

DEFINING SOCIAL GOALS: GUIDANCE AND AN EXAMPLE FROM KOMIDA

KOMIDA (INDONESIA), is one of the largest microfinance providers in the country. During an externally facilitated workshop, KOMIDA's entire senior management and a board member reviewed its social mission and vision. After dissecting the mission and vision, the group formulated social goals that correspond to the FSP's social purpose.

The social goals and targets were divided into three categories:

- 1) Outreach,
- 2) Quality of products/services, and
- 3) Outcomes. For example:

Outreach goal: Reach women who are from poor and financially excluded households, with a focus on those living under US \$1.25/day.

Quality of products/services goal: Provide a range of quality financial and non-financial services. Achieve high client and staff satisfaction and retention.

Outcomes goal: Contribute to increases in client savings, incomes, and ability to pay for schooling and sanitation.

TWO TYPES OF SOCIAL GOALS

OUTPUT GOAL	RELATED OUTCOME GOAL
Provide crop insurance to smallholder rural farmers.	Farmers with crop failure do not have to sell their productive assets such as land or livestock.
Provide health training to female clients.	Improve health and sanitation practices among training recipients.
Offer savings products for education.	Clients are able to send all school-aged children to school.

COMMON CATEGORIES OF OUTCOMES GOALS

INCREASE ECONOMIC WELL-BEING	BUILD RESILIENCE
Improvements in well-being that can be understood through direct or proxy measures of income, consumption, poverty indices, or significant assets.	Decrease in use of severe or moderately severe coping strategies; successful use of savings, insurance, and other strategies to handle stress events and shocks (unforeseen or anticipated).
BUSINESS GROWTH	EMPLOYMENT CREATION
Increase In business turnover, profits, sales, or time dedicated to owned enterprises.	Creation of employment for adults (family and non-family members) or self-employment.
WOMEN'S ECONOMIC EMPOWERMENT	OTHER OUTCOMES
An increase in a woman's ability to contribute financially to her household or household enterprise and/or to make decisions regarding the use of household or enterprise resources.	Financial capability, health, children's access to education, increasing social capital.