

STORIES OF SUCCESS, DOCUMENTED WITH DATA



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MARIN COMMUNITY FOUNDATION

Despite the wealth and privilege for which Marin County is known, it is also home to families who struggle. The families participating in a Marin Community Foundation assessment project met the government definition of “very low income.” To address the very real needs of these families, the Foundation had awarded generous grants over the years to child development organizations.

In 2000, the Foundation embarked on an assessment project to gauge the impact its grantees were having within this at-risk sector. They reached out to Fern Tiger Associates (FTA) to analyze, translate, and transform the quantitative data collected by an independent evaluator into formats that could be understood and shared broadly. The project covered six child development centers serving low-income families and tracked them for three years. The data included income, demographics, languages, social indicators, and other factors.

The Child Care Outcomes Project illustrated project impacts on 894 children in 750 families. FTA created a narrative overview for each agency, with documentary photography, first-hand accounts from families and graphics that conveyed the results of the study.

The report emphasized the impact that reliable and trustworthy child care had on the families – and it brought the data to life in a useful format.

PROJECT DATE: 2004

SECTOR: *Philanthropy, child development*

FTA SKILLS AND SERVICES:
Design, photography, interviewing, infographics, documentation



MARIN COMMUNITY FOUNDATION (MCF) was established in 1986 with the assets of a trust from Marin County residents, Leonard and Beryl H. Buck. MCF is one of the largest community foundations in the U.S., managing approximately \$1 billion in assets.

