



# Results Based Accountability Testimonials from Local United Ways

**Results-Based Accountability (RBA), as defined in the book, “Trying Hard is Not Good Enough,” is a framework for producing measurable improvements for customers and communities. A growing number of United Ways and other funders across the country are using RBA to achieve community improvements in education, income and health. Below are comments from some of the United Ways that are leading the way:**

“RBA is such a clear and easily understood method for identifying the change we want to see in our communities and then for making a realistic plan to achieve that change. We have used RBA with our community partners to successfully reduce binge drinking among teens and young adults and to reduce childhood obesity in our county. The precision and discipline of RBA has made us favorably competitive for national foundation and government grants. I highly recommend RBA to United Ways.”

**Mary Lou Goeke, Executive Director  
United Way of Santa Cruz County (CA)**

“The goal of all of our United Way community impact efforts is to improve the lives of people in our communities. The RBA process is a strategic, time-efficient, ongoing, easy to understand, and measureable way by which we can ensure that the efforts we undertake to help people are resulting in the outcomes we seek.”

**Ted Granger, President  
United Way of Florida**

“Results Based Accountability provides a framework for the kind of long-term thinking required to truly change community conditions. The RBA structure enabled us within a six month time frame to realign our community impact agenda around Education, Income and Health and at the same time, build a culture of measurement and shared accountability for results. Through a community driven process we selected four population results and their key indicators. We then used the concept of performance measures to help guide our contract negotiations with our community impact partners. We now have the ability to track, improve and report the results of our strategies on a quarterly basis. Results Based Accountability helped us accelerate our community impact agenda.”

**Dan Duncan, Senior Vice President of External Relations  
United Way of Tucson and Southern Arizona**



“United Way of Central Iowa has utilized Results Based Accountability (RBA) methods for the past several years. Using RBA with community partners helps us to look at what they will do and who is better off, ultimately helping us measure towards community goals. The evolution of this work has allowed us to reach common measures for focus areas and has allowed for a greater common understanding of the work across the community. Recently UWCI adopted the Results Scorecard which feeds RBA information into a common dashboard, allowing us to see progress on program performance measures of partners and how the collective is advancing the common good by reaching our community goals. We are extremely excited about this tool as a way to share with our staff, board and community partners about progress on our collective work to turn the curve.”

**Nicole M. Beaman, MSW, LISW**  
**Vice President of Community Impact**  
**United Way of Central Iowa**

“One of the reasons that the North Penn United Way has chosen to use Results Based Accountability (RBA) is the fact that it provides a systematic yet simple to use platform to determine community and agency goals and to attain community level and agency level results. We believe that the simple and common language approach is crucial to the unified work of multiple agencies and organizations. The education and training of RBA will allow the community and the agencies to develop just a few results as well as indicators of those results so that we all can gauge the effectiveness of their work. We are looking forward to how this will assist our community in addressing its needs and turning the curve with results. We are also excited to be able to make more strategic investment decisions.”

**Cheryl Clarke, Director of Community Impact**  
**North Penn United Way (PA)**

“The need to achieve results and accountability within the nonprofit sector has become the measuring stick for success. Utilizing the RBA framework has helped me develop a greater understanding of what it takes to improve the performance of programs, agencies, and service systems.”

**Mark Johnson, Vice President,**  
**Community Funding and Special Initiatives**  
**United Way of South Hampton Roads (VA)**

“Results Based Accountability helps us to refocus and concentrate our energy on what we want to achieve in the community and to tailor our strategies to make that happen. It will also enable us to demonstrate our effectiveness to investors and gives us the data we need to build the capacity and effectiveness of funded agencies and other partners.”

**Diane R. Bessel, PhD, LMSW, CNM**  
**Director of Community Impact**  
**United Way of Buffalo & Erie County (NY)**

“Using the Results Based Accountability Framework has been tremendously significant in the work we do in the central Maryland region. We have been able to clearly and succinctly articulate our results in the areas of Education, Income and Health. Having offered community trainings to our partners, we are working with community partners to achieve those results. Equally important is the fact that we are able to show our funders, stakeholders and the general public the impact of our work - how much we are doing, how well we are doing our work, the number of people who are better off, and the positive changes in our communities”

**Marian Amoa**  
**Assistant Director, Outcomes & Evaluation**  
**United Way of Central Maryland (UWCM)**

“We decided to marry our Community Impact model to RBA some years ago, and this journey continues to bring focus and direction to how we plan, partner, invest, and hold both our grantees and ourselves accountable for making a difference. Most recently, a board member sponsored an after-work celebration to honor 19 agencies with programs receiving a “high green” rating for RBA performance. Key stakeholders and donors are looking to our United Way to spread this kind of “partnership with accountability” throughout the nonprofit community.”

**Janice Lovegrove, Vice President, Community Impact**  
**United Way of the Greater Lehigh Valley (PA)**

“Our United Way is just at the beginning of using RBA. RBA is a tool that we can (and will) use with our agencies and grants process to ensure we are getting the expected results. Or if we are not getting the results, to be able to recognize this and make appropriate adjustments.”

**Anne Bryant**  
**Executive Director**  
**Franklin-Southampton Area United Way (VA)**

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[www.resultsleadership.org](http://www.resultsleadership.org)

**Results Leadership Group, LLC**  
**7960 Old Georgetown Road, Suite 10-C**  
**Bethesda, MD 20814**  
**301-907-7541**