



KIT International
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HOW WE CALCULATE OUR REACH & IMPACT

The information below describes how KIT International calculates reach and impact achieved on a global and local scale through all organisation initiatives. Figures are largely derived from project reporting by our global partners and data taken from our Australian Volunteer, Donor and Membership Database. However, it is important to note that some figures (e.g. the number of Skilled Birthing Attendants helped) are estimates based on external data/information. Calculations are reviewed and updated on an annual basis and calculated at the end of each financial year.

GLOBAL IMPACT

Impact Level	Approach	Reach Description	Calculation notes
Aware People have become more aware.	We share targeted educative information	Target population in KIT project locations.	Figure based on project reporting in Dullassa, Ethiopia and Katakwi, Uganda. Includes the number of people who have displayed an increased level of awareness throughout the life of the project.
Understood People have been heard and understood.	We listen to and learn about people's needs.	Stakeholders actively involved in consultation and project design.	Figure based on project reporting in Katakwi, Uganda. Includes all stakeholders who participated in stakeholder workshops throughout the REVAMON project.
Helped People have been helped.	We solve problems and meet wants.	<p>Mothers and newborn who receive a Clean Birth Kit (CBK).</p> <p>Skilled Birth Attendants (SBA) who use CBKs.</p> <p>Children of women who use a CBK.</p> <p>Mothers, newborns, families and community members who receive care from a KIT supported community development projects (CDP).</p>	<p>For each CBK distributed we estimate that 0.9 x a mother and 0.9 x a newborn is helped. This is based on project reporting from global partners, recognising that a percentage (est. 10%) of kits distributed are not used as intended or not used at all.</p> <p>For every 100 CBKs distributed, 1 x SBA is counted. This is an estimate based on data taken from the UNFPA's Midwifery Dashboard for each country of implementation, factoring in latest statistics for the:</p> <ul style="list-style-type: none"> - Number of pregnancies occurring each year - Availability of the Maternal Health Workforce - Number of births attended by a SBA. <p>Preventing maternal mortality and morbidity benefits not only the mother and newborn, but also the rest of their family and broader community. For this reason, for every CBK distributed, additional additional 3.55 family members are counted as indirectly helped. This figure has been estimated using the average fertility rates for all implementation countries based on the latest available data from the World Bank Group and accounting for the scale of KIT work in each nation. Note that the figure has been reduced from 4.55 to 3.55, to avoid the double-count of newborns of mothers using CBKs.</p> <p>Figure based on project reporting in Dullassa, Ethiopia and Katakwi, Uganda</p>
Capacity People have greater capacity.	We provide education and skills training.	Project actors and employees. Participants in health, education and livelihoods projects.	Figure based on project reporting in Dullassa, Ethiopia and Katakwi, Uganda. Includes staff trained and employed through CDPs and participants of community literacy and training programs.



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LOCAL IMPACT

Impact Level	Approach	Reach Description	
Aware People have become more aware	We share targeted educative information.	Social media followers, email subscribers, members and new visitors to KIT website.	Data taken from Google Analytics.
Understood People have been heard and understood	We listen to and learn about people's needs.	Volunteers, partners and supporters who provide direct feedback and participate in market research.	Figures taken from NPS Survey and the KIT volunteer database.
Helped People have been helped	We solve problems and meet wants	People who actively support our cause (Australian volunteers and donors).	Data taken from the KIT volunteer and donor database. Factoring in % of return volunteers and repeat donors.