PeopleFund

Mission: To create economic opportunity and financial stability for underserved populations

CEO: Gustavo Lasala

Team Members: Katherine Sobel, Ava Villegas, Angela Amaya

Website: https://peoplefund.org

Measuring What Matters Goal Statement:

Develop a logic model to understand our current data captured and the data we should be capturing to understand outcomes.

Progress achieved to date:

- Organizational logic model
- Forming a data team
- Defined organizational data goals

What key lessons did your team learn throughout the Measuring What Matters series?

- You need to have homework!
- Building a strong culture of evaluation must be intentional.
- For comprehensive data practices an organization needs data advocates from all areas within the organization to get a full understanding of the current state of data practices.
- Our culture of data evaluation is complex; building the plane while flying it presents lots of challenges and you need to be flexible.
- You don't know what you don't know; we recognize that we need additional training.

What challenges or roadblocks did your team encounter along the way? How were these addressed, or how do you plan to address them moving forward?

Not a top down initiative which impacted our priorities and limited the amount of time and effort we could dedicate to the project.

- Time and capacity concerns at the beginning of the process.
- Team at UT

Looking Ahead

Next steps toward achieving our evaluation and data goals:

- Meet with UT MBA Team for additional capacity and expertise.
- Continue meeting as the Data Team internally
- Execute
- Build out departmental logic models

mission CAPITAL

Measuring What Matters
PRESENTED BY
Good Measure

PeopleFund

Measuring What Matters: PeopleFund

Angela Amaya, Ava Villegas, & Katherine Sobel

Engage with Us

Facebook
/peoplefund

Instagram
@peoplefund

Twitter
@peoplefund

Website
peoplefund.org

Free Business Coaching
https://peoplefund.org/intake/

![PeopleFund logo]

About Us

Mission:

To create economic opportunity and financial stability for underserved populations by providing access to capital, education, and resources, in order to build healthy small businesses.

CEO
Gustavo Lasala

Team Members
Angela Amaya, Ava Villegas, & Katherine Sobel

Website
www.peoplefund.org/

Learn More

COVID-19 Resources:
https://peoplefund.org/covid-19/

Online Learning:
https://peoplefund.org/education/online/

Loan Readiness:
https://peoplefund.org/get-a-loan/are-you-ready/

Apply for a Loan:
https://peoplefund.org/get-a-loan/apply-for-a-loan

Free Business Coaching:
https://peoplefund.org/intake/

PeopleFund

Goals

Our MWM Goal

Develop a logic model to understand the current data we capture and the data we should be capturing to better understand outcomes.

Progress Achieved to Date

- Developed an organizational logic model

- Formed a data team

- Defined organizational data goals

Learn More

COVID-19 Resources:
https://peoplefund.org/covid-19/

Online Learning:
https://peoplefund.org/education/online/

Loan Readiness:
https://peoplefund.org/get-a-loan/are-you-ready/

Apply for a Loan:
https://peoplefund.org/get-a-loan/apply-for-a-loan

Free Business Coaching:
https://peoplefund.org/intake/

PeopleFund

Lessons Learned

What key lessons did your team learn through the Measuring What Matters Series?

- You need to have homework!

- Building a strong culture of evaluation must be intentional.

- For comprehensive data practices an organization needs data advocates from all areas within the organization to get a full understanding of the current state of data practices.

- Our culture of data evaluation is complex, building the plane while flying it presents lots of challenges and you need to be flexible.

- You don't know what you don't know; we recognize that we need additional training.

Learn More

COVID-19 Resources:
https://peoplefund.org/covid-19/

Online Learning:
https://peoplefund.org/education/online/

Loan Readiness:
https://peoplefund.org/get-a-loan/are-you-ready/

Apply for a Loan:
https://peoplefund.org/get-a-loan/apply-for-a-loan

Free Business Coaching:
https://peoplefund.org/intake/

![PeopleFund logo]

Challenges

What challenges or roadblocks did your team encounter along the way? How were these addressed, or how do you plan to address them moving forward?

- MWM Series and developing a logic model was not a top down initiative which impacted our priorities and limited the amount of time and effort we could dedicate to the project

- Time and capacity concerns at the beginning of the process

- To address the capacity issues we're bringing in additional capacity by engaging with a group of UT McCombs MBA students

PeopleFund
Looking Ahead

What are the next steps towards achieving your evaluation and data goals?

- Meet with UT MBA Team for additional capacity and expertise

- Continue meeting as the Data Team internally

- Execute

- Build out departmental logic models

Learn More

COVID-19 Resources:
https://peoplefund.org/covid-19/

Online Learning:
https://peoplefund.org/education/online/

Loan Readiness:
https://peoplefund.org/get-a-loan/are-you-ready/

Apply for a Loan:
https://peoplefund.org/get-a-loan/apply-for-a-loan

Free Business Coaching:
https://peoplefund.org/intake/

Thank you! Any questions?

Engage with Us

Facebook
/peoplefund

Instagram
@peoplefund

Twitter
@peoplefund

Website
peoplefund.org

Free Business Coaching
https://peoplefund.org/intake/