

# Data Activating Impact Measurement

Future  
Generation  
Global

Seer  
Data & Analytics

## At a Glance

Future Generation Global (ASX: FGG) is a listed investment company with the dual objectives of providing shareholders with diversified exposure to leading global fund managers and supporting Not-for-profit organisations promoting wellbeing and preventing mental ill-health in young Australians.

FGG committed three-year funding to 14 NFP partner organisations working across the prevention spectrum, with the goal of supporting them to grow their impact with young people and develop their organisations.

## Vision

### Measuring the impact of an impact portfolio

FGG held an exciting and innovative vision to measure impact across its portfolio - to understand the combined social impact of the work undertaken by its multiple partners. It sought a platform partner to data activate its impact measurement framework in a way that would provide value to partners, each with varying levels of data maturity and different data collection methods.



Access  
to Data



Capacity  
Building



Collective  
Outcomes



[www.seerdata.ai](http://www.seerdata.ai)



2/11 York Street, Sydney, Australia

## Data & Action

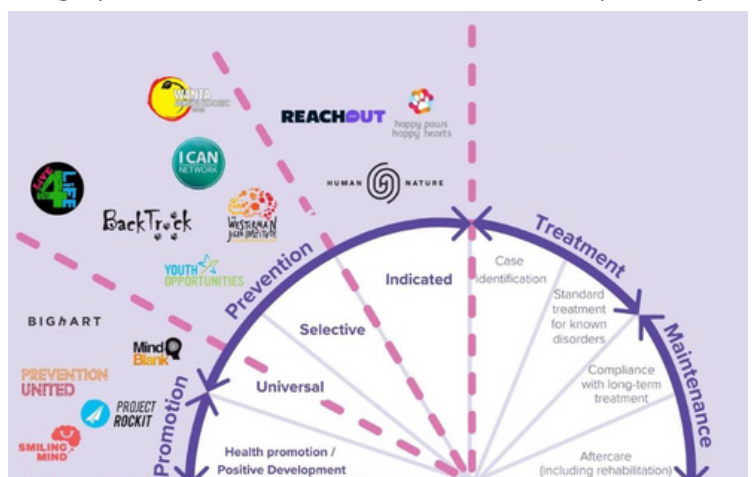
### Using a Theory of Change to measure impact

The Seer Data Platform operationalises FGG's impact measurement framework, the core of which is the FGG Theory of Change. Seer Data brought this to life on the platform, developing a mechanism for FGG partners to "choose their own path" through the Theory of Change by selecting the approaches, activities and short, medium and long term outcomes that best reflect their work, then nominate metrics to measure each outcome. Partners collect this data from participants and upload de-identified data into the platform.

Partners have been onboarded to the platform and contributed baseline data. With this information, Seer Data has produced dashboards for each individual partner, visualising their participant, outcome and organisational data. A portfolio dashboard aggregates the data of all partners to offer FGG and partners a view of their combined reach and outcomes.

The Seer Data platform enables FGG and its partners to:

- increase capability with data and outcomes and impact measurement
- have a one-stop shop to report, retain, share and analyse data
- aggregate and analyse data to create insights, see trends and identify opportunities
- visualise data in an appealing way
- understand their impact story
- design, publish and share dashboards to tell their impact story



The FGG portfolio of partners, working across the prevention spectrum.

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## Future Outlook

Partners will contribute data over 3 years – allowing FG&G and partners to understand the changes that occur in their young participants' lives over time. Partners are able to share data with each other and to see a full picture for the benefit of their collective work.

This will develop into a compelling evidence-based asset, demonstrating the value of investing in wellbeing and prevention, as well as in the core operations and development of high potential not-for-profits.

**“We were looking for a data partner to operationalise our impact measurement. Measuring social impact remains a challenging and emergent pursuit, considerably so on a portfolio level - Seer Data's technology and team has been with us in the trenches and developed a brilliant and user-friendly mechanism to do so. It benefits our partners and will give our investors and stakeholders a rich understanding of the impact of their contribution in preventing mental ill-health in young Australians.”**

Emily Fuller  
Social Impact Manager  
Future Generation Global



The collective coverage of the portfolio across modifiable risk and protective factors for mental health.



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