60__decibels

The Younique Foundation
Impact Performance Report

August 2021
Welcome to your impact results

About this 60 Decibels Report

This report, and the data within it, is designed to make it easy for you to learn about your respondents: understanding their well-being, their goals and accomplishments, and, ultimately, what impact you are creating.

This data was collected from June to July 2021 by phone, speaking with 97 of your respondents. We really enjoyed hearing from them— they had a lot to say!

Contents

The indicators and insights presented in this report cover the following topics:

03 / At a glance
05 / What impact is The Younique Foundation having?
09 / Are respondents satisfied with The Younique Foundation?
11 / Who is The Younique Foundation reaching?
12 / Respondent Voices
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At a glance

Top Insights

- The Younique Foundation is having a positive impact and transformation on respondents' lives. Respondents mention improved coping mechanism, tools, and resources as the top reasons for this transformation.

- While the majority of respondents are flourishing, only a very small percentage are long-term flourishing.

- Most respondents are positive about their current situation and hopeful for the future.

Key Indicators

- 44% of respondents experience significant and lasting life transformation because of The Younique Foundation

- 51% of respondents are Flourishing

Top Recommendations

Some areas The Younique Foundation might focus on:

- While The Younique Foundation is having a positive impact on respondents, respondents who did not have a ‘significant or lasting’ impact were likely to report that their healing is a constant journey and they still have progress to make. **How can The Younique Foundation continue to play a role in these respondents’ lives and support them in their process?**

- Of the respondents we spoke to, only 9% were Black women. **Given the deep impact The Younique Foundation is creating, how can this be expanded to racially diverse groups of women?**
“I have hope.
I have direction.
I have tools.”

“But most importantly, I have a group of women. We've been bonded forever.”
What impact is The Younique Foundation having?

Life Transformation
44% of respondents say The Younique Foundation had a ‘significant and lasting’ transformation on their life

To gauge depth of impact, respondents were asked to reflect on whether their life had transformed because of The Younique Foundation’s services.*

Perceived Change in Quality of Life
Q: On a scale from 0-10, to what degree did your engagement with The Younique Foundation help you to transform your life for the better? (n = 97)

<table>
<thead>
<tr>
<th>Total</th>
<th>Significant &amp; Lasting (Score of 10)</th>
<th>Positive (Score of 7-9)</th>
<th>Neutral or No Change (Score of 0-6)</th>
</tr>
</thead>
<tbody>
<tr>
<td>44%</td>
<td>47%</td>
<td>9%</td>
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</tbody>
</table>

“I'm still learning and growing, so it was a huge step in my healing journey. It gave me a lot of different resources, and I would say a lot of different ways to cope with some triggers that come up. It was transformational for me. I always consider myself to be a work in progress, and I'm definitely using the resources and tools that they've given me to navigate triggers in everyday life.”

Outcomes for 91% of respondents who reported ‘Significant and Lasting’ or ‘Positive’ transformation

| 48% mentioned the improved coping mechanisms, resources, and tools (44% of all respondents) |
| 42% talked about personal growth (outside of self-confidence) (38% of all respondents) |
| 29% appreciated the community and support system they have now (27% of all respondents) |
| 21% reported improved self-confidence or self-esteem because of The Younique Foundation (20% of all respondents) |

Outcomes for 9% of respondents who reported ‘No Change’

| 38% said The Younique Foundation was helpful, but not transformational (3% of all respondents) |
| 38% reported the tools were useful, but they still need time to implement them fully (3% of all respondents) |
| 13% mentioned other things going on in their life that impacted their transformation from The Younique Foundation (1% of all respondents) |

* A score of 10 is considered a ‘significant and lasting’ transformation. A score of 7 to 9 is considered a ‘positive’ transformation. A score of 6 or below is considered ‘neutral or no change’.
The Secure Flourishing Index

1 in 2 respondents are ‘flourishing’ or ‘long-term flourishing’

The Harvard Flourishing Program developed a measurement approach to human flourishing. The Secure Flourishing Index (SFI) consists of 12 questions around a person’s perception of their happiness, health, purpose, character, relationships, and stability.

The SFI is used instead of the simple Flourishing Index (FI) because it is a better predictor of flourishing over a longer period of time.*

The Younique Foundation Secure Flourishing Index

The proportion of respondents by flourishing category (n = 97)

- Long-term flourishing: 101-120
- Flourishing: 84-100
- Stable: 60-83
- Experiencing Instability: 0-59

Key Takeaways

> While nearly half of respondents are flourishing, only a small proportion of respondents are long-term flourishing.

> 4 in 10 respondents are ‘stable’ or on the cusp of considered flourishing.

Question to Consider

> Respondents in the ‘stable’ category have lower-than-expected scores in meaning & purpose and character & virtue. Are there opportunities for The Younique Foundation to focus on self-esteem and purpose with respondents who fall in the ‘stable’ category?

* See appendix for additional details on the Flourishing Measure Index Calculation
**Domains of the Secure Flourishing Index**

Respondents score lowest in Financial & Material Stability and highest in Character & Virtue

The Secure Flourishing Measure consists of six domains of human flourishing. To understand the differences in the Secure Flourishing Measure by the six domains, we calculated the average total domain score and grouped respondents into the four flourishing categories by domain.*

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**Average Domain Scores (Max = 20)**

Average total domain scores of The Younique Foundation respondents (n = 97)

**Flourishing Category by Domain**

Flourishing categories of The Younique Foundation respondents by Domain (n = 97)

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**Key Takeaways**

- A majority of respondents are flourishing, including long-term, in the domains of Character & Virtue (69%) and Meaning & Purpose (78%).

- A high proportion of respondents are in the ‘experiencing instability’ category of financial & material stability. Is there an opportunity for The Younique Foundation to provide resources and tools to increase security in financial security?

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* See appendix for additional details on the Flourishing Measure Index Calculation
Cantril Ladder

Most respondents reported improvements in their life satisfaction levels compared to a year ago and yearn for further improvements in the next five years.

The Cantril Ladder is a self-anchoring striving scale to measure respondents’ attitudes towards their life over different points in time. To gauge the level of well-being, respondents were asked to imagine a hypothetical ladder with steps numbered from zero at the bottom to ten at the top. The top of the ladder represents the best possible life scenario, and the bottom represents the worst.

Cantril Ladder
Q: Image a ladder with steps numbered from zero at the bottom to 10 at the top. On which step of the ladder would you say you feel you stand at this time, about five years from now, and one year ago? (n = 96)*

Goals in the Future
Q: What are the three most important goals that you have for yourself over the next six months? (n = 97)

- 52% Personal development goals
- 41% Professional goals
- 32% Relationship-related goals

Outlook towards one’s situation

Over half the respondents feel positively about their current life situation and are hopeful about improving their lives in the next 5 years.

To understand the respondents’ outlook towards their current and future situations, we categorized them into the following 4 categories:

- **Positive & hopeful**: 7+ present scores and 7+ future scores
- **Positive but discouraged**: 7+ present scores and 0-6 future scores
- **Struggling & hopeful**: 5-6 present and 5+ future scores
- **Struggling but discouraged**: 5-6 present and 0-4 future scores
- **Negative & hopeful**: 0-4 present scores and 5+ future scores
- **Negative but discouraged**: 0-4 present score and 0-4 future score

Key Takeaways

> Most reported (modal) score** for where respondents think they stand today is 7 which is a 3-point improvement from where they stood a year ago.

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*1 respondent skipped the question.
**Average (mean) scores were similar to the modal scores.
Are Respondents Satisfied with The Younique Foundation?

The Younique Foundation’s Net Promoter Score® of 98 is excellent – great work!

The Younique Foundation has a Net Promoter Score of 98*, which is excellent.

Respondents admire The Younique Foundation’s professional support, genuine and compassionate attitude that the team has towards respondents and the strong sense of community that the respondents felt being a part of.

What’s Driving Satisfaction?

95 of 97 are Promoters (98%)

They love:
1. Your professional support (72% of Promoters)
2. Your genuine compassion and care (52% of Promoters)
3. Strong sense of community (42% of Promoters)

“The entire program! Their approach, the classes, the warm welcoming feeling. For me, it was one of the best experiences in my life.”

2 of 97 are Passives (2%)

They:
1. Talked about the positive environment that helped in healing (100% of Passives)

“It was a great space for me to address some things that I’m not always able to talk about or have space to dive into.”

0 of 97 are Detractors (0%)

Spotlight On: Referrals

Q: Have you recommended The Younique Foundation to a friend, family member or a contact in a similar situation? (n = 97)

91% Yes
9% No

Strong word of mouth referrals indicate the trust that respondents have in your work. The majority of respondents who say they would recommend The Younique Foundation are already doing it.

*Please see Appendix for details on how the NPS is calculated.
“It almost felt like it was too good to be true. It ended up being everything - the structure, the educational part of it, the learning aspect of it.”
Who is The Younique Foundation reaching?

More than three-quarters of our respondents were white and from Utah. 54% of married-couple households had both spouses employed in the last 12 months.

Our response rate in this study (75%) was exceptionally high for a U.S. survey. This gives us confidence that the results in this report are representative of your population—and shows respondents are eager to talk about their experience.

### Race

- **White**: 81%
- **Black**: 9%
- **American Indian**: 3%
- **Asian (not South Asian)**: 2%
- **Mixed Race**: 2%
- **Other**: 2%

### Hispanic/Latino Origin

- **Hispanic or Latino origin**: 7%

### States Represented

- **31% Utah**
- **7% Texas**
- **6% Florida**
- **4% Georgia**

### Food Stamps in the last 12 Months

- **23%** Received Food Stamps or SNAP benefits

### Married-Couple Household*

- 54% of married-couple households had both spouses employed in the last 12 months

### Insight: Race

Of the respondents we spoke to, only 9% were Black women. However, Black girls are disproportionately likely to experience sexual abuse: the National Resource Center on Violence Against Women in the Black Community says 1 in 4 will experience a form of sexual abuse before the age of 18. Respondents also shared a desire to have more diversity in the structure of the retreat. The Younique Foundation is having a positive impact for women, how can this be expanded to racially diverse groups of women?

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*1 respondent said ‘Don’t know’ and 1 respondent skipped the question.*
**Respondent Voices**

We listened to with 97 respondents from The Youunique Foundation. Here are some responses that stood out.

**Transformation Stories**

91% shared how The Youunique Foundation positively transformed their life

“I acknowledge the parts of my story that I previously had not. I’m much better at identifying the emotions and the triggers that I’m feeling and using strategies to work through that. I didn’t have strategies before. I had things that I did, but they weren’t effective. I have certain things that I know work for me now because I’ve tried them out.”

“I have a lot more positive coping skills. I’m more willing to reach out and get the help I need because I’m more able to realize the times that I’m not doing as well. Before I would power through, and now I’m okay to take care of myself and get the help I need without just stuffing everything.”

**Recommending The Youunique Foundation**

98% shared why they would recommend The Youunique Foundation to a family member or friend in a similar situation

“The retreat was very comprehensive and the balance was so well done. The discussions on trauma, diet, meditation ... everything was so well presented. The order of everything was good, and support is always available for us. Having the outlets with artwork and stuff ... and they were so caring, like a counselor if you needed it. And the education was very informative and helpful.”

“The biggest thing was that they really empowered you to continue the healing process on your own by giving you a huge variety of tools so you could go through and see what works best for you. They gave you everything you needed to keep going. A very safe place to start the healing process and everything you need to keep doing it.”

**Suggestions for The Youunique Foundation**

Some respondents had some valuable suggestions

“The only suggestion I have, and I heard others say it too, is that there was just so much info [at the retreat] that having more quiet time to process after the presentation, time for journaling, and sitting in nature. We were all craving more down time to process.”

“The only improvement is that maybe they could touch upon a bit of the forgiveness aspect because the type of people that they deal with carry a lot of shame. Forgiving yourself and maybe forgiving the person that did you wrong. That would be a good topic that they could touch upon to bring everyone full circle.”

“All the staff were incredible, and the whole experience was absolutely superb. But I kind of felt my white privilege there. I even reached out to a couple of my friends who are Black and sexual abuse survivors and told them that I need that community to learn more about this resource. We need more outreach to minority communities. Although the trauma and experience really does transcend that [race], which feels so needed right now in this country.”

“[Two of my friends] thought they were healed, even though they still have work to do. They thought it was a miracle cure. Then they got thrown back into regular life, and two weeks later all the YF stuff disappeared for them. I knew this would happen because I have done a similar retreat before ... you get back in the real world, with kids crying and stuff, and it’s hard. They wished there was a little more preparation for returning to the real world..”
What you could do next

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

**An Idea Checklist From Us To You :)**

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Review Your Results</strong></td>
<td>Review your results and qualitative graduate responses. There’s a lot of juicy feedback in there!</td>
</tr>
<tr>
<td><strong>Engage Your Team</strong></td>
<td>Send report to your team &amp; invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!</td>
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<tr>
<td></td>
<td>Set up team meeting &amp; discuss what’s most important, celebrate the positives &amp; identify next steps.</td>
</tr>
<tr>
<td><strong>Spread The Word</strong></td>
<td>Reach a wider audience on social media &amp; show you’re invested in your respondents.</td>
</tr>
<tr>
<td><strong>Close The Loop</strong></td>
<td>Let us know if you’d like us to send an SMS to interviewed respondents with a short message letting them know feedback is valued and as a result, you’ll be working on XYZ.</td>
</tr>
<tr>
<td></td>
<td>If you can, call back the respondents with challenges and/or complaints to find out more and show you care.</td>
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<tr>
<td></td>
<td>After reading this report, don’t forget to let us know what you thought: <a href="#">here</a></td>
</tr>
<tr>
<td><strong>Take Action!</strong></td>
<td>Collate ideas from team into action plan including responsibilities</td>
</tr>
<tr>
<td></td>
<td>Keep us updated, we’d love to know what changes you make based on these insights.</td>
</tr>
</tbody>
</table>
Data Summary

97 phone interviews completed in April and June 2021

Methodology

Survey mode: Phone interviews
Country: United States
Language: English
Dates: June 22–July 30, 2021
Survey length (mins): 22 mins
Sampling method: Respondents were selected randomly from a total of 129 respondent phone numbers
Response Rate: 75%
Gender Participation: 97% of all respondents identify as female, 2% as other, and 1% prefer not to disclose
Total Responses: 97 respondents
Indicator Glossary

Explaining the link between Lean Data indicators and social impact.

**Transformation**
How transformative or meaningful are your services to the general well-being of your clients? This indicator looks at depth of impact and is measured by the % of clients saying your organization impacted their lives in a ‘significant and lasting’ way on a scale of 0-10.

**Flourishing**
The Harvard Flourishing Program has developed a measurement approach to human flourishing. The Secure Flourishing Index (SFI) consists of 12 questions around the a person’s perception of their happiness, health, purpose, character, relationships, and stability (financially and materially) as each of these is nearly universally desired and constitutes an end in and of itself. The SFI is used instead of the Simple Flourishing Index (FI) because it is a better predictor of flourishing over a longer period of time.

**Cantril Ladder**
The Cantril Ladder is a self-anchoring striving scale to measure a person’s attitude towards their life over different points in time. To gauge the level of well-being, respondents were asked to imagine a hypothetical ladder with steps numbered from zero at the bottom to ten at the top. The top of the ladder represents the best possible life scenario, and the bottom represents the worst.

**Net Promoter Score®**
How satisfied are your respondents with you and your product/service, and how loyal are they to you? The Net Promoter Score is used the world over as a proxy for gauging this. This indicator is important for understanding graduate experience and gathering feedback. It is measured through asking respondents to rate their likelihood to recommend your product/service to a friend on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of respondents rating 9 or 10 out of 10 (‘promoters’) minus the % of respondents rating 0 to 6 out of 10 (‘detractors’).
## Calculations & Definitions

For those who like to geek out, here’s a summary of some of the calculations we used in this report.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Calculation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Promoter Score®</td>
<td>The Net Promoter Score is a common gauge of graduate loyalty. It is measured through asking respondents to rate their likelihood to recommend your service to a friend on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of respondents rating 9 or 10 out of 10 (‘Promoters’) minus the % of respondents rating 0 to 6 out of 10 (‘Detractors’). Those rating 7 or 8 are considered ‘Passives’. The score ranges from -100 to 100.</td>
</tr>
<tr>
<td>Harvard Secure Flourishing Index</td>
<td>The Secure Flourishing Index is the sum of the answers on a scale of 0-10 provided for twelve questions in six domains (two questions per domain). Domain scores are the sum of the two question scores for a number between 0-20. The Secure Flourishing Index Score is the total score resulting in a number between 0-120. The following categorizations are determined based on the Secure Flourishing Index Score;</td>
</tr>
<tr>
<td></td>
<td>Long-term flourishing—index score of 101 - 120</td>
</tr>
<tr>
<td></td>
<td>Flourishing – index score of 84 - 100</td>
</tr>
<tr>
<td></td>
<td>Stable – index score of 60 - 83</td>
</tr>
<tr>
<td></td>
<td>Experiencing Instability—index score of 59 or below</td>
</tr>
<tr>
<td></td>
<td>Similar to the Secure Flourishing Measure, the following categorizations are used for domain categorizations;</td>
</tr>
<tr>
<td></td>
<td>Long-term flourishing—a score of 17 or above</td>
</tr>
<tr>
<td></td>
<td>Flourishing—a score of 14 - 16</td>
</tr>
<tr>
<td></td>
<td>Stable—a score of 11 – 13</td>
</tr>
<tr>
<td></td>
<td>Experiencing Instability—a score below 10</td>
</tr>
<tr>
<td>Cantril Ladder Categories</td>
<td>Based on the scores respondents gave for where they think they stand on the ladder today, stood a year ago and will stand five years from now, the following categories were created:</td>
</tr>
<tr>
<td></td>
<td>Positive &amp; hopeful: 7+ present scores and 7+ future scores</td>
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About 60 Decibels
We’re a tech-enabled impact measurement company, working in over 50 countries worldwide. Our repeatable, standardized approach to gathering data allows us to gather robust impact indicators and rich graduate insights direct from end users. We also provide genuine benchmarks of impact performance, enabling our clients to understand their impact relative to peers and to make informed decisions regarding how to improve their impact. Our clients include over 350 of the world’s leading impact investors, companies, foundations, corporations, NGOs, and public sector organizations.

Thank You For Working With Us!
Let’s do it again sometime.

Your Feedback
We’d love to hear your feedback on the 60dB process; take 5 minutes to fill out our feedback survey here!