

# Case Study: Impact Measurement Methodology

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## At a glance

FLUSH supported Water.org in developing a measurement methodology for their work with financial institutions that provided consistent and evidence-based impact data. This methodology also supported their efforts to showcase their systems change

## Client Reflection

*"FLUSH was foundational in helping us enhance the way we measure impact via WSS businesses. The team collaborated with us to build a methodology that we can use with confidence."*

*Heather Arney  
Global Director, Insights  
Water.org*

## FLUSH'S CASE TEAM

Dr. Jennifer Barr  
Kelsey McWilliams, BSc (Point of Shift)  
Kimberly Worsham, MIWM, MPA  
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# FLUSH



Data-driven Storytelling for Water & Climate Professionals



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With Global Associates

## ABOUT THE CLIENT



Water.org is a global nonprofit organization working to bring safe water and sanitation to people around the world, removing barriers so families can access the solutions they need to survive and thrive. They provide support to their in-country financial partners to develop affordable loan products for people in need and small- and medium-sized businesses (WSS businesses) that provide water and sanitation services in low-income communities.

## CHALLENGE



Due to the diversity of the WSS businesses using small loans in terms of business types, locations, and usage, consistent data collection had been difficult. Water.org sought a practical impact measurement approach that includes defined data points and verification guidance to accurately assess and report the impact of its services to their network of financial institution partners.

## SOLUTION



FLUSH developed a simple and reliable way for Water.org to understand how many people benefit from the loans their partners make to WSS businesses. The solution used well-established, globally trusted data from multilateral organizations to estimate impact in a clear and conservative way without placing new reporting burdens on WSS businesses or financial institutions. It applied the same straightforward calculation across countries and business types, making results easy to compare, explain, and use.

FLUSH's intuitive solution and clear guidance enabled Water.org to measure impact at scale while supporting learning, accountability, and transparent storytelling across their portfolio.