to come up with the best models to address the problem.

Often prizes are offered, while the "best" solutions are posted to leaderboards.

Kaggle has more than 500,000 users (or "Kagglers") from nearly 200 countries. It is touted as the largest and most diverse data community in the world.

Link: www.kaggle.com

Community Indicators Victoria

Who is doing it? Community Indicators Victoria (www.communityindicators.net.au), funded by VicHealth and hosted by the McCaughey Centre in the School of Population Health at the University of Melbourne.

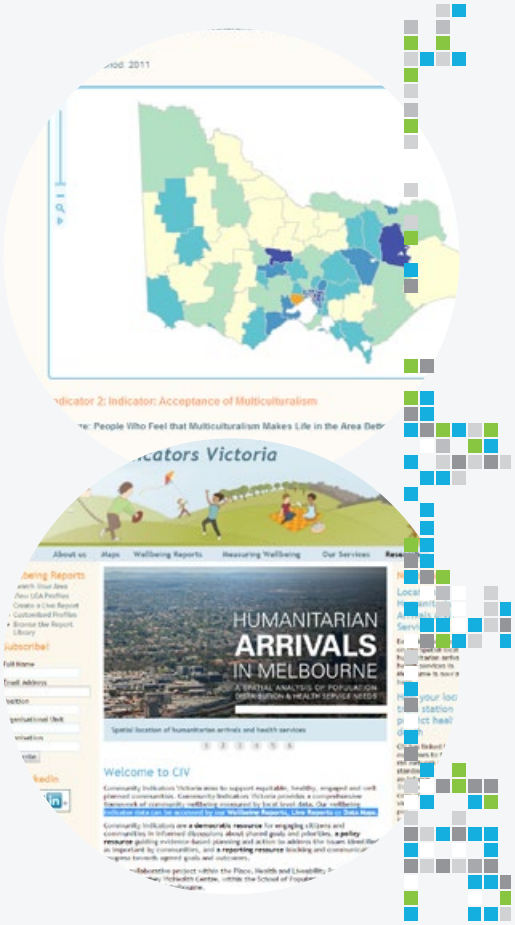
Why is it important? Community Indicators Victoria provides a comprehensive framework for understanding community wellbeing, as measured by local level data.

It aims to "support equitable, healthy, engaged and well planned communities".

Wellbeing indicator data can be accessed by various reports on the site, as well as through informative data maps.

A really useful site, it can be used to track and communicate progress towards particular social and policy goals.

Link: www.communityindicators.net.au



10 Code For Australia

Who is doing it? "A network of designers, developers, and civic technologists working to build a government that works for the people."

Why is it important? Code For Australia (www.codeforaustralia.org) is part of the global Code For All initiative (https://codeforall.org). Based on openness and collaboration, the network believes "government can work for everyone, and to do so it needs to become a platform that allows citizens, public servants and industry to come together and work on civic issues."

It runs a fellowship program which sends teams into government departments to work on projects, and a training-based academy program.

It also runs the Code For Australia Civic Lab, which holds regular hack nights and events, and advocates for open data.

Link: www.codeforaustralia.org

11 GovHack

Who is doing it? A loose network of data enthusiasts, including volunteers, who organise regular data "hacks".

Why is it important? The two-day national event (www.govhack.org) involves thousands of participants. It sees "hackers" use open government data to "tackle tricky data problems in clever ways".

People from government, industry, academia and the general public can "mash-up, reuse, and remix government data."

Link: www.govhack.org

12 Open Knowledge Australia

Who is doing it? Open Knowledge Australia is a community volunteer-driven initiative.

Why is it important? Open Knowledge Australia is part of the global Open Knowledge Network (https://okfn.org), established in the UK. It aims to promote "the creation, sharing and application of open knowledge in the digital age".

It runs a number of "hack" events, in which participants use open data to develop solutions to specific issues or problems. Those solutions might take the form of apps, visualisations, initiatives or websites. Open Knowledge Australia also measures the openness of key government data.

Link: http://au.okfn.org

More data tools

A number of other data tools are helping not-for-profits and funders understand more about defining and measuring outcomes. Here's a small selection:

- Culture Counts (Australian, arts) https://culturecounts.cc/
- Algorhythm (US, youth programs) https://algorhythm.io/youth-development/
- Miradi Share (environment) https://www.miradishare.org/
- Social Suite http://socialsuite.com.au/
- Outcomes Star http://www.outcomesstar.org.uk/

Data discussions

Q&A with Simon Faivel

Simon Faivel is a respected voice on measurement – particularly impact measurement – and evaluation.

He is chair of the Social Impact Measurement Network Australia (SIMNA; http://simna.com.au), as well as a director of consulting at Social Ventures Australia (www.socialventures.com.au), where he leads the organisation's work on managing to outcomes.

GMI: Data – panacea or snake oil?

Simon Faivel:

Data in and of itself is snake oil without context.

If we don't have the context and understanding of how we can use data and translate that useful information, it is snake oil.

And even if we have the context, I wouldn't go so far as to say that data can be a panacea. Nothing is a panacea.

Data, when it is used in the right context with the right skills, can be incredibly powerful to inform decision making and can tell us whether things have worked or haven't worked.

GMI: What does the word "data" mean to you, and to social changemakers?

Simon Faivel:

I think the word "data" to social change makers has a very direct relationship to collecting "stuff".

And I think it probably has a negative connotation about being an onus, and so much of it – for grantmakers and for grant recipients – can feel like a necessary evil. "Necessary" because it's expected that we would have data to be able to say stuff, but it hasn't been able to be grounded in the context of what it needs to be used for.

So I think often the word "data" does have a negative connotation.

But I think that connotation is beginning to shift in a lot of organisations now, where – because of the nature of big data and because there is so much data around – we are compelled to say: "Well, we can't look at everything; we have to be clear about what we need to focus on."

GMI: What are some basic ways that data collection and analysis can that benefit grantmakers?

Simon Faivel:

There's a lot of power in data because fundamentally data can help you know whether you've been successful or whether you've failed in your objectives as a funder.

But part of what data can do as well is to help funders move away from the world of "we are just sharing happy stories" and push towards learning and making changes to what they do.

Data, if it's collected in a timely way, and is related to the context and the objective in which you need it to be able to make better decisions, can actually help you push towards a culture of learning, and not just proving.

I think that's where grantmakers and funders need to be able to focus to do better. It is not just saying "We've done well" or telling "success and failure stories", but a move towards using data to make changes to what they are doing, and to learn.

What is SIMNA?

The Social Impact Measurement Network of Australia (SIMNA) is a membership organisation whose purpose is to help foster the emerging practice of social impact measurement in Australia.

At its core, it believes that organisational decisions should consider the social impact that activities have on society.

It aims to work with members to build a powerful community of practice that can lead and shape the development of social impact measurement both in Australia and around the world

The AIGM's parent organisation, Our Community, is a member of SIMNA.

GMI: You mention "data in context". How can organisations collecting data ensure they collect it with context?

Simon Faivel:

We need to ground things in a theory, and often that comes back to a logic model or a theory of change – "What is the change that a grantmaker wants to see?"

And it's not just a nice story that you can share and which keeps the board or trustees placated; rather it has to be active and provide the context for the data you collect.

So the context should be grounded in a theory of what you seek to change. Then you can get the data: that's the evidence that supports whether your theory is right or wrong (or somewhere in the middle!).

And that's where we can push more to learn more, and where we can share so we can get better as grantmakers and funders over time.

GMI: Can everything be counted? What do you do about the things that can't be counted? And how important is it to know the difference?

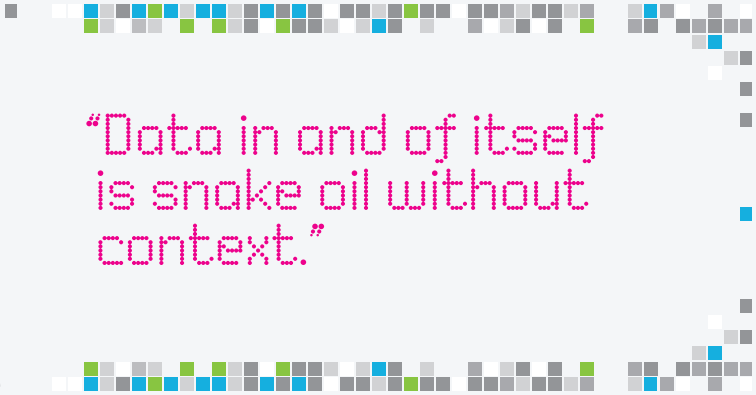
Simon Faivel:

Data can be quantitative, and it can also be qualitative. I think we can expand our views beyond the concept that data is just about counting, that it is binary and about the "zeroes and ones".

The tools available to analyse qualitative information at an aggregate level mean that looking at lots of different qualitative information can be really powerful.

So it doesn't have to be "counted"; it can be "captured" as different stories and then appropriately analysed.

I think it is really important that we don't just think of data as the numbers. Instead, we think about it as the stories that come through, and the ability to aggregate that and analyse that appropriately.



GMI: For a grantmaker new to the data journey – where should they start?

Simon Faivel:

They've probably already started. The grantmakers and funders I know are already collecting and asking for information from their grantees.

But one way of sparking new and helpful conversations is to ask: "How are we using this information?" If the information is on the mark and you are using it – great. The next step is to ask: "What else can we do?"

If it has not proven useful, there's an opportunity to step back and say: "Okay, what do we actually want out of this? Do we need to ground it in a context around our own theory of change and what we seek to change in society?"

Funders make their investments to be able to see change. Grounding it in the context of the change they wish to see gives them a clearer idea of the sorts of data and information they need to receive from fundees.

And funders should know what the data is going to be used for as well as who it's going to be used for. There can be different data collection requirements based on what's going to be shared with the public versus what's going to be used to inform future allocation of funds.

GMI: What tips would you provide a grantmaker who has the data but is unsure how to analyse it or draw from it?

Simon Faivel:

My first tip would be, if possible, to have at least a short conversation with the grantee around what the data means.

Data is great, but having the opportunity to get someone to talk about the numbers and the stories can help provide the important context. In this way data can be a spark for more open conversations.

The second part is to relate the data to your own strategy more generally, to reflect on your values and strategic directions and how this data might relate to it or impact on it.

If you've been clear about the data that's been shared, and you know the purpose and audience behind that, and the data is at a level sufficient for those reasons, then the rest should fall into place.

GMI: What do you believe is the single most useful tool or ability which can be used to collect or understand data?

Simon Faivel:

It will depend on the context and what fits the purpose.

As a grantmaker, one of the more powerful tools is to be able to have an aggregated view of the different grantees that you have.

There are some technological solutions out there now that allow you to do this, yet I often can't go past some of the basic Excel functionality to help you view this information. Any technological solution must be fit for purpose.

Another thing to consider is how organisations are collecting data and what they're doing. Being able to use a tool like a logic model or theory of change can be incredibly powerful to ground that process.

"Data can be quantitative, and it can also be qualitative. I think we can expand our views beyond the concept that data is just about counting, that it is binary and about the 'zeroes and ones'."

The logic model or theory of change doesn't have to be difficult stuff. But the grantee should be able to tell a very simple story about what the problem is, what they're going to do, and what the changes are.

A logic model or theory of change can become a consistent tool to use right across the system, for grantmakers and for grantees.

The Our Community data project

Our Community has commenced a project to link up its technology platforms and turn data into insights and tools.

Our Community runs the SmartyGrants grantmaking software, the GiveNow donations website, the EasyGrants grants database, an online directory of not-for-profit organisations, and web-based services that list jobs and internships and board vacancies.

All of these services involve collecting information from not-for-profit organisations about who they are and what they do. Currently, each service operates independently, but this is set to change as Our Community launches a new standard language (or taxonomy) that will be used across all Our Community websites and services.

The taxonomy is known as **CLASSIE (Classification of Australian Social Sector Initiatives and Entities)**. The first three sections of CLASSIE were released to a limited audience in April, and an updated version is now ready for wider release. The first three sections describe:

Organisations Describes organisation types and sizes

Level 1	Level 2	Level 3	Definition
Individual			A person, not an organisation.
Government			Includes all federal, state and local government departments and associated entities.
	Federal		A department of State of the Commonwealth of Australia
	State / Territory		A department of State of a State or Territory of Australia
	Local		City, county, shire, municipality, or other local government authority (LGA)
Business			Commercial for-profit organisation
	Benefit Corporation		A type of for-profit corporate entity that includes positive impact on society, workers, the community and the environment in addition to profit as its legally defined goals. Includes Certified B Corps (accredited by B Labs) and some social enterprises (excluding those set up as or run by not-for-profit entities).
Not-for-Profit			An organisation whose assets and income are not distributed to members, but used to pursue a stated mission. Such organisations' assets are typically distributed to another, similar organisation if and when the organisation is wound up. This term is commonly used to describe collectively all community groups, educational bodies, cooperatives that are working not to create wealth but working for a social purpose. Also referred to as civil society, third sector and social sector organisations. Includes non-governmental organisations (NGOs) and social enterprises run by not-for-profit entities (for social enterprises run by businesses or B Corps use Benefit Corporation).

Subjects Describes the subject/focus of an organisation or intervention

Environment				Preservation and protection of the natural environment. Includes pollution control and abatement programs; conservation and responsible development of natural resources; biodiversity preservation and wildlife conservation; protection of animals, including domestic pets and animals providing special services; control or elimination of hazardous and toxic substances; solid waste management programs; and environmental education. For programs that focus on the protection or preservation of farmlands or soil; and water conservation for agricultural or food production purposes; and livestock issues: use Agriculture, fishing, and forestry. For programs that focus on recreational parks: use Sport and recreation.
	Environmental justice			Activities seeking to ensure the fair distribution of benefits, hazards and burdens related to the environment among all peoples and communities regardless of wealth, ethnicity or geographical location, especially in relation to industrial emissions or accidents, agricultural activities, land use and planning, and weather events with deleterious effects on the quality and availability of water, air, soil, food, wildlife and other natural resources. Also the study, theoretical and applied, of these issues.
	Climate change			Activities concerned with increased levels of greenhouse gases (including carbon dioxide) in the atmosphere and the resulting changes to the earth's climate, including a trend toward higher average global temperatures.
	Natural resources			Protection of natural resources from abuse, neglect, waste or exploitation, and preservation of their availability for future generations. Includes Aboriginal and Torres Strait Islander land and water management programs (e.g. Caring for Country). For parks and playgrounds, use Sport and recreation. For farmland preservation, use Farmlands. For irrigation services, use Irrigation and water management.
		Air quality		Promotion and protection of clean air by establishing minimum standards for air quality, developing and enforcing regulations designed to reduce and control gaseous and particulate contaminants in the air, monitoring air pollution levels, investigating complaints regarding violations, and initiating litigation against individuals and organisations that have failed to comply with air pollution requirements. Includes organisations involved with alternative fuels/additives, vehicle emissions control, smog test standards and centres, and vehicle-smoking regulation and control of pollution from stationary sources including heating fuel tanks, industrial sources and service stations.

Beneficiaries

Describes the population/s targeted by a particular organisation / project / program

Population category	Level 1	Level 2	Level 3	Definition
	No particularly targeted beneficiaries			Use this category if you do not target **specific** beneficiary populations.
Age groups				People categorised by age.
	Children and youth			Young people from birth to 18 years of age.
		Infants and toddlers		Young people from birth to 2 years of age.
		Children		Young people from 3 to 9 years of age.
		Preteens		Young people from 10 to 12 years of age.
		Adolescents		Young people from 13 to 18 years of age.
	Adults			People 19 years of age and older.
		Young adults		Young people from 19 to 25 years of age.
		Older adults		People from 50 to 64 years of age.
		Seniors		Usually, people 65 years of age and older.
Gender groups				People categorised by gender.
	Females			Women and girls; those usually identified as female, or who self-identify as female.
	Males			Men and boys; those usually identified as male, or who self-identify as male.
	Diverse Gender Identity (DGI)			DGI Individuals, those who may not self-identify as conforming to the gender binary of masculine / male, or feminine / female
Sexual identity				Sexual identity refers to a person's own concept of who they are romantically or sexually attracted to.
	LGBTQI people			An initialism that collectively refers to lesbian, gay, bisexual, transgender, queer, intersex or of some other sexual or gender minority.
		Lesbians		Women whose sexual orientation is to other women; homosexual women.
		Gay men		Men whose sexual orientation is to other men; homosexual men.

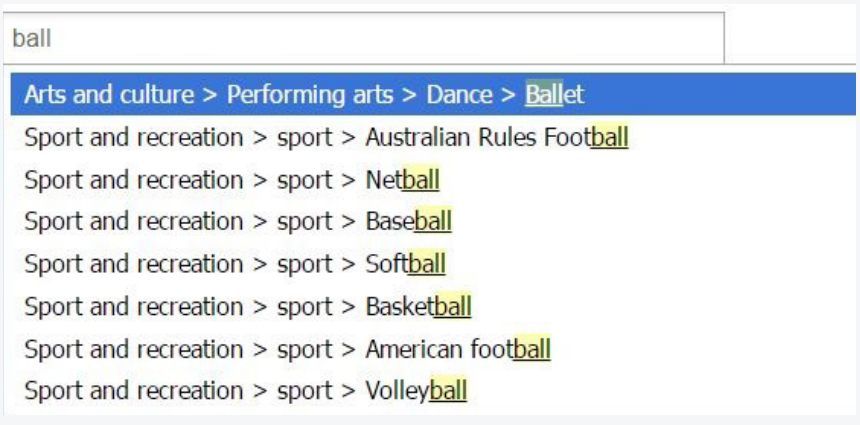
Applying CLASSIE to our websites and services

Aspects of CLASSIE have already been applied to some Our Community websites and services. The new GoodJobs website, for example, uses sections of the Subject and Beneficiary sections to help classify jobs, while grantmakers whose grants are listed in the Funding Centre are now being classified according to the Organisation-Grantmaker list.

Soon aspects of the classifications will be made available through SmartyGrants. Grantmakers building an application or acquittal form will be able to choose from a set of standard questions that will come "pre-loaded" with standard answers from which their applicants/grantees can pick.

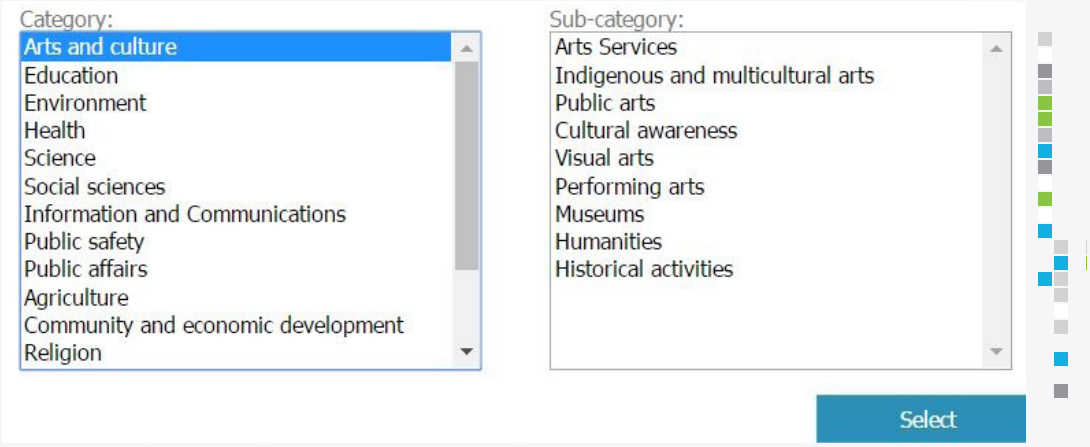
Example 1: "What are the primary areas of focus for this project or program?"

Smart search using keywords & synonyms

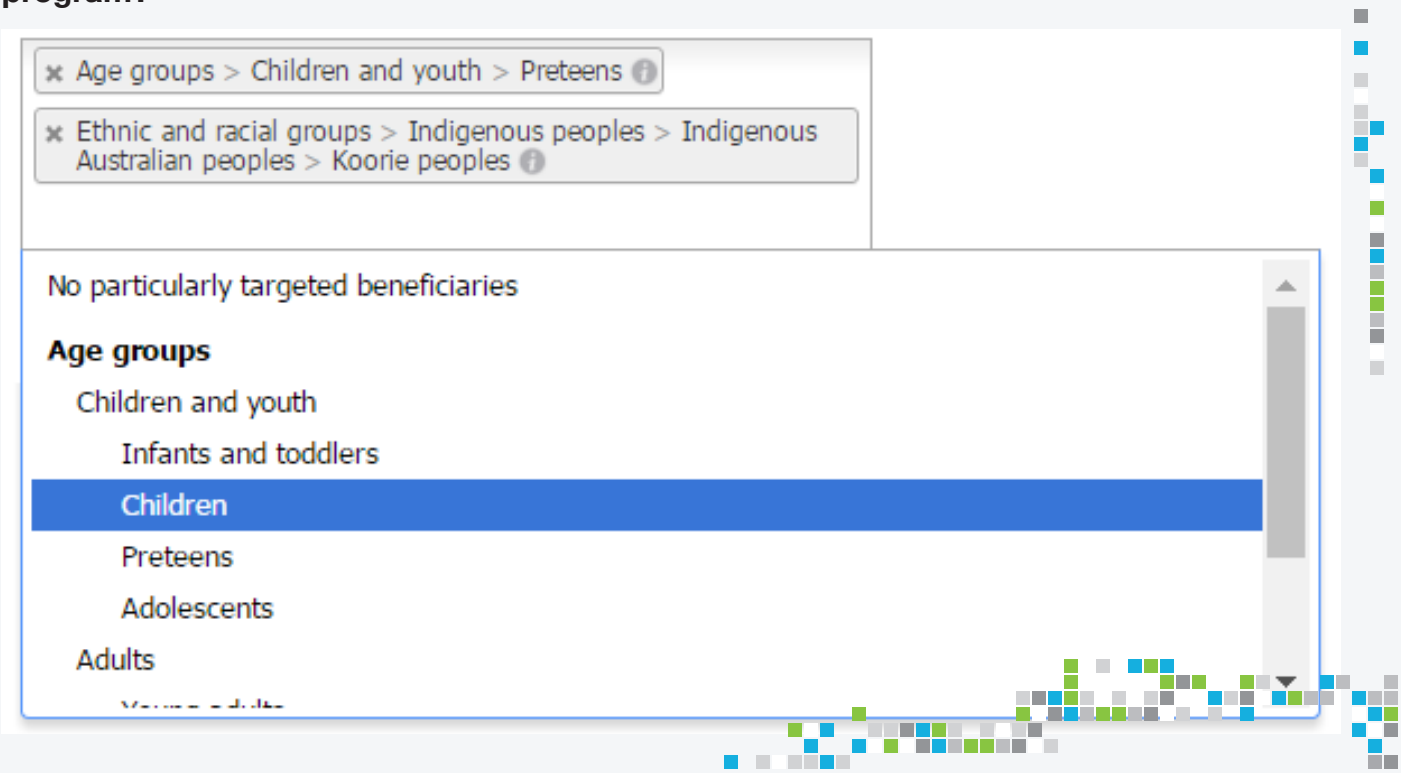


Browse All capabitlity

Step-through navigation also available



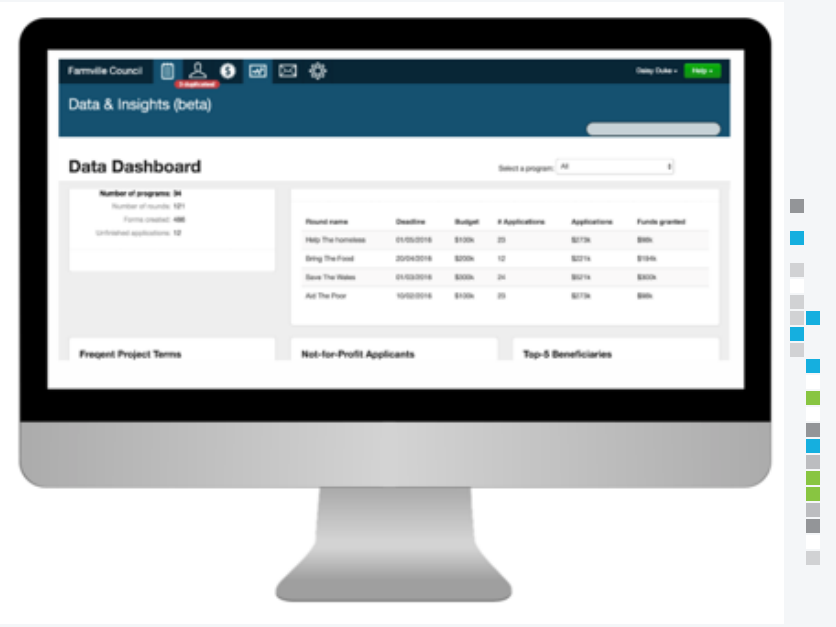
Example 2: Which population group/s do you expect to be affected by this project or program?



Why are we doing this?

The widespread use of a standard set of terms brings many benefits:

- **Funding insights:** We'll be rolling out a suite of dashboards to give SmartyGrants users instant access to data-driven insights into their funding patterns and practices.
- **Views of the bigger picture:** Later, we will add to a grantmaker's data relevant information from other sources – e.g. demographic data from the Australian Bureau of Statistics.



- **Benchmarking tools:** Compare yourself as a grantmaker to other similar grantmakers (sorted by organisation type/sector/size, etc).
- **Cross-sector data sharing:** We'll more easily be able to compare one grantmaking sector with another, and create aggregated cross-sector grants data.
- **International data sharing:** CLASSIE is based on the very latest international system of social sector classification (the American Foundation Center's Philanthropy Classification System), so we'll be able to share data across international borders (only with users' express permission, of course).
- **Open data initiatives:** The CLASSIE project will also have implications for the development of open data standards/conventions for grants, and one-click bulk export of grants information to open data portals.

Future development

Beginning in 2017, later phases of the CLASSIE rollout will involve adding more features (and related standard questions in SmartyGrants), including:

- **Grantmaker classification:** size and location of grantmaker, subject of grants, type of grant, key beneficiaries
- **Geographic classification:** postcode, suburb/town, local government area, ward, neighbourhood, electorate, demographically similar regions
- **National Standard Chart of Accounts:** financial data dictionary for not-for-profits
- **Outputs classification:** how much, how many
- **Outcomes classification:** what was achieved, what difference it made

If you want to stay in touch with how we're progressing and be notified of new releases, please join the CLASSIE mailing list by going to www.ourcommunity.com.au/CLASSIE.

Outputs and outcomes classification: the game changer

The classification of outputs and outcomes is the most exciting aspect of this project – it's this work that will allow grantmakers and change-makers to understand more about the underlying conditions required to create and accelerate change.

Work on this aspect of CLASSIE is under way.

“If I could say one thing...”

With Joost van der Linden, Our Community’s resident data scientist

To grantmakers on collecting data:

One the one hand, be excited about the possibilities.

We are just getting started in Australia, which means that we, as a community, have the opportunity to set the agenda. What data do we collect? What data do we share? What questions do we aim to answer? Thinking about these questions is important in order to record the right variables and align your stakeholders.

One the other hand, be mindful of the limitations. Grant data is inherently multi-faceted and involves many human factors, which can be challenging to capture in a table. There are also ethics and privacy aspects to consider.

No organisation wants to end up in a big data “blooper” story like this one.

To grantmakers on using data:

Before doing anything, get the right people together.

A data scientist can develop a great model, but without the involvement of those who collected the data, and those who will use the model, you lose the connection with the real world.

Learn about the uncertainty that was introduced during the data collection and make sure you fully understand the problem you are tackling; ask a million questions!

For example, at Our Community, we are involving subject experts, grantmakers and end-users in the development of our new CLASSIE taxonomy. The feedback we have received has been invaluable.

To people who ask, “What is a data scientist?”

Although the industry is still trying to figure this out themselves, roughly speaking, a data scientist combines software development skills, mathematics and statistics knowledge and subject expertise.

Using a “toolbox” of programming languages, software and visualisation programs, a data scientist tests hypotheses and develops models to answer questions in a particular field.

The beauty about being a data scientist is that the toolbox can be used anywhere; for example, I use the same methods to study fluid flow in my PhD as I use to analyse grant and donations data at Our Community.

To grantmakers everywhere:

Our Community is here to help and make the most of your data. Want to learn more about the possibilities of data science for your organisation? Get in touch via classie@ourcommunity.com.au.

Grants Management Intelligence is the membership publication of the Australian Institute of Grants Management. An Our Community enterprise, the Institute is the best practice education, support, training, and service for government, philanthropic and corporate grantmakers, including Australia's most-used online grants management solution, SmartyGrants. Membership starts at $280 per year. Become a member at http://www.ourcommunity.com.au/aigm/join/.