

Enactus Impact Reporting & Evaluation Guide (2025-2026)

Key Impact Definitions

1. Inputs

Resources your team invests in a project (time, money, skills, etc.).

Examples:

- 300 volunteer hours
- \$2,500 seed grant (your input can also count as income/revenue based on the nature of the grant)
- Student expertise in marketing and curriculum design

2. Outputs

Tangible, immediate results of your activities (services or goods delivered).

Examples:

- 5 workshops delivered
- 100 solar lamps distributed
- Curriculum toolkit published

3. Income/Revenue

The total amount of money your project brings in from all sources, such as product or service sales, grants, sponsorships, or donations. It reflects the financial resources generated to support the project's activities.

Examples:

- \$1,200 from clothing sales
- \$3,000 sponsorship grant

4. Profit/Surplus

Income remaining after deducting all expenses. Reflects financial sustainability.

Examples:

- \$2,500 revenue – \$1,800 costs = \$700 profit

5. Sustainable Long-Term Impact

Significant, enduring change continuing beyond the project period. May occur after the Enactus timeline.

Examples:

- Curriculum permanently adopted by school
- Local business continues model after handoff

6. Projections

Estimates based on current momentum. NOT judged as actual impact.

Examples:

- “We expect to reach 1,500 more next year through expansion.”

7. Social Enterprise:

A social enterprise uses business tools to solve social problems, like poverty, education access, climate change, or inequality. It operates like a traditional business but reinvests most of its profits into its mission, rather than distributing them to shareholders.

Key Features of a Social Enterprise:

- **Clear Social or Environmental Mission**
 - Empowering underserved communities through sustainable solutions
 - Advancing environmental resilience and circular innovation
 - Reimagining access to education, health, and human potential
- **Revenue-Generating Model**
 - Unlike nonprofits that rely heavily on donations or grants, social enterprises earn income through selling goods or services.
- **Profit is Not the Sole Goal**
 - Profits are reinvested to scale impact—not maximize shareholder returns.
 - Aiming for long-term self-sufficiency through business practices.

8. Customer:

An individual or organization that pays to access or use your product or service.

9. User:

An individual who interacts with your product or service, whether they pay for it or use it for free.

10. Reach:

Reach measures the number of people exposed (e.g. media reach, awareness campaigns, application downloads etc.) to the project but does not necessarily indicate direct or indirect impact. While reach is an important metric, it does not reflect measurable change and therefore should not be classified as impact.

Direct vs Indirect Impact

Before you get started, please read the following.

All direct and indirect impact must be based strictly on real, verified results. Do not include averages, estimates, assumptions, or projections under any circumstances. Only individuals who have demonstrably benefited from the project through measurable outcomes should be counted. Please note that Enactus students must not be counted as part of the impact figures, either directly or indirectly.

If you are unsure about what qualifies as valid impact, please reach out to your Program Manager for clarification before proceeding.

Direct Impact

Definition: Direct Impact refers to the measurable improvements in knowledge, skills, or resources among individuals the Enactus team has directly worked with. This engagement leads to immediate benefits in three key areas:

- People – Enhanced well-being through education, training, or services.
- Planet – Encouraging environmental sustainability.
- Prosperity – Contributing to economic advancement.

How to Calculate Direct Impact Metrics:

Direct Impact is measured by tracking the exact number of individuals who directly participated in the project and experienced a measurable change in their knowledge, skills, or resources.

Examples of Direct Impact & Metric Calculation:

Example 1 – Service-Based Direct Impact (Financial Literacy Workshop):

- 32 individuals attended the workshop. Verified via online platform collecting names, emails, and phone numbers.
- Pre- and post-workshop assessments showed a 40% average improvement in financial literacy scores.
- Direct Impact = 32 individuals with improved financial literacy skills.

Example 2 – Product-Based Direct Impact (Solar Water Purifier):

- 52 families received purifiers.
- Intake questionnaire recorded household size and contact details:
 - 21 families \times 3 = 63
 - 22 families \times 4 = 88
 - 9 families \times 5 = 45
 - Total: 196 individuals
- All received access to clean water and training.
- Direct Impact = 196 individuals trained and equipped

Indirect Impact

Definition: Indirect Impact includes those who gain knowledge, resources, or skills without direct engagement with the Enactus team. This happens when information, products, or services spread through networks, policies, or behaviors, creating broader, long-term improvements for people, the planet, and prosperity.

How to Calculate Indirect Impact Metrics:

Measured by calculating the number of people influenced by direct beneficiaries through education, word-of-mouth, behavior change, or policy shifts.

Examples of Indirect Impact & Metric Calculation:

Example 1 – Service-Based Indirect Impact (Train-the-Trainer Model):

- Trainer 1 delivered 2 workshops ($22 + 27 = 49$ participants)
- Trainer 2 delivered 3 workshops ($11 + 17 + 9 = 37$ participants)
- Total: 86 participants
- Verified via signed attendance forms, platform registration, photos
- Indirect Impact = 86 individuals reached independently of team

Example 2 – Product-Based Indirect Impact (Government Partnership):

- Government agency distributed purifiers to 673 households, using team’s training materials
 - Household size recorded during distribution:
 - $187 \times 3 = 561$
 - $241 \times 4 = 964$
 - $169 \times 5 = 845$
 - $76 \times 6 = 456$
 - Total: 2,826 individuals
 - Verification: signed forms, agency summary, official letter
- Indirect Impact = 2,826 individuals reached via third-party

Think of it like this:

- You wrote a textbook.
 - If you teach the class using that textbook → Direct Impact
 - If a school buys your textbook and teaches 1,000 students → Indirect Impact
- Still awesome. Still yours. Just not direct engagement.

Both Direct and Indirect Impact are essential for understanding the full reach of an Enactus project. By accurately measuring both, we can showcase real, sustainable change.

Data Verification Standards

- Use pre/post assessments, sign-in sheets, digital platforms for tracking.
- For indirect impact, require signed forms, third-party verification, or official reports.
- Projections should be clearly labeled and separated from real data.

This guide consolidates current Enactus Canada expectations and aligns fully with the judging rubric and handbook for 2025–2026 competitions.

Use it to:

- Report accurately
- Align team documentation
- Prepare for presentations and Q&A
- Develop strong, evidence-based claims