

EVALUATING OUR IMPACT

WE RISE

FOR AN
EQUITABLE
& JUST
RECOVERY

TOGETHER

GOALS OF THE EVALUATION

We Rise Together is evaluating the impact of our investments over time to refine our approach and inform future philanthropic investment in Black and Latinx communities. We are focusing on how communities are experiencing economic recovery to inform strategic investments, how different types of investments are contributing to communities, and how investments reinforce each other.

Our evaluation is being led by Loyola University's Center for Urban Research and Learning (CURL) and Quinlan School of Business in partnership with MAPSCorps at Northwestern University School of Education and Social Policy. MAPSCorp employs high school and college students as community data scientists, training them to apply research methods to explore questions, develop meaningful conclusions, and advocate for community change. The evaluation also benefits from a collaboration with Mastercard, providing real-time data on the impact our place-based investments are having on dollars spent in the surrounding communities.

WHAT WE'RE MEASURING & WHY

To understand the impact our investments are having, we are collecting and analyzing a variety of data:

- **Self-reported data from our grant recipients** helps us understand the local effects of their real estate projects, workforce development, and small business support programs.
- **Data from Mastercard** tells us how spending patterns and transaction rates change when neighborhood anchor projects open in communities.
- **Broader economic impact metrics**, such as income and employment, provide a longer-term perspective on economic improvements.
- **Community Conversations and MAPSCorps' youth-led surveys** with residents give us a read on how community members are experiencing economic recovery—a critical component of our evaluation because *We Rise Together* is committed to community-led economic development.



Cutting the ribbon at Justice of the Pies bakery.

WHAT WE KNOW SO FAR

Black and Latinx communities are experiencing ongoing significant, negative economic impacts of the pandemic.

Through our Community Conversations, residents have told us that loans and grants remain difficult to “access” and “navigate.” Residents highlight the need for more well-paying jobs, quality grocery stores, affordable housing, and social services, specifically in terms of mental health and youth services.

Yet people are hopeful about their economic futures.

More than half of residents surveyed across our communities forecast local economic improvement in two years. Forty percent of business respondents expect increased earnings over one year and 75 percent plan to grow their businesses.

Community investments can bring immediate, significant economic benefits.

For example, Mastercard data shows an increase of 3.1 in nearby spending since Esperanza 63rd Street opened in June 2022. *We Rise Together* made a \$500,000 investment in this \$2 million health center, which served more clients in its first six months of operation than it expected to serve in the first year.



WE RISE

TOGETHER

FOR AN EQUITABLE
& JUST RECOVERY