Leading Forward: Innovations in Philanthropy

The Practices and Opportunities of Big Data in Philanthropy

April 3, 2014
Welcome

Agenda

• Introductions
• Potential and Peril of Digital Data for Philanthropy
• Robert Wood Johnson Foundation: Making Use of Big Data at the Project Level
• Making Use of Data at the Field Level
• Q&A
Housekeeping Items

• Q&A
• Webinar Evaluation
• Recording Available
Potential and Peril of Digital Data for Philanthropy
Digital (or digitized) data
   – *Stored digitally* (e.g. PDFs, many grant databases)

Open data
   – *Online, machine readable, openly licensed*

Big data (a marketing term)
   – *Connected at a scale that allows and requires new tools for storage and analysis*
Digital data collected and broadcast, used for collaboration and strategy development
How does foreign aid work?

Bill & Melinda Gates Foundation

http://content.newsbound.com/public/newsbound/gates_aid/index.html#s_1
Approach to Mapping Civic Technology

The following steps were used to map the civic tech landscape:

1. Guid and Knight, in consultation with others in the field, seeded the analysis with a set of organizations viewed as core to civic tech innovation.

2. Key terms (e.g., "civic," "open government," "open data") were used to examine media, press and investment data to generate additional organizations to include in the landscape.

3. Guid’s proprietary software generated a network map based on the level of similarity between the way organizations described the functionality and purpose of their technology.

4. Guid and Knight reviewed the resulting map and determined descriptors for different clusters of organizations that emerged from the analysis.

READING THE MAP
- Each node is a node represents an organization.
- Commonalities between nodes (lines) form between organizations with similar function or a similar purpose.
- Thicker connections mean greater similarity.
- Nodes of similar companies cluster together; nodes of dissimilar companies spread out and create spacing in the map.

http://www.slideshare.net/knightfoundation/knight-civictech
Digital data opened up for hacking and new insights
Ambient data as advocacy/protest tool

Photo: Stephanie Rudat: https://www.facebook.com/takebackthepink

(CC BY-NC-SA 3.0)
Data as a scaling strategy

Support for teens, 24/7

http://www.crisistextline.org/
Data as Power Tool
Data are not democratic

We need more, better data skills.
Data in perpetual motion

Photo: http://img.rlt.com/x/14100.jpg
Privacy and ownership for generations to come

The Caecilius Metellus Family Tree (all dates BC)

Quintus Caecilius Metellus
  c. 206

  Quintus Caecilius Metellus Macedonicus
    c. 143
      Lucius Caecilius Metellus Diadematus
        c. 117
      M. Caecilius Metellus
        c. 115
      Caecilia Metella I + P. Servilius Vatia
      Gaius Caecilius Metellus Caprarius
        c. 117

      Caecilia Metella II + P. Corn. Scipio Nasica
        (c. 111)
        P. Corn. Scipio Nasica + Licinia Major

      Licinia Minor

    Quintus Caecilius Metellus
      c. 123
        Caecilia Metella Balearica II + Appius Claudius Pulcher

      Caecilia Metella Balearica I (vestal virgin)

    Licinia Crassa

    Q. Mucius Scaevola
      pont max
    Mucia + Pompey the Great

    Q. Caecilius Metellus Nepos
      c. 98
    L. Caecilius Metellus Celer
      c. 60

    Q. Caecilius Metellus Nepos
      c. 57

  Q. Caecilius Metellus
    c. 68
  Quinctus Caecilius Metellus
    c. 69

  Q. Caecilius Metellus
    c. 52

  Quintus Caecilius Metellus
    c. 109
  Lucius Caecilius Metellus Calvus
    c. 142

  Caecilius Numidicus
    c. 119; pont max

  Quintus Caecilius Metellus
    c. 141

  L. Cornelius Sulla

  Caecilia Metella
    Dalmatica

  M. Aemilius Scaurus

  Metella Calva + L. Licinius Lucullus

  Faustus Cornelius Sulla

  Aemilia Scura + Pompey the Great

  Fausta Cornelia Sulla

  Aemilia Lepida

  Quintus Caecilius Metellus
    Scipio

  Cornelia Metella + Pompey the Great

Photo: http://en.wikipedia.org/wiki/Medici_family_tree
Being private to be public

reveal all.

Photo: http://www.formfiftyfive.com/2013/09/designers-anonymous-updates/
Inventing digital civil society

Types of data

Organizational evolution

New forms
Formless forms
Old forms/new practices

New policies, practices, and norms

Digital civil society

Digitalcivilsociety.stanford.edu
Robert Wood Johnson Foundation and BIG DATA
A Rapid-Learning Health System
What would a rapid-learning health system look like, and how might we get there?
by Lynn M. Etheredge

ABSTRACT: Private- and public-sector initiatives, using electronic health record (EHR) databases from millions of people, could rapidly advance the U.S. evidence base for clinical care. Rapid learning could fill major knowledge gaps about health care costs, the benefits and risks of drugs and procedures, geographic variations, environmental health influences, the health of special populations, and personalized medicine. Policymakers could use rapid learning to revitalize value-based competition, redesign Medicare’s payments, advance Medicaid into national health care leadership, foster national collaborative research initiatives, and design a national technology assessment system.

[Health Affairs 26, no. 2 (2007): w107–w118 (published online 26 January 2007; 10.1377/hlthaff.26.2.w107)]
Rapid Learning—Some Results

- 20 IOM Workshops

- American Society of Clinical Oncology-- CancerLinQ™

- NIH--Health Care Systems Research Collaboratory

- HMO Research Network--19 health care delivery orgs, including Kaiser Permanente and Geisinger Health System
Big Data and Public Engagement: County Health Rankings
We're celebrating 5 years of working together to make our nation healthier. Learn what's new and join in!

The County Health Rankings show how we're doing and where we can improve on health. The Roadmaps show what we can do to create healthier places to live, learn, work and play.

Explore Rankings
Use the Rankings and data to understand what affects health in your area and where to focus.

Move Forward with Action
Visit the Action Center and get guidance to help improve health in your community.

Read and Share Stories
Learn from other communities and inspire others by sharing stories about your journey toward better health.
County Health Rankings Data Sources:
- Behavioral Risk Factor Surveillance System (BRFSS)
- Dartmouth Atlas of Health Care
- National Center for Health Statistics (NCHS)
- National Center for Chronic Disease Prevention and Health Promotion, Division of Diabetes Translation
- National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention
- American Community Survey
- CDC Wonder
- US Census
- FBI, Uniform Crime Reporting
- US Department of Agriculture, Food Environment Atlas
- Safe Drinking Water Information System
- Comprehensive Housing Affordability Strategy (CHAS) data
- Fatality Analysis Report System (FARS)
What Works for Health

What Works for Health provides communities with information to help select and implement evidence-informed policies, programs, and system changes that will improve the variety of factors we know affect health.

WANT TO LEARN MORE? - View our 4 minute What Works for Health Tutorial.

To learn more about strategies that could work in your community, select a health factor of interest (the light blue boxes on the far right) in the model below.

Health Behaviors (30%)
- Tobacco Use
- Diet & Exercise
- Alcohol & Drug Use
- Sexual Activity

Clinical Care (20%)
- Access to Care
- Quality of Care

Social & Economic Factors (40%)
- Education
- Employment
- Income
- Family & Social Support
- Community Safety

Physical Environment (10%)
- Air & Water Quality
- Housing & Transit
Using the Rankings Data

The *County Health Rankings* provide a snapshot of a community’s health and a starting point for investigating and discussing ways to improve health. This guide will help you find and understand the data in this site and beyond as you begin to assess your needs and resources and focus on what’s important. The guide includes four sections:

- **Exploring the Data** – helps you get the most out of the *Rankings* and the wealth of underlying data.
- **Making Use of Your Snapshot** – helps you navigate the information in your county’s snapshot and identify key areas where you may wish to look for additional data.
- **Digging Deeper** – helps you think through what other information would help you further understand the health in your community.
- **Finding More Data** – directs you to additional national and state data sources.
Grantees Using Big Data: Enroll America
Register for Our National Conference
Our "State of Enrollment: Getting America Covered" conference will be June 16-18, 2014, in Washington, D.C.
Concerns About Big Data: Marketing to Kids
Cheetahpult
A snack-attack game that turns your phone into a slingshot.
Gatorade’s deep integration into gameplay success with Usain Bolt, an athlete who is known the world over for peak performance, resulted in almost a billion brand interactions. It’s numerous tweets and posts equated to millions of earned and owned impressions (at no cost).
PROMOTING CONSUMER RIGHTS, PROTECTING PRIVACY, ENSURING TRANSPARENCY, AND EMPOWERING THE PUBLIC IN THE DIGITAL ERA

The Center for Digital Democracy (CDD) is at the forefront of research, public education, and advocacy representing the public interest in the digital era. Since our founding in 2001 (and prior to that through our predecessor organization, the Center for Media Education), CDD has worked to uncover and address discriminatory and unfair practices that affect consumers in the online era, especially the most vulnerable. We focus on key sectors and issues that impact our everyday lives and well-being, including financial services, health products, and how the marketplace treats multicultural Americans as well as children and youth.

CDD plays a crucial leadership role holding the digital and data industries accountable, especially on their commercial surveillance activities that threaten privacy. Through its well-known research, press work, and coalition building, CDD has educated a spectrum of stakeholders and created a legacy of government and self-regulatory safeguards across the digital media.
RWJF Internal Concerns:

• High Abuse Potential
• High Public Benefit Potential
• Responsible Philanthropy
Deven McGraw, Director, Health Privacy Project
Justin Brookman, Director, Project on Consumer Privacy
1. What personal information is being collected, both directly and indirectly?
2. Is the data particularly sensitive?
3. How is the information being collected?
4. For what purpose(s) is the information being used?
5. Who will have access to the information and under what controls?
6. Will the information be shared with outside parties – and if so, whom, and for what purposes?
7. What controls are placed on that outside party’s use and disclosure (and retention) of the information?
8. How is the information being stored, and how long will it be retained?
9. What guarantees exist that the information will be accurate? Could the information be subject to misinterpretation?
10. What happens to the information at the end of the project?
11. How is the collection and use of information communicated to the subject?
12. What rights to the individual data subjects have with respect to the information? 
----Are they asked for consent for the collection, use and disclosure of the information? If not, why not? If so, through what processes is consent obtained? 
----Do they have any rights to access the information or to obtain copies? Do they have any rights to amend or correction information? 
----Do they have the right to receive the results (or copies thereof) of whatever is being produced with the information?
13. Could the information be used to disadvantage the subject – and if so, how?
14. What, if any, concrete harms could result from the transfer, publication, or secondary usage of the information?
15. What are the threat models for malicious or unwanted access to the information?
16. What internal mechanisms exist to ensure that the information will be protected?
Big Data: What It Means for the Field of Philanthropy

Larry McGill,
Foundation Center
Big Data Brought to Philanthropy: One Example
Research, data, and insights on Black Male Achievement

**TED Talks: Bryan Stevenson**

Human rights lawyer, Bryan Stevenson, shares hard truths about America's justice system.

**Interactive Funding Map**

77 grants, totaling $37 million.

**Spotlight:** Where Do We Go From Here? Philanthropic Support for Black Men and Boys

This groundbreaking study, released by the Foundation Center and the Open Society Foundations, examines national
Big Data is Contingent Upon Small Data
For example...

Who Benefits From Foundation Grantmaking?

Philanthropy’s Unanswerable Question?
Can Foundations Answer This Question?

- Not Possible: 25%
- Very Difficult: 13%
- Difficult: 19%
- Not Very Difficult: 17%
- Easy: 18%

Not Possible: 25%
Data Collection on Race/Ethnicity of Populations Served

- Collected by Nonprofits:
  - Always: 29%
  - Sometimes: 38%
  - Sometimes: 14%
  - Sometimes: 16%

- Collected by Foundations:
  - Always: 30%
  - Sometimes: 21%
  - Sometimes: 5%
  - Sometimes: 40%
The stakes are about to get much higher

Open 990 Data is on its way
“Open Data” means open data from ALL fields of Forms 990 and 990-pf

<table>
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<th>Recipient</th>
<th>If recipient is an individual, show any relationship to any foundation manager or substantial contributor</th>
<th>Foundation status of recipient</th>
<th>Purpose of grant or contribution</th>
<th>Amount</th>
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Those who believe in **TRANSPARENCY** think open data is a good thing

- Help individual donors understand the *flow of charitable donations* in their communities.

- *Track nonprofit financial information*, such as salary, expense, and revenue data, helping nonprofit leaders gauge where their organizations stand in comparison with others in the field.

- Help state charity officials **identify fraud** by making it easier to locate potential problems.

- *Unleash new apps* that help average citizens do good faster and more easily by giving them better, more comprehensive information on nonprofit organizations.
“Unleash new apps!!”
But what if the data are incomplete??

In an Era of Open Data, What Story Would Your Grants Data Tell About the Work of Your Foundation?
Take a Look at the Grant Descriptions on Your Foundation’s Form 990

RECOMMENDATION: When filling out 990’s, get into the habit of providing rich grant descriptions that anticipate the kinds of information people are interested in:

Subject of grant
Type of support
Beneficiary population(s)
Geographic area served
Global Philanthropy
Data Charter

wingsweb.org
From Big Data to Big Knowledge

1. How to mark up your content using microdata
   a. Why use microdata?
   b. itemscope and itemtype
   c. itemprop
   d. Embedded items

2. Using the schema.org vocabulary
   a. schema.org types and properties
   b. Expected types, text, and URLs
   c. Testing your markup

3. Advanced topic: Machine-understandable versions of information
   a. Dates, times, and durations
   b. Enumerations and canonical references
   c. Missing/implicit information
   d. Extending schema.org
Q&A
Submit your questions using the Q&A button above.
Thank You for Joining Us for

Leading Forward: Innovations in Philanthropy

In partnership with the Robert Wood Johnson Foundation

Upcoming Webinars in the series:

Blurred Lines and New Approaches to Working with Business, Nonprofits, and Government
May 29, 2014, 2:00pm EST

Best Practices in Place-Based Philanthropy
September 25, 2014, 2:00pm EST

Learn more and register at www.cof.org