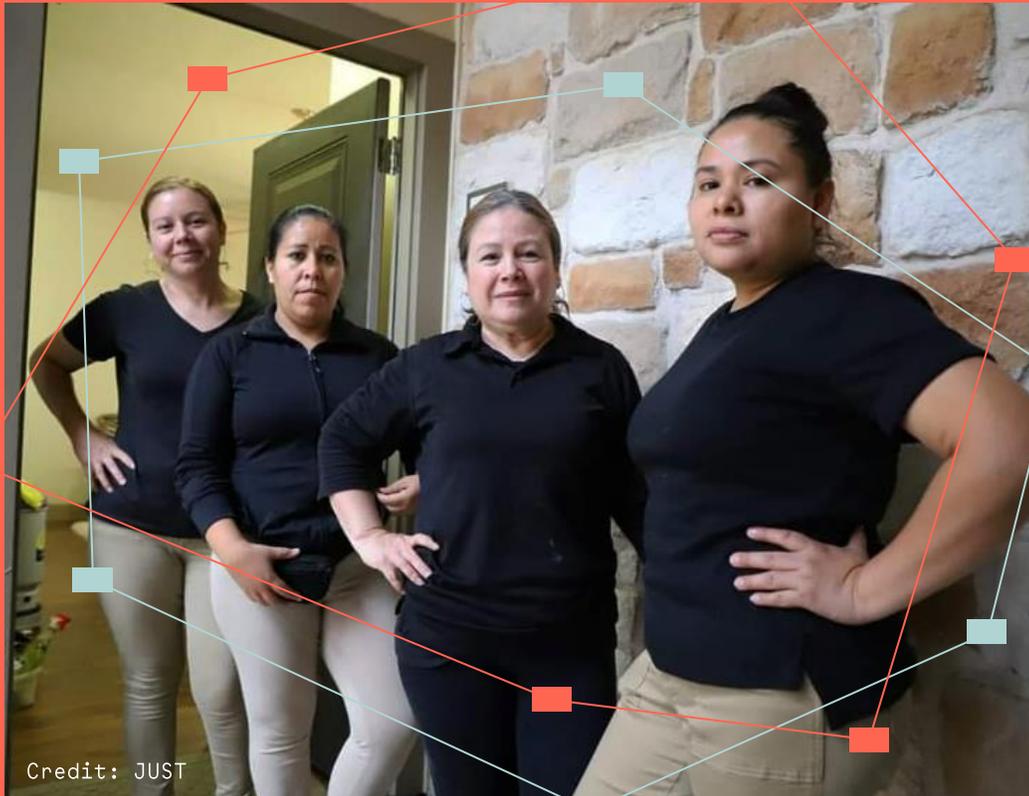


60 _ decibels



Credit: JUST

JUST Impact Performance Report

May 2022



Welcome to your impact results



About this 60 Decibels Report

This report, and the data within it, is designed to make it easy for you to learn about your respondents: understanding their well-being, their goals and accomplishments, and, ultimately, what impact you are creating.

This data was collected in March - April 2022 by phone, speaking with 215 of your respondents. We really enjoyed hearing from them—they had a lot to say!

Contents

The indicators and insights presented in this report cover the following topics:

03	/ At a glance
05	/ Who is JUST reaching?
06	/ How aware are JUST's beneficiaries?
07	/ What impact is JUST having?
12	/ Are respondents satisfied with JUST?
13	/ What do the respondents like about JUST?
15	/ Respondent Voices
17	/ Appendix

At a glance



Top Insights

- > JUST is having a positive, and sometimes transformative, impact on respondents' lives. Respondents cite both professional and personal achievements in recent months, as well as health improvements.
- > Nearly all respondents report they are flourishing, though only 2 in 5 are long-term flourishing.
- > Nearly three-quarters of respondents are positive about their current situation and hopeful for the future.
- > JETA and Digital Tanda are the most well-known programs in JUST's portfolio.

Top Recommendations

Some areas JUST might focus on:

- > While JUST is having a positive impact on respondents, 7 out of 10 respondents report 'experiencing instability' in their financial & material stability. **How can JUST continue to play a role in these respondents' lives and support them in their process to achieve financial & materiality stability?**
- > In the future, respondents would like larger loans and more educational programmes. **How could JUST incorporate these recommendations to have a greater impact on their clients?**
- > CRECER and CASA are the least known programs from JUST's portfolio, even among more veteran clients. **How can JUST spread awareness about these programs via different channels?**

Key Indicators

71%

of respondents experience significant and lasting life transformation because of JUST

97%

of respondents are Flourishing

96

Net Promoter Score, on a -100 to 100 scale

73%

of respondents are positive about their current situation and hopeful for the future

“When I started, I didn't believe in myself, that I could run a business.”



Credit: JUST

“JUST meetings helped me realise that if others could make it, I could too. This encouraged me to pursue my goals.”



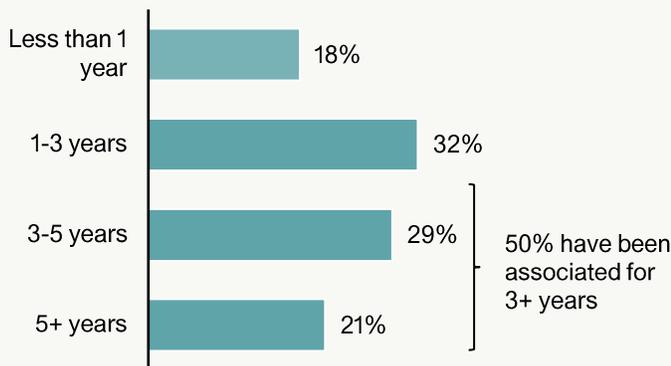
Who is JUST reaching?

Over half the respondents have been associated with JUST for 3 years or more. The top county where respondents reside is Travis (67%). All the respondents identified their ethnicity as Hispanics / Latinos. More than a third of the respondents have an annual income greater than the median income (based on their respective household size), as per Housing and Urban Development (HUD) averages.

Our response rate in this study (41%) was lower in comparison to other Stand Together projects, but it is higher than what we've seen in our U.S. surveys. This gives us confidence that the results in this report are representative of your population – and shows respondents are eager to talk about their experience.

We found no statistically significant differences between the responses collected by the JETAs and our 60 Decibels Researchers.

Tenure of Engagement (years)

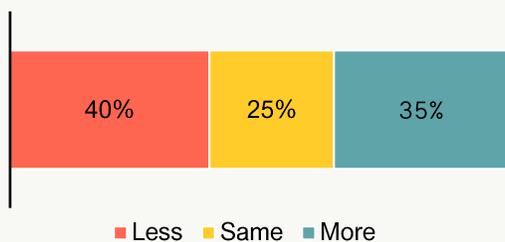


Top Counties Represented

- 67% Travis
- 12% Bastrop
- 7% Williamson
- 4% Hays

Comparison of Household Income to HUD Income Limits

Q: Is your annual household income more than, less than or the same as [income number]? (n = 211)



Average Number of Household Members

4.4 members

How aware are JUST's beneficiaries?

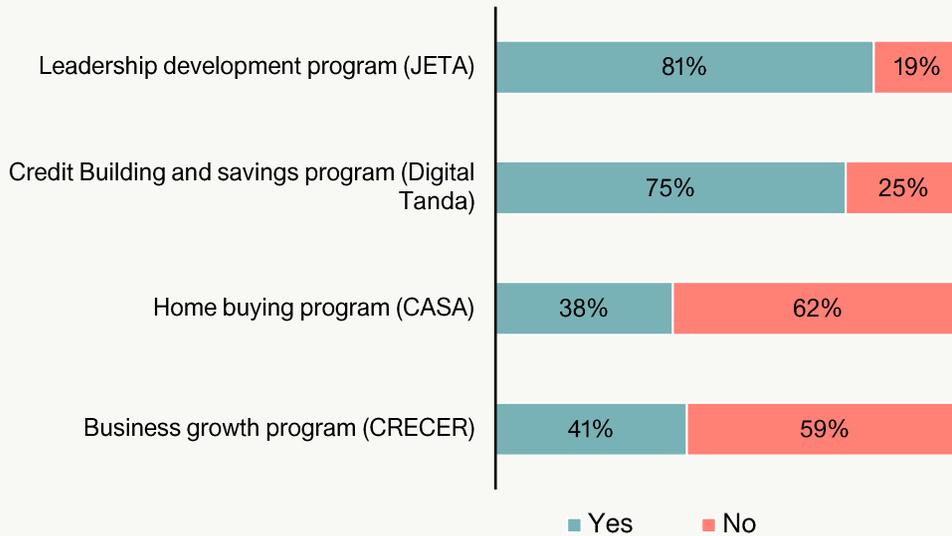


JETA and Digital Tanda are the most well-known programs in JUST's portfolio. 29% of the respondents have been associated with JUST for 3+ years. Of these, 86% are aware of JETAs and 77% are aware of Digital Tanda.

This indicates that JETA and Digital Tanda are the most popular flagship programs of JUST.

Awareness of JUST Programs

Q: Which of the following JUST programs have you heard of before? (n = 215)



What impact is JUST having?



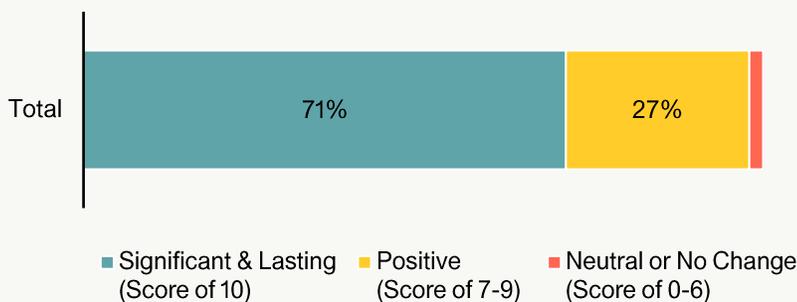
Life Transformation

71% of respondents say JUST had a ‘significant and lasting’ transformative impact on their life

To gauge depth of impact, respondents were asked to reflect on whether their life had transformed because of JUST’s services.

Perceived Change in Quality of Life

Q: On a scale from 0-10, to what degree did your engagement with JUST help you to transform your life for the better? (n = 215)



“My life has changed because I have been able to become a better employer. I have more skills to run a business and manage my finances. Now I am also working to save for my future.”

Outcomes for 98% of respondents who reported ‘Significant and Lasting’ or ‘Positive’ transformation

- 49%** appreciated the **community and support system** they have now (48% of all respondents)
- 24%** talked about the impact on their **business growth** (23% of all respondents)
- 22%** mentioned feeling **relief regarding their financial situation** (22% of all respondents)
- 22%** value the **emotional support** provided by JUST (22% of all respondents)

Outcomes for 2% of respondents who reported ‘No Change’

- 66%** reported mentioned **other things going on in their life** that impacted their transformation from JUST (1% of all respondents)

The Secure Flourishing Index

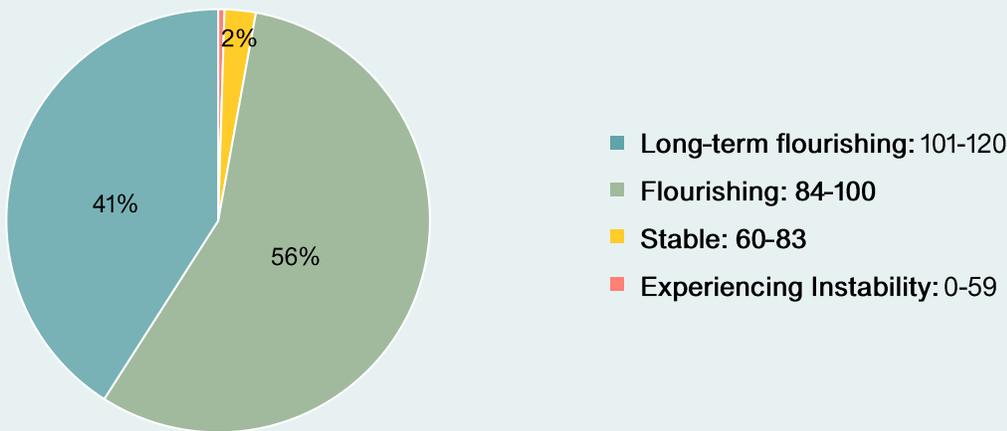
97% of respondents are ‘flourishing’ or ‘long-term flourishing’

The Harvard Flourishing Program developed a measurement approach to human flourishing. The Secure Flourishing Index (SFI) consists of 12 questions around a person’s perception of their happiness, health, purpose, character, relationships, and stability.

The SFI is used instead of the simple Flourishing Index (FI) because it is a better predictor of flourishing over a longer period of time.*

JUST Secure Flourishing Index

The proportion of respondents by flourishing category (n = 210)



Key Takeaways

- > 97% of respondents are flourishing, with 41% ‘Long-term Flourishing’.
- > 2% respondents are ‘stable’ or on the cusp of considered flourishing.
- > Respondents within the ‘Flourishing’ category have the lowest score across ‘Financial & Material Stability’.

Question to Consider

- > Lack of ‘Financial & Materiality Stability’ is hindering more than half of the respondents to be ‘long-term’ flourishing. How could JUST contribute to a positive impact on this front to empower their clients?

* See appendix for additional details on the Flourishing Measure Index Calculation

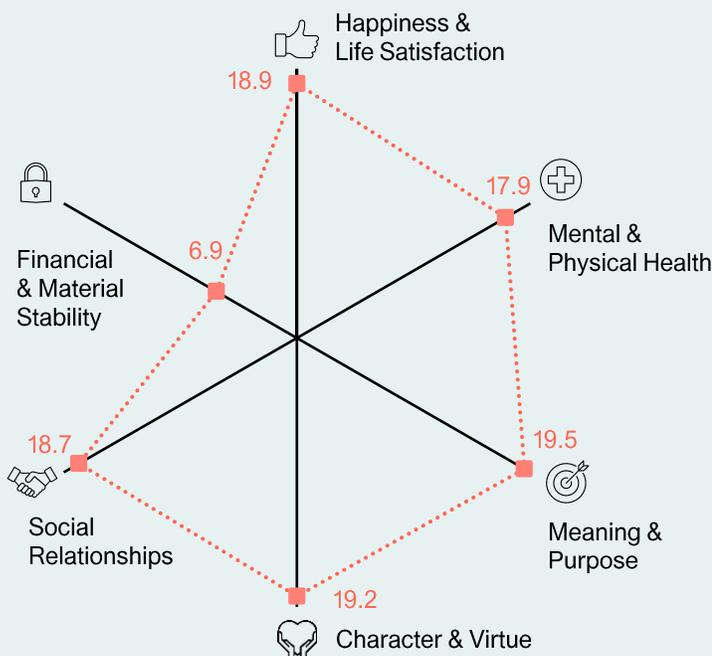
Domains of the Secure Flourishing Index

Respondents score lowest in Financial & Material Stability and highest in Meaning & Purpose.

The Secure Flourishing Measure consists of six domains of human flourishing. To understand the differences in the Secure Flourishing Measure by the six domains, we calculated the average total domain score and grouped respondents into the four flourishing categories by domain.*

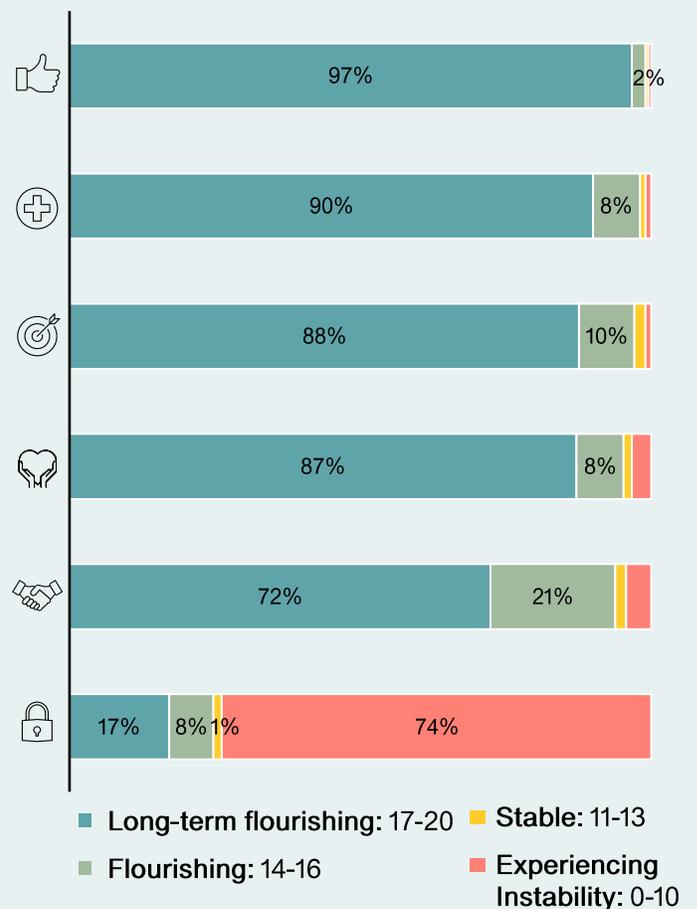
Average Domain Scores (Max = 20)

Average total domain scores of JUST respondents (n = 210)



Flourishing Category by Domain

Flourishing categories of JUST respondents by Domain (n = 210)



Key Takeaways

- > Nearly all respondents are 'long term flourishing' in four of the domains, and they score relatively lower in Social Relationships
- > They are struggling with Financial & Material Stability, with only 25% in the Flourishing or Long-term Flourishing categories.
- > A question: Are these low scores on Financial & Material Stability a stronger (negative) result than was expected?

* See appendix for additional details on the Flourishing Measure Index Calculation

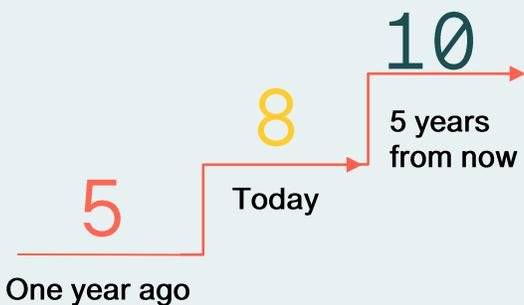
Cantril Ladder

Most respondents reported improvements in their life satisfaction levels compared to a year ago and yearn for further improvements in the next five years

The Cantril Ladder is a self-anchoring striving scale to measure respondents' attitudes towards their life over different points in time. To gauge the level of well-being, respondents were asked to imagine a hypothetical ladder with steps numbered from zero at the bottom to ten at the top. The top of the ladder represents the best possible life scenario, and the bottom represents the worst.

Cantril Ladder

Q: Image a ladder with steps numbered from zero at the bottom to 10 at the top. On which step of the ladder would you say you feel you stand at this time, about five years from now, and one year ago? (n = 215)*



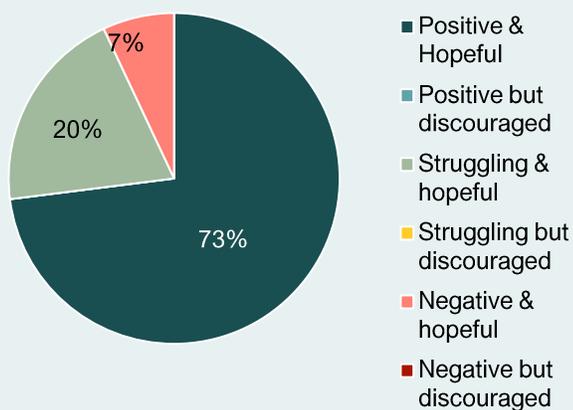
Current Situation

Q: Could you please explain your reason for choosing [number] for describing where you stand today? (n = 215) Open-ended, coded by 60 Decibels.

- 81% Grateful about what they have
- 68% Focusing on health these days
- 58% Lots of achieve, focused on achieving goals

Outlook towards one's situation

Nearly three-quarter of respondents feel positively about their current life situation and are hopeful about improving their lives in the next 5 years.



To understand the respondents' outlook towards their current and future situations, we categorized them into the following 4 categories:

- > **Positive & hopeful:** 7+ present scores and 7+ future scores
- > **Positive but discouraged:** 7+ present scores and 0-6 future scores
- > **Struggling & hopeful:** 5-6 present and 5+ future scores
- > **Struggling but discouraged:** 5-6 present and 0-4 future scores
- > **Negative & hopeful:** 0-4 present scores and 5+ future scores
- > **Negative but discouraged:** 0-4 present score and 0-4 future score

Key Takeaways

- > Most reported (modal) score* for where respondents think they stand today is 8 which is a 3-point improvement from where they stood a year ago.

*Average (mean) scores were similar to the modal scores.

Goals

Professional development through business is a top goal for 3 in 5 respondents.

In the last 6 months, 59% of respondents have achieved a professional goal and 28% have had personal development. Respondents ranked ‘increase income’, followed by ‘savings for emergency’ as the most important financial goals that they’ve set for themselves.

Top Accomplishments

Q: Take a moment to describe the three accomplishments you are the most proud of during the past six months. (n = 215) Open-ended, coded by 60 Decibels.



Financial Goals

Q: Please rank the following financial goals from most important to you to least important. (n = 215) Open-ended, coded by 60 Decibels.*



Almost half of the respondents have a future goal to invest in their business. Financial barriers, as well as health-related issues, are seen as the biggest threats to accomplishing this goal.

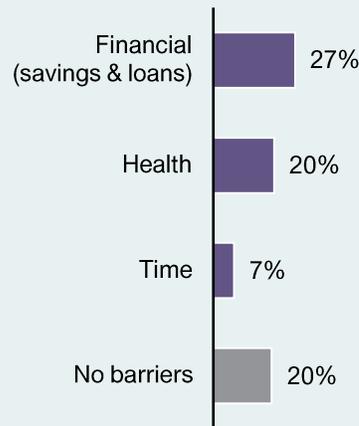
Top Future Goals

Q: What are the three most important goals that you have set for yourself over the next six months. (n = 215) Open-ended, coded by 60 Decibels.



Potential Barriers to Goals

Q: What, if anything, will be a barrier to accomplishing your goals? (n = 215) Open-ended, coded by 60 Decibels.



Key Takeaways

- > The top financial priority for the respondents is to increase their income and have savings for emergency. Although most of the respondents don't see a potential barrier to achieving their goals, financial constraints and health issues are seen as a threat.

*Calculated using weighted average rank method. The following weights were used (Rank 1: 4; Rank 2: 3; Rank 3: 2; Rank 4: 1)

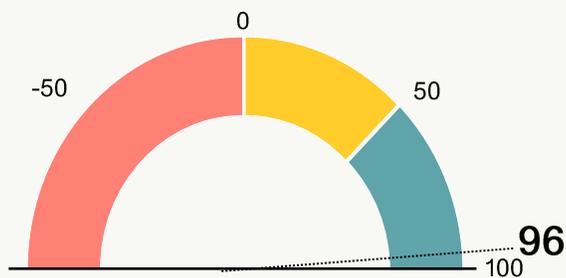
Are Respondents Satisfied with JUST?



JUST's Net Promoter Score® of 96 is excellent – great work!

JUST has a Net Promoter Score of 96*, which is excellent.

Respondents admire JUST's professional support, the low-interest rates and the genuine and compassionate attitude that the team has towards respondents.



What's Driving Satisfaction?

207 of 215 are Promoters (96%)

They love:

1. Your professional support (41% of Promoters)
2. Your low-interest rates (26% of Promoters)
3. Your genuine compassion and care (20% of Promoters)

“JUST is a highly recommended company to request a loan because they have low-interest rates and support female entrepreneurs at every step of the way.”

8 of 215 are Passives (4%)

They:

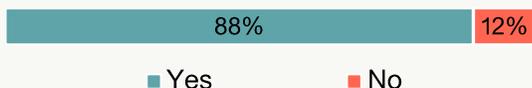
1. Talked about a lack of support (50% of Passives)

“They need to provide better advice to the person that is requesting the loan. We need more information about the loans.”

0 of 215 are Detractors (0%)

Spotlight On: Referrals

Q: Have you recommended JUST to a friend, family member or a contact in a similar situation? (n = 215)



Strong word of mouth referrals indicates the trust that respondents have in your work. The majority of respondents who say they would recommend JUST are already doing it.

*Please see Appendix for details on how the NPS is calculated.

What Do the Respondents Like About JUST?



One-third of respondents believe that JUST can have a greater impact if they provide them with larger loans, and a quarter would like JUST to focus on providing more educational opportunities.

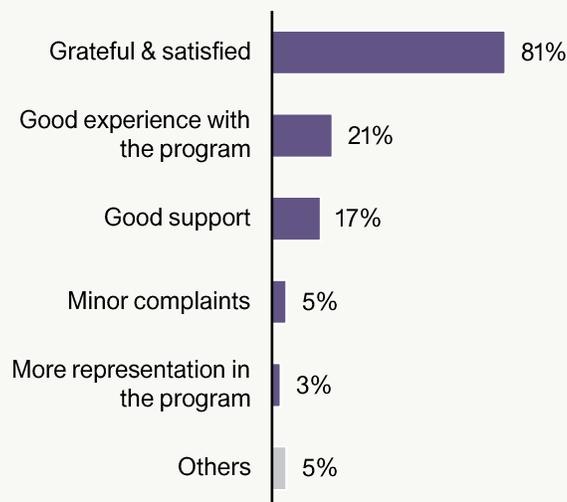
Services Desired from JUST's Programs

Q: Please rank the following from most to least important services that JUST should focus on that would have the greatest impact on you. (n = 212)*

		Weighted Averages
Most Important	Provide larger loans	30%
	Provide more educational opportunities	25%
	Provide professional services (e.g. legal, accounting, etc)	23%
Least Important	Host community events	22%

Sharing Thoughts

Q: Is there anything else you would like to share? (n = 150). Open-ended, coded by 60 Decibels.



Key Takeaways

- > Overall, respondents appreciate JUST's support but think that larger loans and more educational opportunities could have great impact.
- > 4 in 5 respondents are grateful and satisfied with JUST's service. Looking at the qualitative responses, respondents feel proud to be part of the community.

*Calculated using weighted average rank method. The following weights were used (Rank 1: 4; Rank 2: 3; Rank 3: 2; Rank 4: 1)



“I highly recommend JUST, because of the overall help they provide and [how] the workshops help to learn new things. They give us the confidence to grow and also help the community.”

Respondent Voices

We listened to 215 respondents from JUST. Here are some responses that stood out.

Transformation Stories

98% shared how JUST positively transformed their life

“I am an immigrant person, so I had no help and no credit options. So for me, JUST changed everything in my life, because they trusted me. They gave me a loan, without the need for a guarantee or a high-interest rate. My life changed because of that trust to make my business bigger. My business growth is a result of the loan they gave me.”

“Before joining JUST, I had a business and many insecurities. I am a Mexican with a business in the United States, where everything is different in terms of clients and suppliers. JUST gave me the information and confidence to develop my business.”

Recommending JUST

96% shared why they would recommend JUST to a family member or friend in a similar situation

“Firstly because of the help they give us. The loans are quite affordable compared to other loans offered by other institutions. They also have meetings, they teach us a lot, through the training and with all the tips. And besides, you share with other women, who also work and share similar experiences. I have very good friends from my group.”

“In the first place because the loan is for the empowerment of women, and they are never chasing you. They also value your potential. They encourage us with the experiences of other women and to exchange ideas.”

Suggestions for JUST

Some respondents had some valuable suggestions

“As a suggestion, I know that JUST is only for women, but I would like them to also offer it to men. They are also struggling to have their own business and it would be good because they cannot get reliable loans like these.”

“I really appreciate the support, but I suggest that when new people come in, they give them a good introduction. At first, I did not have a good service because they did not give me the loan and I had to pay without having received the money.”

“Please continue to give us training of any kind because they have helped us a lot. Also, the aid like the one they gave us during the pandemic. It was wonderful and very beneficial. It made me feel very good and that we are not alone.”

What you could do next

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

An Idea Checklist From Us To You :)

-
- | | | |
|----------------------------|--------------------------|--|
| Review Your Results | <input type="checkbox"/> | Review your results and qualitative responses. There's a lot of juicy feedback in there! |
|----------------------------|--------------------------|--|
-
- | | | |
|-------------------------|--------------------------|--|
| Engage Your Team | <input type="checkbox"/> | Send report to your team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places! |
| | <input type="checkbox"/> | Set up team meeting & discuss what's most important, celebrate the positives & identify next steps. |
-
- | | | |
|------------------------|--------------------------|--|
| Spread The Word | <input type="checkbox"/> | Reach a wider audience on social media & show you're invested in your respondents. |
|------------------------|--------------------------|--|
-
- | | | |
|-----------------------|--------------------------|---|
| Close The Loop | <input type="checkbox"/> | Let us know if you'd like us to send an SMS to interviewed respondents with a short message letting them know feedback is valued and as a result, you'll be working on XYZ. |
| | <input type="checkbox"/> | If you can, call back the respondents with challenges and/or complaints to find out more and show you care. |
| | <input type="checkbox"/> | After reading this report, don't forget to let us know what you thought: here |
-
- | | | |
|---------------------|--------------------------|---|
| Take Action! | <input type="checkbox"/> | Collate ideas from team into action plan including responsibilities |
| | <input type="checkbox"/> | Keep us updated, we'd love to know what changes you make based on these insights. |
-

Appendix

Data Summary



215 phone interviews completed in March and April 2022

Methodology

Survey mode	Phone interviews
Country	United States
Language	English, Spanish
Dates	March 8 – April 13, 2022
Survey length (mins)	25 mins
Sampling method	Respondents were selected randomly from a total of 592 respondent phone numbers
Response Rate	41%
Gender Participation	99% of respondents we spoke to identify as females
Total Responses	215 respondents

Indicator Glossary



Explaining the link between Lean Data indicators and social impact.

Transformation

How transformative or meaningful are your services to the general well-being of your clients? This indicator looks at depth of impact and is measured by the % of clients saying your organization impacted their lives in a 'significant and lasting' way on a scale of 0-10.

Flourishing

The Harvard Flourishing Program has developed a measurement approach to human flourishing. The Secure Flourishing Index (SFI) consists of 12 questions around a person's perception of their happiness, health, purpose, character, relationships, and stability (financially and materially) as each of these is nearly universally desired and constitutes an end in and of itself. The SFI is used instead of the Simple Flourishing Index (FI) because it is a better predictor of flourishing over a longer period of time.

Cantril Ladder

The Cantril Ladder is a self-anchoring striving scale to measure a person's attitude towards their life over different points in time. To gauge the level of well-being, respondents were asked to imagine a hypothetical ladder with steps numbered from zero at the bottom to ten at the top. The top of the ladder represents the best possible life scenario, and the bottom represents the worst.

Net Promoter Score®

How satisfied are your respondents with you and your product/service, and how loyal are they to you? The Net Promoter Score is used the world over as a proxy for gauging this. This indicator is important for understanding graduate experience and gathering feedback. It is measured through asking respondents to rate their likelihood to recommend your product/service to a friend on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of respondents rating 9 or 10 out of 10 ('promoters') minus the % of respondents rating 0 to 6 out of 10 ('detractors').

Calculations & Definitions



For those who like to geek out, here's a summary of some of the calculations we used in this report.

Metric	Calculation
Net Promoter Score®	<p>The Net Promoter Score is a common gauge of graduate loyalty. It is measured through asking respondents to rate their likelihood to recommend your service to a friend on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of respondents rating 9 or 10 out of 10 ('Promoters') minus the % of respondents rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'. The score ranges from -100 to 100.</p>
Harvard Secure Flourishing Index	<p>The Secure Flourishing Index is the sum of the answers on a scale of 0-10 provided for twelve questions in six domains (two questions per domain). Domain scores are the sum of the two question scores for a number between 0-20. The Secure Flourishing Index Score is the total score resulting in a number between 0-120. The following categorizations are determined based on the Secure Flourishing Index Score;</p> <ul style="list-style-type: none"> > Long-term flourishing – index score of 101 - 120 > Flourishing – index score of 84 - 100 > Stable – index score of 60 - 83 > Experiencing Instability – index score of 59 or below <p>Similar to the Secure Flourishing Measure, the following categorizations are used for domain categorizations;</p> <ul style="list-style-type: none"> > Long-term flourishing – a score of 17 or above > Flourishing – a score of 14 - 16 > Stable – a score of 11 – 13 > Experiencing Instability – a score below 10
Cantril Ladder Categories	<p>Based on the scores respondents gave for where they think they stand on the ladder today, stood a year ago and will stand five years from now, the following categories were created:</p> <ul style="list-style-type: none"> > Positive & hopeful: 7+ present scores and 7+ future scores > Positive but discouraged: 7+ present scores and 0-6 future scores > Struggling & hopeful: 5-6 present and 5+ future scores > Struggling but discouraged: 5-6 present and 0-4 future scores > Negative & hopeful: 0-4 present scores and 5+ future scores > Negative but discouraged: 0-4 present score and 0-4 future score

60 — decibels

About 60 Decibels

We're a tech-enabled impact measurement company, working in over 50 countries worldwide. Our repeatable, standardized approach to gathering data allows us to gather robust impact indicators and rich graduate insights direct from end users. We also provide genuine benchmarks of impact performance, enabling our clients to understand their impact relative to peers and to make informed decisions regarding how to improve their impact. Our clients include over 350 of the world's leading impact investors, companies, foundations, corporations, NGOs, and public sector organizations.

Thank You For Working With Us!

Let's do it again sometime.

Your Feedback

We'd love to hear your feedback on the 60dB process; take 5 minutes to fill out our feedback survey [here!](#)