

Project: Good 360

Client: Good 360

Term: Spring 2013

Faculty Mentor: Professor Lisa Blomgren Bingham & Professor Cindy Lott

Summary:

The SPEA Capstone group addressed the following questions posed by Good 360, a nonprofit organization that distributes product donations across the US. The questions include: How is success measured in philanthropic efforts; how is success measured and what is an appropriate unit of measure for impact; and in what ways could the Good 360 service model better facilitate measurement. The team found that there is more than one unit of measurement for impact, and it is difficult to isolate one metrical unit to get the full scope of impact. Additionally, the research and analysis revealed that measures of impact depend on the way the Good 360 product is used within categories of potential impact including operations, finances and end-users.