This report represents National Foundation for Infectious Diseases's responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

The content of this Charting Impact Report is the sole product and responsibility of National Foundation for Infectious Diseases. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance's Standards for Charity Accountability.
more information on Charting Impact, visit www.guidestar.org/chartingimpact
1. What are we aiming to accomplish?

As a non-governmental non-profit organization established in 1972, NFID is dedicated to providing trusted, timely information for the public and healthcare professionals on the causes, prevention, and treatment of infectious diseases across the lifespan. We have 4 key strategic outcomes including greater impact in advancing the knowledge and practice of effective infectious disease interventions; increased utilization of NFID informational and educational resources; increased brand awareness and perceived value among priority audiences; and higher levels and increased diversity of funding. Additional details included in NFID Strategic Plan (http://www.nfid.org/info/2015-strategic-plan.pdf).

2. What are our strategies for making this happen?

The organization utilizes a variety of strategies to achieve its goals including live and online professional education, public outreach, media information, and collaborations with strategic partners.

3. What are our organization's capabilities for doing this?

The organization has capabilities to achieve its goals including a wide range of expertise in infectious diseases. We deliver comprehensive consumer-focused information regarding vaccines through 5 population/disease targeted websites, social media, and print materials. Additionally, we provide professional education through live annual events, including a Clinical Vaccinology Course and an Annual Conference on Vaccine Research, and monthly webinars.

4. How will we know if we're making progress?

The organization tracks many metrics as indicators of the impact of public and professional educational activities including program attendance; active collaborating organization partners; website and social media metrics; and fundraising activities.

5. What have and haven't we accomplished so far?

While we have made significant progress in certain areas including the development of universal recommendation for annual flu vaccination for all individuals age 6 months and older, there is still much to be done to meet Healthy People 2020 goals for all vaccine-preventable diseases. Our vision is to achieve healthier lives through effective prevention, diagnosis, and treatment of infectious diseases.