

# Impact measurement and management (IMM) support for the Social Finance Fund

Transforming the market by building capacity, strengthening decisions and advancing equity

## Social Finance Fund IMM partners:



## Programming provided in partnership with:



The Social Finance Fund (SFF) is more than an investment program—it's an opportunity to strengthen Canada's social finance ecosystem so that capital flows to where it can have the greatest impact.

One of the opportunities of the SFF is improving impact measurement and management (IMM) across the ecosystem by ensuring it remains relevant to both social purpose organizations (SPOs) and social finance intermediaries (SFIs). Realize Capital Partners is supporting IMM market-building activities for the SFF by partnering with organizations to provide IMM programming for SFIs and SPOs. IMM is, at its heart, a set of practices that help organizations:

- clarify their goals and strategies.
- track progress toward social and environmental outcomes.
- strengthen decision-making.
- demonstrate value to investors, partners, and communities.
- advance social equity by ensuring investments reach and benefit underrepresented communities.

Through the Social Finance Fund, SPOs and SFIs have unprecedented access to coordinated, high-quality IMM support. This will enable them to measure what matters, manage for results, and share their impact in ways that are credible, inclusive, and actionable.

## For social purpose organizations

If you are an SPO who has already received financing linked to the Social Finance Fund, IMM is about strengthening your ability to deliver on your mission and contribute to equity goals.

With strong IMM, you can:

- **Measure what matters most:** track the outcomes that matter most to your work and the communities you serve.
- **Use your data to run an even more impactful organization:** refine programs, improve services, and allocate resources more effectively.
- **Tell your story more powerfully:** share results with funders, partners, and stakeholders in a way that builds trust and attracts support.
- **Advance social equity:** assess and demonstrate your progress in promoting equity and gender equality through the application of the [Social Equity Lens Investment \(SELI\) coding system](#).
- **Contribute to a stronger social finance ecosystem:** share meaningful, comparable data that still reflects your unique context.

### Supports available to you, for free, through the Social Finance Fund include:

- Cohort-based programs to build your impact measurement skills and systems, tailored data collection tools, and implementation plans (offered by [LIFT Impact Partners](#))
- Guidance on aligning your data with the Common Impact Data Standard (an SFF requirement), making it easier to share results with your SFIs, without having to adopt prescribed metrics (offered by [Common Approach to Impact Measurement](#))
- Learning resources to increase knowledge on assessing and advancing social equity and gender equality practices (offered by [Kore Global](#))

## For social finance intermediaries (SFIs)

If you are an SFI who has already received financing linked to the Social Finance Fund, you play a pivotal role in shaping the flow of capital and the kinds of impact it enables. Strong IMM helps you ensure your investments are aligned with your impact objectives, responsive to your portfolio's performance, and supportive of systemic change.

With strong IMM, you can:

- **Gain clearer insight into portfolio performance:** Know which strategies deliver the most impact and where to adjust.
- **Strengthen relationships with investees through bottom-up measurement:** Build trust and alignment by using the data and indicators SPOs identify as most relevant to their work, rather than imposing one-size-fits-all metrics.
- **Attract mission-aligned capital:** Demonstrate credible, evidence-based results that reflect both portfolio-wide performance and community-driven outcomes.
- **Make smarter investment decisions:** Integrate impact alongside financial returns for balanced, accountable portfolios.
- **Integrate equity outcomes:** Apply the SELI Coding system to assess and advance social equity and gender equality practices across your investments and assess your organization.

### Free supports available to you through the Social Finance Fund include:

- Understand key concepts required to measure and manage your impact in the Canadian context and prepare for wholesalers' IMM due diligence in the SFF (offered by Impact Frontiers: [IMM Fundamentals self-guided online resource](#))
- Build the knowledge, skills, and behaviours to apply IMM effectively within your organization (offered by Impact Frontiers: [IMM for the Social Finance Fund cohort program](#)) and gain advanced IMM approaches to design and implement more effective strategies (offered by Impact Frontiers: [Advanced workshops](#))
- Make reporting easier by collecting and sharing impact data using the Common Impact Data Standard (offered by [Common Approach to Impact Measurement](#))
- Gain better analysis of portfolio performance through the Common Framework, enabling you to aggregate dissimilar indicators for meaningful portfolio insights (offered by [Common Approach to Impact Measurement](#))
- Promote greater social equity and gender quality across your organization and investment portfolio (offered by [Kore Global](#))

## Why this matters for the social finance ecosystem

This suite of supports represents a rare moment in Canada's social finance history:

- Coordinated, system-wide capacity building for both SPOs and SFIs
- Shared standards and tools that make it easier to collaborate and compare results, without forcing a one-size-fits-all approach.
- A focus on equity and community voice, embedded in measurement and management practices.

By participating in the Social Finance Fund impact measurement and management journey, you're not just meeting requirements; you are actively shaping the future of social finance in Canada, creating a marketplace where capital is deployed more strategically, more accountably, and with greater impact.