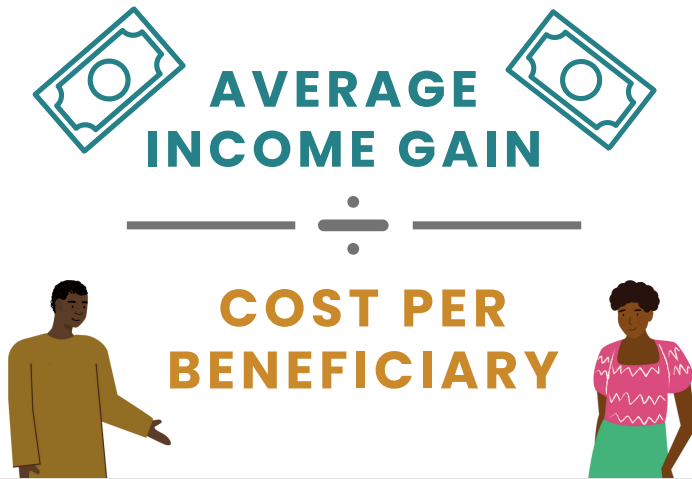


How LIF Calculates ROI

ROI is the foundation of our funding decisions, ensuring that our grants and investments are more effective than direct cash transfers. At LIF, we focus on income—specifically, how our partners increase participants' earnings. We fund organizations that can deliver the highest income gains for their target group in the most cost-effective way.

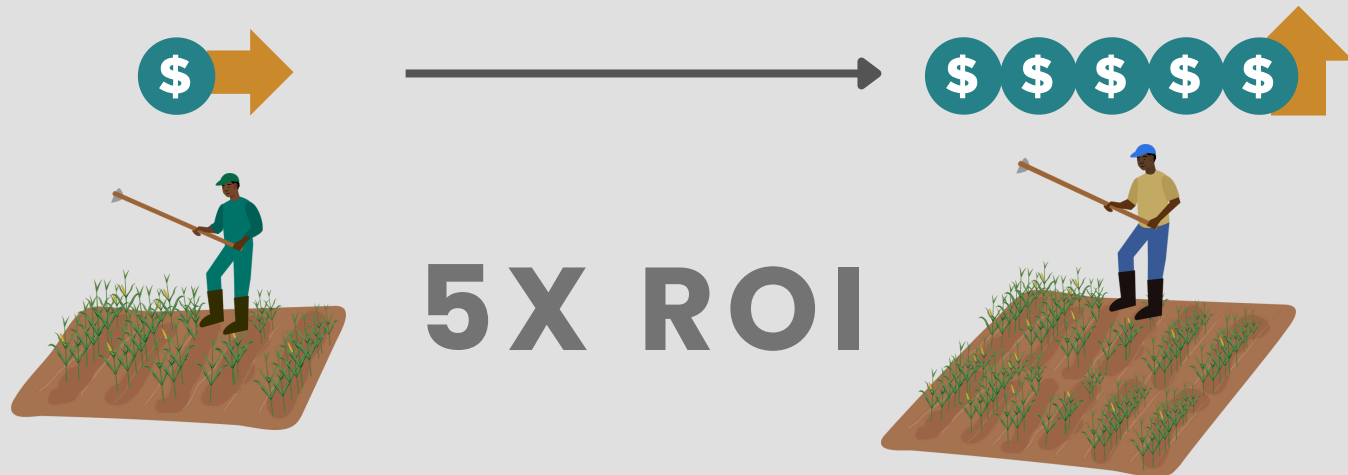
ROI
RETURN ON
INVESTMENT

=



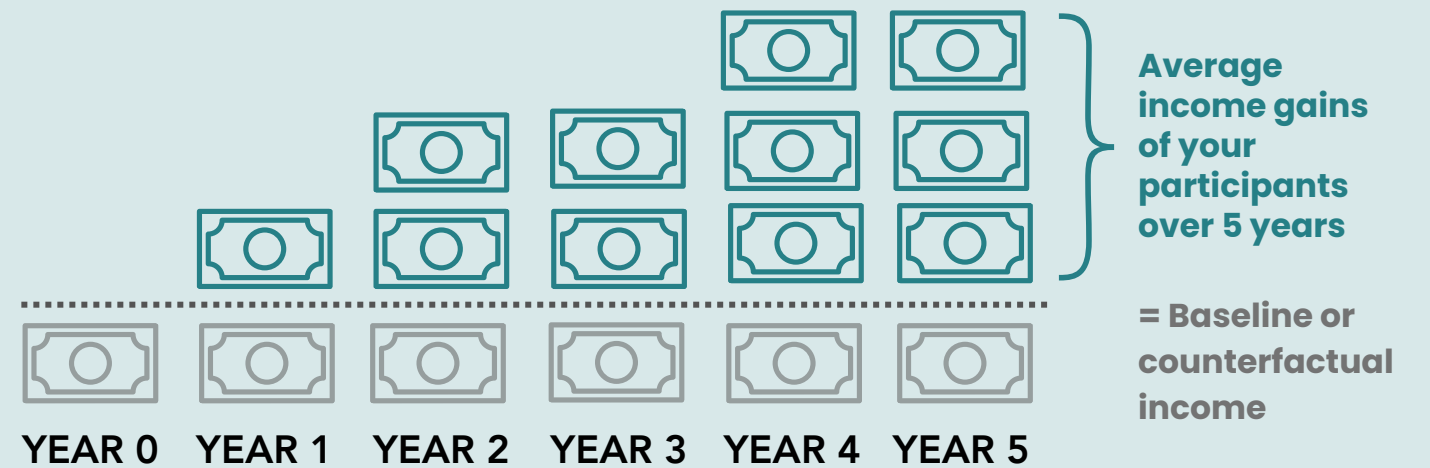
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OUR BENCHMARK:



For every \$1 dollar of your program cost, participants earn \$5 more across the next 5 years.

CALCULATING YOUR AVERAGE INCOME GAIN



The average participant's income over the next 5 years, following your support

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MINUS

The income they would have made otherwise over 5 years

CALCULATING YOUR COST PER BENEFICIARY



The total philanthropic cost of delivering your program

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DIVIDED BY

The number of people your program impacts directly

+
PLUS

Any costs they must incur themselves to participate