MAGNOLIA
Impact Solutions
A 501(c)(3) Nonprofit

Measure what matters. Drive economic mobility.

The Challenge:
Real-time economic mobility data is difficult to obtain, forcing stakeholders to compromise:

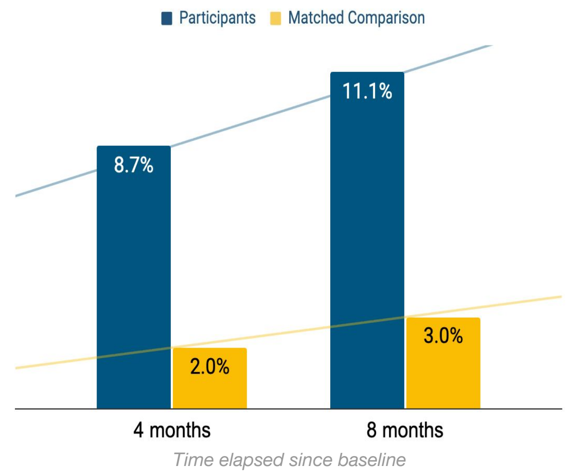
- ✗ ***No financial outcomes:*** *Program metrics, e.g., graduation rates, don't reflect economic mobility*
- ✗ ***Only short-term assessments:*** *Surveys and program records rarely provide reliable data beyond the duration of the program.*
- ✗ ***Lack of scalable measurement:*** *Current methods demand too much staff effort & cost.*
- ✗ ***No counterfactuals:*** *Lack of non-participant data limits the ability to assess true program impact.*

The Solution:
MIAA™, provides a cost effective and scalable solution to track economic mobility:

- ✔ ***Financial outcomes that matter:*** *Metrics that quantify true economic mobility (income, net worth)*
- ✔ ***Short and Long-term assessments:*** *Quarterly updates even after customer graduation or attrition.*
- ✔ ***Low-burden implementation:*** *One-time set-up, no SSNs required, scalable across programs.*
- ✔ ***Simulated control groups:*** *Comparisons that show what would have happened without the program.*

The Proof:
Client results showing measurable income mobility:

Reduction in share of individuals with household income below $30K



Program saw ~4x drop in proportion of individuals with household income below $30K compared to synthetic control

Representative results from a client project. Data have been adjusted for confidentiality.

Why it matters:
Drive your programs and strategy based on insight and evidence. No surveys or SSNs needed.

- ⭐ ***Design or adjust programs based on insights about what's truly working.***
- ⭐ ***Demonstrate program impact using the strongest available evidence.***
- ⭐ ***Inform strategy and investment using timely, reliable data.***
- ⭐ ***Integrate long-term outcomes into evaluations and learning agendas.***

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"Workforce development isn't just about placing people into jobs, it's about whether individuals and families are better off one year later. By deepening our measurement capabilities, we are helping to ensure that our investments translate into real economic mobility for Philadelphia residents."

Patrick Clancy, President & CEO, Philadelphia Works

"We optimize ads better than social outcomes. We have the data, the methods, and the technology to measure impact... This is the gap that organizations like Magnolia are working to close."

Ari Joury, Ph.D., Founder & CEO, Wangari Global

"I know firsthand how difficult it is to assess and track financial health. MIAA is transformative, delivering a practical, scalable solution to a historically complex challenge."

John Thompson, VP Financial Services, H&R Block

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