

# 10 YEARS



**LogicalOutcomes**

**ANNUAL REPORT 2023**

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## Message from Salima Shariff, President and Neil Price, Executive Director

### Ten Years of Learning and Growing

As we reach our 10th year as a nonprofit organization, there is much to celebrate and reflect on. LogicalOutcomes was founded by Dr. Gillian Kerr and Neil Price in 2013 as a two-person consultancy with a modest aim of implementing ideas and learning accumulated throughout their respective careers. They felt they had something to offer the sector that might contribute to the goals of building capacity and improving programs and services. Shortly thereafter, several associates were engaged to help further this mission, many of whom have become key contributors to our work.

Looking back on this story, we take immense pride in building an organization that values diversity, equity, collective decision-making and innovation. Our reputation for supportive, flexible, and quality consulting services has allowed us to build a robust client roster that continues to grow.

With this solid record of success established, it is time to think about where we want to go over the next ten years. Our current investments in talent reacquisition, client management systems, research and development, and external communications, are just some of the areas that will help us to both grow and sustain our operations. As always, we will remain a values-based organization deeply engaged in the issues that impact our sector, and we will offer services that help our clients to adjust to new demands as they work to fulfill their mandates.

We want to express sincere thanks to our colleagues, clients and partners who have been a part of our journey over the past decade. Because of your trust and confidence in our organization, we have been able to accomplish great things together. We know we can count on your continued support as we focus on deepening our impact.

**Neil Price, Executive Director**

**Salima Shariff, President, Board of Directors**



**Salima Shariff**



**Neil Price**



## 2022-23 Board of Directors



**Salima Shariff,  
President**

Salima is a researcher and strategist with expertise in leading complex evaluations and large-scale transformations. Salima is passionate about the interoperability of health and social service data and user experience in complex information systems.



**Elizabeth Rankin,  
Treasurer**

Elizabeth is a retired chartered accountant/chartered public accountant, with over 20 years' experience as a director on non-profit boards.



**Rolene Guilland,  
Director**

Rolene Guilland is a qualified research and evaluation professional with over eighteen years of experience supporting strategic planning processes, and informing institutional and public-sector policy initiatives.



## Update from Martha McGuire Manager, Evaluation Services

In 2023, LogicalOutcomes became a part of the largest development evaluation in Canadian history. Team leader, Deena Hamza, worked closely with the innovator of developmental evaluation, Michael Quinn Patton, to undertake a very challenging project with the College of Family Physicians of Canada (CFPC).

LogicalOutcomes took the lead in the hiring process for 8 developmental evaluators who are working with 17 faculties of medicine across Canada. In addition, there are almost 50 independent and work integration projects to help these faculties move towards new curriculum, training and practices that will lead to interprofessional practice that also incorporates the principles of:

- Equity, Diversity, Integration and Access;
- Truth and Reconciliation;
- Psychological Health and Safety;
- Social Accountability.

Keeping to the ideals of developmental evaluation, the evaluation design has emerged as the programs have been developed.

Previously, LogicalOutcomes completed an evaluation of the Student Association of George Brown College's (SAGBC) strategic plan. This year, they have engaged us again with updating that plan. This is our 4th project with SAGBC.

We are also excited to share that an evaluation of one of Doctors without Borders' (MSF) programmes is underway. As always, MSF is looking to strengthen its team of credentialed evaluators.



**Martha McGuire**





## Update from Neil Price Executive Director

Our Community Development service stream has grown steadily over the past year. In addition to long-term clients such as Student Association of George Brown College (SAGBC), TAIBU, Humber College and Hard Feelings, we're proud to have been engaged by Fleming College, 360kids, Davenport-Perth Neighbourhood Community Health Centre and the Alliance for Healthier Communities, among other organizations. There is sustained interest in our expertise leading program reviews, needs assessments, community consultations and strategic planning processes. We cherish the opportunity to be re-engaged directly with community-based projects and look forward to sharing stories about our work and impact.

We are delighted and deeply appreciative to have consultants Sara Gaudon, Taeja McKoy, Medha Aurora, Evelyn Amponsah, Tanika McLeod, Saina Sefidbakht, Sally Freitas and Tameika Shaw contributing to this important work.



**Neil Price**





## Update from Sophie Llewelyn Manager, Evaluation Systems

Over the last year, I've had the privilege of working with my awesome colleagues at LogicalOutcomes to provide evaluation systems and support to 100+ Ontario Trillium Foundation grantees, the Community Resource Centre (Killaloe), the Toronto Neighbourhood Organization (TNO), the Children and Youth Planning Table of Waterloo Region, the College of Family Physicians of Canada (CFPC), and COSTI Immigration Service's GBV Community Research Project, among others.

These have been fantastic projects. They've also brought home to me how challenging the work of evaluation can be at times. Data collection is often burdensome for staff and service users, outcomes measures don't always lead to meaningful insight, and even the most exciting results can fall flat if stakeholders just aren't ready to use them.

As I look forward to new eval systems and support work in 2024, my hope is to make evaluation easier and more effective for all the people our work touches, by:

- Building data collection into regular workflows;
- Striving to collect only useful information;
- Bringing results to life through great data visualization;
- Supporting organizations to use what they learn;
- Seizing opportunities to make learning fun, wherever they emerge.

In addition to my wonderful LO colleagues, I want to thank Gabriel and Lucas at BuildingSurveys.net and Sherry, George and their team at Code Creators for being such steadfast partners in our learning journey.



**Sophie Llewelyn**





## Update from Daniel Ho Director, Strategy and Technology

In 2023, as LO transitions from the aftermath of the Covid pandemic, our focus shifts from resilience to growth. Our primary goals are honing our technological infrastructure, enhancing security, and ensuring organizational sustainability.

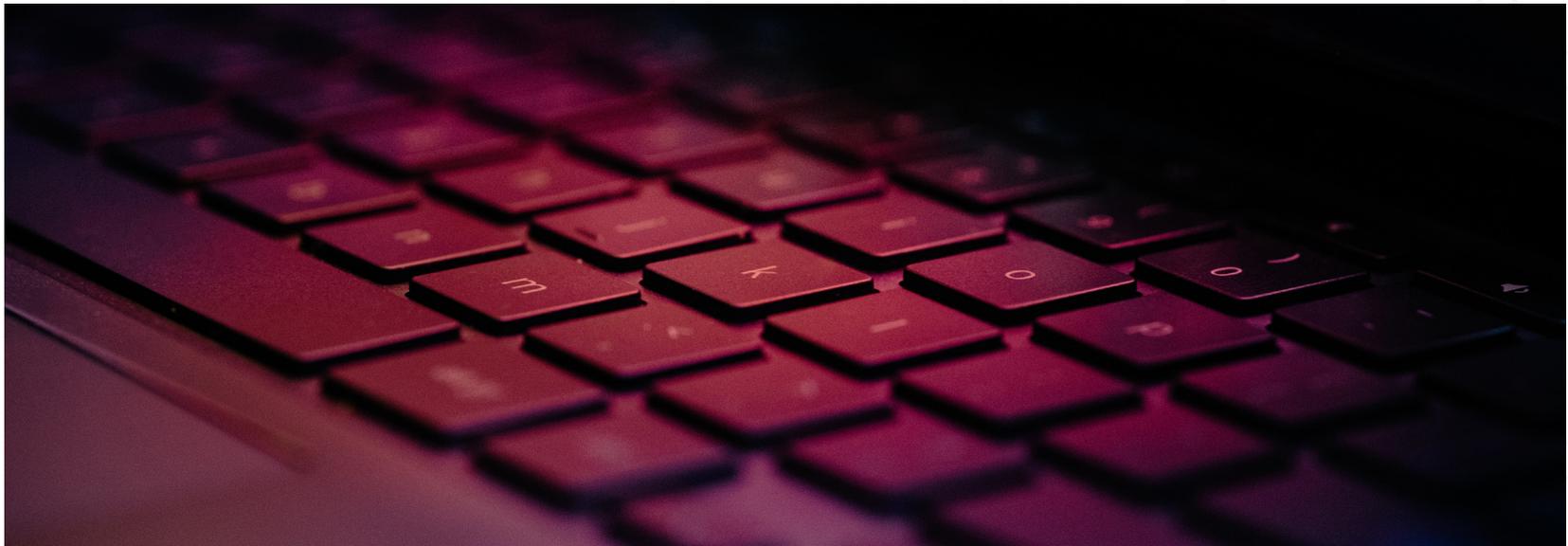
System security remains a top priority for LO. We've concluded a Microsoft Tenant Compliance review and initiated our next one. We have bolstered our defense against phishing threats, and we've scheduled tabletop sessions on business disruption and recovery.

Technologically, we're assessing our current platforms and exploring advanced strategies to better serve our needs as well as other organizations in the future.

Strategically, we're championing our financial sustainability by identifying new revenue channels. Additionally, we're committed to fostering an optimal work environment, emphasizing talent development and retention to reinforce our mission as a non-profit.



**Daniel Ho**



## 2022-23 Financial Report — Balance Sheet

	As of June 30, 2023	As of June 30, 2022
<b>ASSETS</b>		
Cash and Cash Equivalent - CAD	762,162.97	51,825.75
Cash and Cash Equivalent - USD	81,913.68	31,183.84
Total Cash and Cash Equivalent	\$844,076.65	\$83,009.59
Accounts Receivable (A/R) - CAD	58,091.27	30,407.67
Accounts Receivable (A/R) - USD	-31,652.39	8,766.71
Total Accounts Receivable (A/R)	\$26,438.88	\$39,174.38
<b>Total Assets</b>	<b>\$870,515.53</b>	<b>\$122,183.97</b>
<b>LIABILITIES AND EQUITY</b>		
Accounts Payable (A/P)	2,984.35	4,405.88
Credit Card	-1,353.15	461.94
GST/HST Payable	172,652.44	15,495.46
Federal Taxes	4,794.39	2,099.27
Total Current Liabilities	\$139,992.34	\$16,722.55
Deferred Revenue	0.00	0.00
Total Non-current Liabilities	\$0.00	\$0.00
Total Liabilities	\$139,992.34	\$16,722.55
Equity		
Opening Balance Equity	0.00	0.00
Retained Earnings	105,461.42	193,481.22
Excess Revenue For The Year	625,061.77	-88,019.80
Total Equity	\$730,523.19	\$105,461.42
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$870,515.53</b>	<b>\$122,183.97</b>

## 2022-23 Financial Report — Revenue and Expenditures

	Jul 1, 2022 – Jun 30, 2023	Jul 1, 2021 – Jun 30, 2022
<b>REVENUE</b>		
DHIS2	46,688.66	153,843.35
SIS Platform	599,278.46	384,142.11
Evaluation	1,284,604.57	268,178.46
Community Development	237,827.84	52,423.45
Other	1,086.44	3,750.00
<b>Total Revenue</b>	<b>\$2,169,485.97</b>	<b>\$862,355.44</b>
<b>EXPENSES</b>		
Executive Director Fees	104,956.80	52,773.40
Office Manager Fees	43,535.23	42,478.54
Marketing & Development	40,709.92	3,988.93
Insurance	14,131.96	3,764.88
Consultant Fees & Project Expenses	1,138,355.54	795,012.05
Operational Expenses	202,435.24	64,240.31
<b>Total Expenses</b>	<b>\$1,544,124.69</b>	<b>\$962,258.11</b>
<b>OTHER EXPENSES</b>		
Exchange Gain or Loss	299.51	-19,158.23
<b>Total Other Expenses</b>	<b>\$299.51</b>	<b>-\$19,158.23</b>
<b>EXCESS REVENUE</b>	<b>\$625,061.77</b>	<b>-\$80,744.44</b>

A financial audit was performed by Allay LLP in November 2023. Audit reports available upon request. Contact [finance@logicaloutcomes.net](mailto:finance@logicaloutcomes.net) for more information.