This report represents PCI - PROJECT CONCERN INTERNATIONAL’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.

Mission:
Founded in 1961, PCI’s mission is to enhance health, end hunger and overcome hardship. PCI is committed to sustainable change in the health and self-sufficiency of people living in acute poverty. After 55 years of experience working in communities living in poverty around the world, key learnings form the foundation for everything we do and for our distinct approach to international health and development programming. We know that the problems of poor health and poverty are inseparable, and that there is no simple or single solution. We know that sustainable solutions require individual and community ownership, and must address the root causes of the problems they face. We know that the job is too big for any one organization and that it takes partnerships, from the community level to business interests, through government, to succeed in the long-term. Finally, we know that the ability to measure the real results and impact of our work, not just the activities, is critical to j...
1. What are we aiming to accomplish?

PCI’s mission is to prevent disease, improve community health and promote sustainable development worldwide. Motivated by our concern for the world’s most vulnerable children, families and communities, PCI envisions a world where abundant resources are shared, communities are able to provide for the health and well-being of their members, and children and families can achieve lives of hope, good health and self-sufficiency. PCI works in vulnerable communities to improve health and create long-term change by helping people help themselves. PCI focuses our efforts in to following intervention areas; Women’s Empowerment & Poverty, Child and Maternal Health, Food Security & Water Programs, Disease Prevention, Disaster Relief and Recovery as well as Disaster Risk Reduction.

2. What are our strategies for making this happen?

Between 2013 and 2016, PCI will help transform the lives of 10 million people. PCI will unleash the power of families and communities to transform their own lives using the following strategic directions as we strive to achieve these goals and accomplish our mission. Direction 1: Sustainable Impact Strategy: PCI will apply the post-project sustainability measurement strategy to at least one program in each region and in each intervention area per year. PCI will also produce, test, finalize and disseminate a Sustainability Toolkit. Direction 2: Local Capacity Strengthening. Strategy: PCI will disseminate a package of tools and training materials for taking its local capacity building and measurement methodologies to scale. There will be implementation of PCI’s plan to measure local capacity improvements utilizing PCI’s Global Impact Measurement System to capture programmatic results (quality and scale) of improved local capacity. Direction 3: Gender Strategy: PCI will strengthen the positioning of PCI as a leader in gender-sensitive programming, including increased participation in gender-related task forces, interest groups and communities. PCI will focus on increasing institutionalization of the work of the Gender Equity Commission to include development and dissemination of updated gender-related policies, guidelines and tools throughout PCI. PCI will place greater emphasis on women’s economic, social and political empowerment as a core element of PCI’s theory of change, via the Women Empowered Initiative. Direction 4: Innovation Strategy: PCI will support, inspire and expect innovation amongst all staff by providing them with the time, tools and resources for innovation and rewarding measured risk-taking rather than treating it as a liability. We will create specific innovation pathways to better solicit, process, track and disseminate our best innovations in the shortest period possible. Direction 5: Leveraging Knowledge Strategy: We will improve documentation, positioning and marketing of PCI’s programming and results, including increased visibility in industry journals and other publications/communications platforms and conferences. PCI will effectively utilize IT platform to access and share strategic information. Direction 6: Game Changing Resources Strategy: PCI will work to create new corporate partnerships and strengthen private foundation cultivation efforts. We will secure catalytic multi-year six- and seven-figure gifts, with a focus on social entrepreneurs as part of the Investing in Solutions campaign and expand national reach through Board relationships and new staff re-assignments. Direction 7: Organizational Excellence Strategy: We will ensure that we have the capacity needed to support this strategic direction, and align staff performance objectives with our overall strategic objectives. PCI will also create learning and development opportunities linked to career paths and staff competencies.

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

Since 1961 when PCI was founded by Dr. James Turpin, the focus of the organization has remained true to its founder: PCI works in vulnerable communities to improve health and create long-term change by helping people help themselves. After 50 years of experience working in communities living in poverty around the world, key learnings form the foundation for everything we do and for our distinct approach to international health and development programming. We know that the ability to measure the real results and impact of our work, not just the activities, is critical to justify investment in our programs and in our organization. What distinguishes PCI’s work is our ability to attack the root causes of poor health and poverty, whether cultural, environmental or socio-political. We listen closely to, and work with, those who are most affected,
4. How will we know if we're making progress?

PCI plans to measure the organizations overall progress towards these strategic initiatives by measuring the number of beneficiaries served, impact through our Lives Changed Indices*, investment in improving PCI's institutional capacity, and financial health of the organization. Financial health will include several specific measures: working towards an annual revenue growth of 15%, a public/private income ratio of 50:50, a program-management expense ratio of 90:10, and measurement based on cost per beneficiary. PCI is also currently tracking 26 investments at both our international headquarters and country offices ranging from rolling out our internal Sustainability Toolkit to widespread implantation of the Women Empowered Initiative** across 16 countries as well as imbedding innovation within the organization through widespread innovation workshops and a recently implemented innovation tracking system within our CRM (customer relationship management) system. *PCI's Lives Changed Indices is a groundbreaking impact-measurement tool that measures change across seven domains: poverty, education, food security, social capital, household expenditure and savings, as well as health and gender equity. In 2013, PCI conducted a validation study confirming that the LCI is accurately measuring the domains as planned. Also in 2013, PCI began execution of a case/control study in both Ethiopia and Guatemala to assess whether PCI's intervention significantly improves outcomes when compared to a similar economic empowerment approach. Using the LCI, analyses have been conducted on baseline data from three WE Initiative countries: Ethiopia, Bolivia and Guatemala. **Women Empowered (WE) is PCI's global initiative to increase the social and economic empowerment of women in the countries and communities we serve through savings and social empowerment groups.

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

As reported in the 2014 Annual Report, released April 2014, the number of people benefiting from PCI's program services stands at 8,124,099; there are 413,391 global members in 30,833 Women Empowered savings group. 17,408 organizations are currently benefiting from PCI's capacity strengthening efforts, 3,525 metric tons of food has been delivered in daily rations to 184,000 school children in Bolivia, Guatemala, and Tanzania, national policy has been influenced in 92% of the countries PCI works in, and PCI distributed supplies to almost 2,000 households in the Philippines in the wake of Typhoon Haiyan. These are just a few of the programmatic statistics from work done in 2013 and 2014. Of the 26 investments mentioned above representing objectives within our seven strategic directions (Sustainable Impact, Local Capacity Strengthening, Gender, Innovation, Leveraging Knowledge, Game Changing Resources, Organizational Excellence), 14 of these projects have been implemented wide scale throughout the organization. PCI's strategic successes include implementation of the Women's Empowered Initiative in 12 of the 16 countries planned, PCI released our Sustainability Toolkit and Safety and Security Manual to 14 countries, innovation trainings were completed in six countries, PCI was nominated in the category of Human Rights at the 5th annual StayClassy Awards and won in the Women's Rights category, PCI became a Clinton Global Initiative member, and PCI had the opportunity to host a congressional briefing in Washington DC to discuss the importance and challenges of measuring economic and social impact of women. PCI has made great strides towards achieving the objectives set forth by the 2013-2016 Strategic Plan and will continue to move towards organizational excellence through additional rollouts, trainings, and program implementations in our 15 different countries. Additional work will be needed specifically in the areas of Game Changing Resources as we move towards our financial goals of achieving more private support and an ever decreasing our management to program expense ratio and Leveraging...
knowledge as we move in increase global awareness of our organizations capabilities and brand. *Preliminary results, all data self-reported.