

impact

report.



SORENSEN
IMPACT



David Eccles
School of Business
THE UNIVERSITY OF UTAH

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Dear colleagues,

I couldn't be more excited as I reflect on another year of the Sorenson Impact Center's accomplishments. The diversity of the Center's expertise continues to grow. Our team's skills in data science, investing, public policy, storytelling, and strategic initiative building span an array of disciplines with the intent to make lives better; we're "moving from inspiration to impact" in more ways than ever before.

At the intersection of all of this activity is the Forbes OZ 20, a list highlighting the best practices and lasting-change efforts of community organizations and investment funds in opportunity zones. Announced at the 2019 Winter Innovation Summit, which some of you attended, the Forbes OZ 20 is an ongoing, year-long effort that relied on members from every team at the Sorenson Impact Center, as well our media partners at Forbes. Over the course of 2019 we identified the best of class players in the opportunity zones landscape from a large group of competitive community and fund applications. The list's four grand prize winners will be announced at the 2020 Winter Innovation Summit, February 5–7, which I hope you will attend.

The 2019 Winter Innovation Summit gave us a clear example of the growth and promise of social impact. Not even a blizzard could stop over 900 of the field's greatest minds from participating and building cross-sector relationships to better face our society's most pressing issues. I think the 2020 Summit will leave you feeling as enthusiastic about our future as I do.

Lastly, I'd like to thank the individuals and organizations that support the Center's work, particularly the David Eccles School of Business, the University of Utah, and many partners and collaborators from around the world. As I've said in the past, the Center runs on collaboration, and my support alone would never have taken the Center to where it is today. The best is yet to come.

Jim Sorenson

Founder, Sorenson Impact Center

Dear colleagues,

The Sorenson Impact Center's work and its future are more promising than ever. The Center has fortified its reputation as the leading impact investing experience for students and its social impact capacity is growing with national-scale efforts ranging from the future of higher education to the opportunity zones tax incentive.

I continue to be impressed by the Center's ability to gather the greatest thinkers and doers at the intersection of data science, finance, and public policy to better seek solutions to the world's social problems. You'll see evidence of this in every section of this report, especially the annual Winter Innovation Summit.

Above all, we want to make a lasting impact on our students and communities in our pursuit of knowledge. Our students have made it clear that their experiences at the Sorenson Impact Center will continue to shape their lives long after graduation.

Taylor Randall

Dean, David Eccles School of Business

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2019 Winter
Innovation
Summit

we empower
doers to move

from inspiration

Sorenson Impact

At the Sorenson Impact Center, we believe that profound social impact is contingent on leveraging four cohesive strategies: data science, community engagement, innovative finance, and impact storytelling. Experts across business, government, finance, foundations, and nonprofits trust the Sorenson Impact Methodology™ to measure, articulate, and expand their impact.



to impact

we are data scientists,
impact investors,
community leaders, and
storytellers united to
solve social problems

In the Press

Bloomberg

CITYLAB

NiemanLab

FORTUNE

Forbes

POLITICO

The New York Times

**THE
HILL**

Stanford **SOCIAL**
INNOVATION Review

data science

Sorenson Impact

Data can change the way we create social impact in the world. In 2019 our data scientists worked alongside our policy, community engagement, and storytelling experts to deliver on some of the Center's most exciting projects yet, spanning impact measurement, criminal justice, and simulating the future of higher education enrollment in the U.S.

millions
of simulations.

70,000+
lines of code.

75 GitHub
repositories.



MAP OF RESEARCHED ORGANIZATIONS BY IMPACT AREA

- Addiction & Mental Health
- At-Risk Youth/ Education
- Financial Empowerment
- Housing & Homelessness
- In-Prison, Reentry & Second Chance
- Workforce Development



Stand Together

We worked with Stand Together to identify priorities and gathered data on maximizing funding impact.

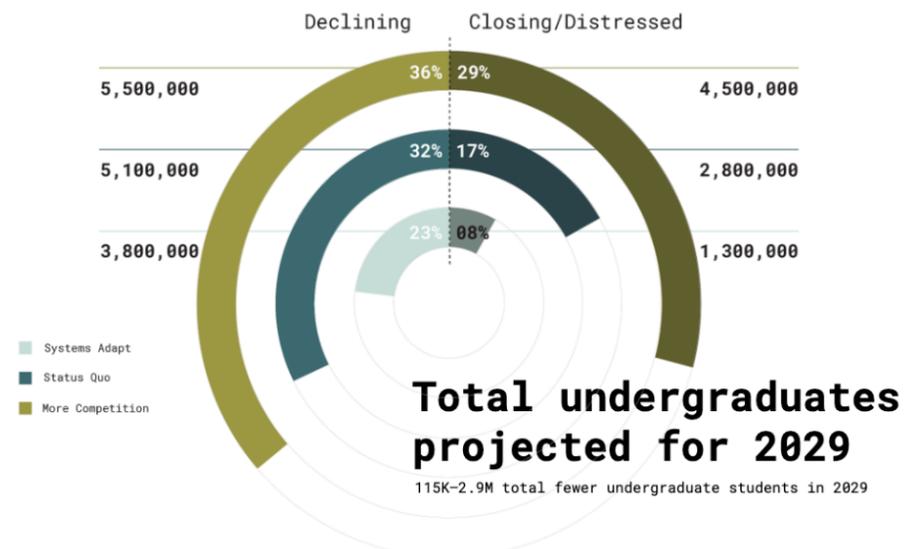
Guilford County Community Indicators Project

We built data models that visualize life in Guilford County and created a custom dashboard for community members to engage with.



MAPS project

The foundation of the MAPS project uses machine learning to simulate the future of higher education enrollment across regions and student populations. These simulations will allow institutions and policymakers to drive data-driven strategies.



innovative finance

Innovative Finance

Making a lasting difference means measuring the right data before, throughout, and after project implementation. We integrate qualitative processes with data science to measure and demonstrate social sector impact for governments, nonprofits, and foundations. We don't stop there; we ensure our partners know how to communicate their impact in a way that elevates the message to their audience.

K-12 Impact Measurement

With a grant from the Bill & Melinda Gates Foundation, members of the Center's data science, policy, and communications teams worked toward a comprehensive report on qualitative and quantitative indicators for measuring the impact of K-12 program interventions.

"A Playbook for Designing Social Impact Measurement," Stanford Social Innovation Review

Lack of agreement and understanding about impact measurement leads organizations to make big claims without supporting data. Our data scientists and policy experts collaborated on a playbook for an evidence-based evaluation spectrum to better inform organizations and funders.

Impact Measurement

Since our first Pay for Success (PFS) feasibility study grant in 2014, the Center has been at the forefront of creative public-private partnerships and financial structuring. 2019's efforts included ongoing work related to the 2018 Social Impact Partnerships to Pay for Results Act (SIPPRRA), advancing the state of the field with our PFS 2.0 collaborations, and witnessing the launch of a new university tuition financing model built with the Center's expertise.

University of Utah Income Share Agreement (ISA)

With the help of the Center, the University of Utah became the second public research university in the country to offer Income Share Agreements. The University of Utah's ISA—"Invest in U"—is now available to students in more than 40 majors. It works by tying today's educational expenses to future income, a less expensive option for many students compared to other loans.

Pay For Success 2.0

A group of luminaries from the Pay for Success field gathered at Jim Sorenson's invitation to discuss the future of Pay for Success financing and legislation. Members of the Center's staff and students joined teams of finance, policy, and data experts to propose solutions to problems facing the field.



& impact measurement

convening, community engagement,



Cross-sector collaboration is necessary to build innovative strategies to address the world's problems. In 2019, our team's background in research and engagement led to successful gatherings, facilitations, and projects for some of the nation's largest foundations. Our convenings covered topics from infants and toddlers to higher education, and explored the latest developments in public-private partnerships.

MAPS project

With the support of a Bill & Melinda Gates Foundation grant, the MAPS project built on our data science team's simulations of future higher education enrollments by twice convening a working group of experts in accreditation, administration, education finance, equity, data science, demographics, development, rural innovation, and venture capital. As part of the project's goal to chart the future of higher education, our policy team prepared background research and managed more than twelve subgrantee projects.

NCIT, Powered by the Pritzker Children's initiative

On April 24 and 25, 2019, community leaders from across the country, including policymakers and service providers, gathered for the first All Community Convening of the National Collaborative for Infants and Toddlers. During their time together, NCIT communities and partners strengthened the prenatal to three movement by forging lasting connections across communities and emphasized key themes integral to improving outcomes for infants and toddlers, including equity, parent voice, and effective messaging.

Department of Workforce Services Preschool Development Grant

Members of the policy team conducted three strategic planning sessions, with data presentations and group facilitation, for the Early Childhood Utah Advisory Committee, Office of Child Care, and other early childhood stakeholders. The sessions were based on a statewide needs assessment of Utah's Early Childhood System conducted by the Center.

& policy innovation ⁰⁸

strategic storytelling

featured work from our 2019 portfolio

Sorenson Impact

Stories change the world. In 2019, our team drove more engagement with the Center's work than ever before. Our articles, branding & identity design, case studies, infographics, films, motion graphics, op-eds, and posts all highlighted the importance of projects impacting affordable housing, criminal justice reform, economic development, students, and more.



66,000+

views on the Impact Revolution series.

46 impact

films created.



Forbes Impact Revolution: A first-of-its-kind original content series



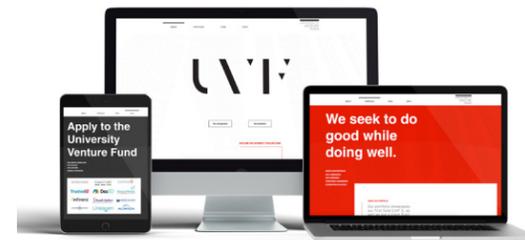
MAPS project: A custom-created website for working group member bios & research



BTSALP Strategic Plan: Spotighting program impact and potential



Winter Innovation Summit: The event's most striking visuals yet



University Venture Fund: A new site for a new kind of fund



Opportunity Zones: A central place for our Forbes OZ 20 contest media

Sorenson Impact

impact investing



Sorenson Impact

We are proud to host the nation's longest-standing program offering students hands-on experience with impact investing due diligence. In 2019, some of the Center's most promising student fellows researched, traveled to, and pitched entrepreneurial impact investments around the world. Investment in social enterprises is made by the committees of the Sorenson Impact Foundation (SIF) and University Venture Funds (UVF).

Sorenson Impact

59 deals

screened & submitted to SIF.

32 students

worked on deals presented to the investment committee.

5 deals

sourced by students & funded by SIF.

125 leads

sourced & submitted to UVF.

27 companies

presented to the UVF investment committee.

student program

102

students empowered in 2019
through immersive internships.

97%

report feeling connected
to our mission.



There's investing and philanthropy, and Sorenson has taught me everything in between. I didn't have any venture capital experience before I started. The first time pitching to the investment committee was terrifying, but an important experience. I now have the responsibility to lead student teams and deals. It's a lot of responsibility to represent the fund, but you also have some stake in helping entrepreneurs get funding."

Mitchell Wulfman,
majoring in Business Administration



People here have strong values, dedication, and create the best culture. The staff listens to student suggestions and feedback to make our experience even better. I've received real world, hands-on, practical experience that has set me up for a career. If you have a strong work ethic and are hungry to grow, the Center will give you opportunities to develop personally and professionally."

Lexi Kaili,
pursuing a Master of Public Administration degree



I worked on SIPBRA which was signed into law just last year. I worked on PFS projects that exposed me to policy work I had never experienced before. I also co-chaired the Student Coalition for Social Impact, which was a new initiative that we built from scratch. It was amazing to work with the 21 students that came from all across the country to network and learn about social innovation."

Paige Remington,
pursuing degrees in International Studies and Health, Society & Policy



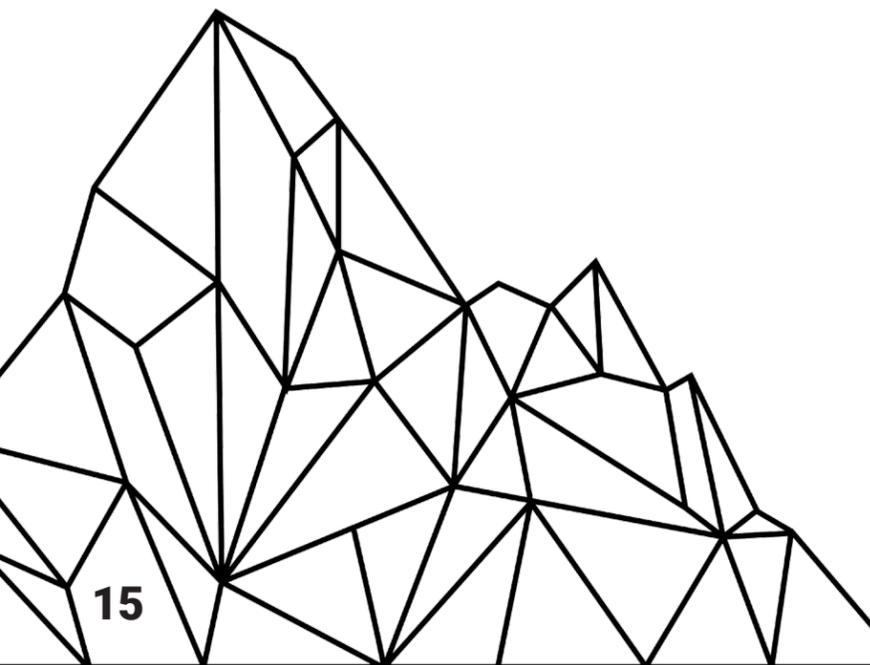
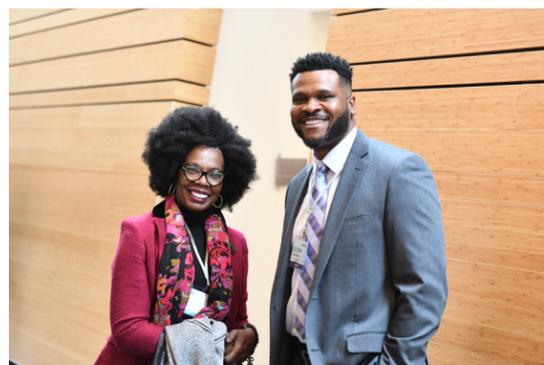
I've learned how to gather, clean, and analyze data in the social impact realm. I've received so much experience with using statistical programming languages and can take that skill set with me when I leave. I got an offer to interview with the Utah Jazz and to be a business analytics intern with the Boston Bruins in the NHL, all because I had this experience from Sorenson."

Ben Hubbard,
pursuing a dual-degree Master of Business Administration and Business Analytics

2019 Winter Innovation Summit.

Sorenson Impact

The 2019 Summit brought together 927 policymakers, funders, nonprofits, and social entrepreneurs to explore the future of social innovation across the globe. We discussed the latest breakthroughs in social impact, innovation, and investing; skied the greatest snow on Earth; and enjoyed networking receptions featuring exclusive film premieres.



by the numbers.

927

Attendees

30

Sorenson Staff Members

56

Student Volunteers

547

Organizations Represented

155

Cities Represented

36

Universities Represented

35

States Represented

04

Countries Represented

200

Hours of Curated Content

178

Speakers

170

Skiers

50

Impact Moment Interviews

31

Deep Dives

11

Mainstage Panels

08

Films

07

Partner Working Sessions

05

Pilot Programs

02

Keynote Addresses

02

Networking Receptions

01

Blizzard

our reach.

- 45,000 impressions on social media platforms
- #MoveMountains was the #1 trending hashtag in the Salt Lake area during the summit

The New York Times



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