

# SHOPPING FOR INFORMATION

*Making sure you ask the right questions to get the right data*

How Missio Invest uses  
ActivityInfo  
for Borrower Surveys



# Context

# MISSION INVEST

Missio Invest is a **Social Impact Fund** that has been providing patient capital and technical assistance to institutions of the Catholic **Church** in **Africa** since 2016.

Loans disbursed worth ~

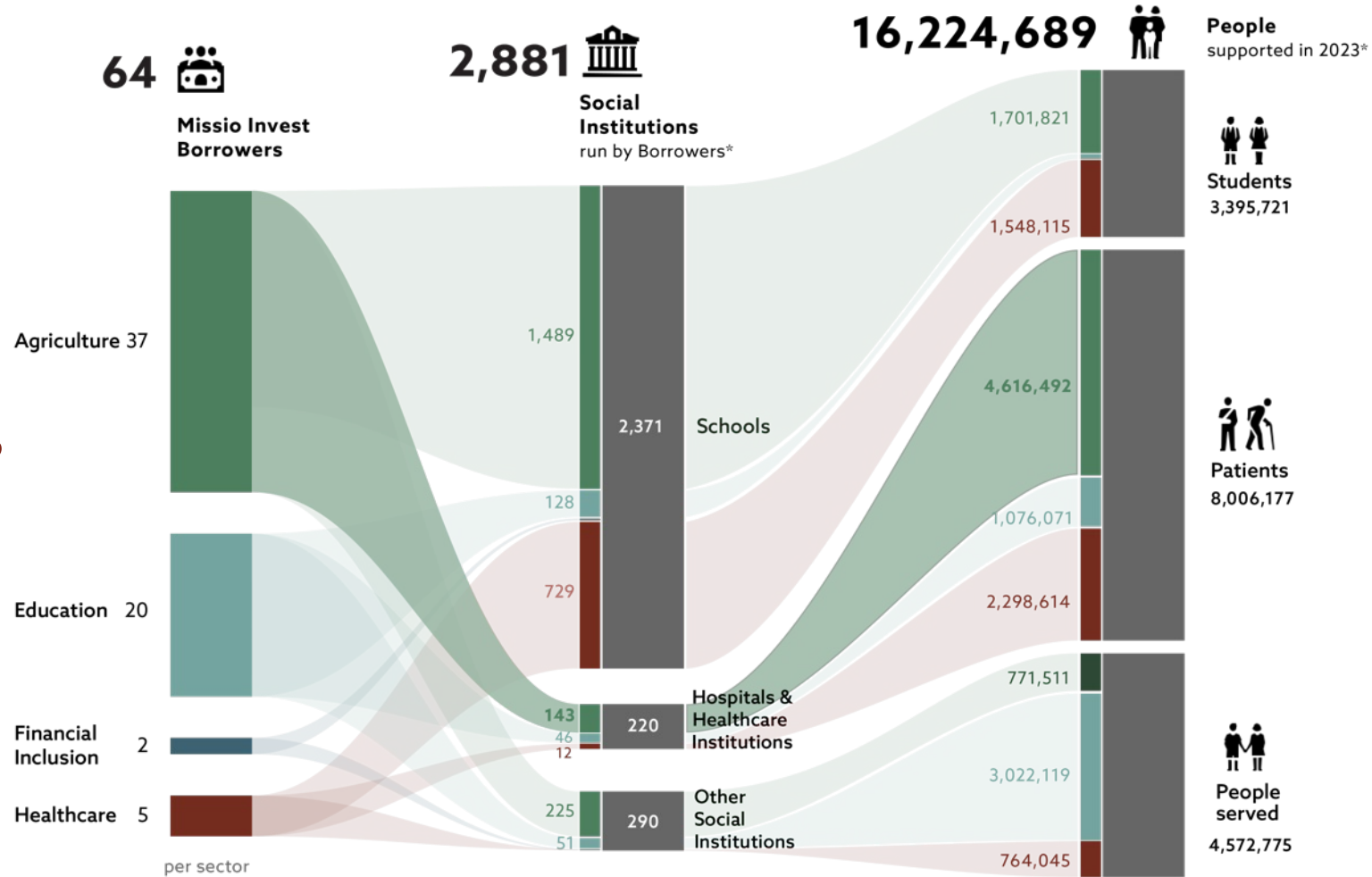
**23 million USD**

so far **96 loans**  
in 10 countries



# The ripple effect of our loans

In 2023  
**64 borrowers**



supporting  
**16 million people**

operated **2,881 social institutions**

**REDEFINING IMPACT**

MISSION INVEST



# 1. Survey Design

## On a Grocery (Data) Shopping Mission



# Creating the Shopping List - *Choosing Questions*



*"Healthy Meals"*



*"Meal Types"*

## Theory of Change

Resilience

Food Security

Shared  
Prosperity

Strengthened  
Church Entities

## Sectors

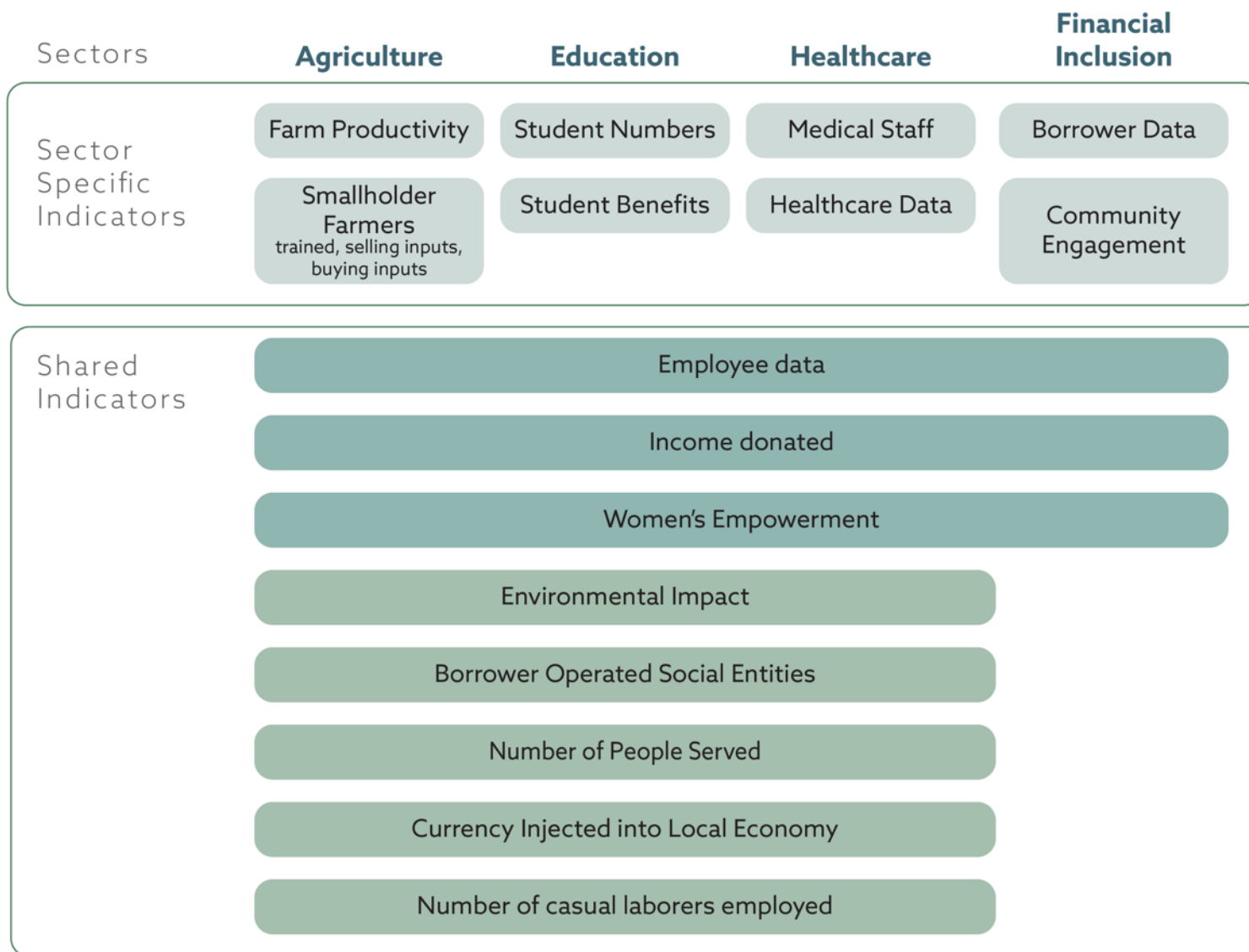
Agriculture

Healthcare

Education

Financial  
Institutions

# Creating the Shopping List – *Missio Invest* Indicators



# Keeping Your Shopper in Mind – *Survey Design*

**1. Easy Language**

*Simple is best!*

**2. Basics First**

*Survey Flow*

**3. Group by Topic**

*Use "Sections" to navigate,  
Veggies with  
veggies*

**4. Data Quality**

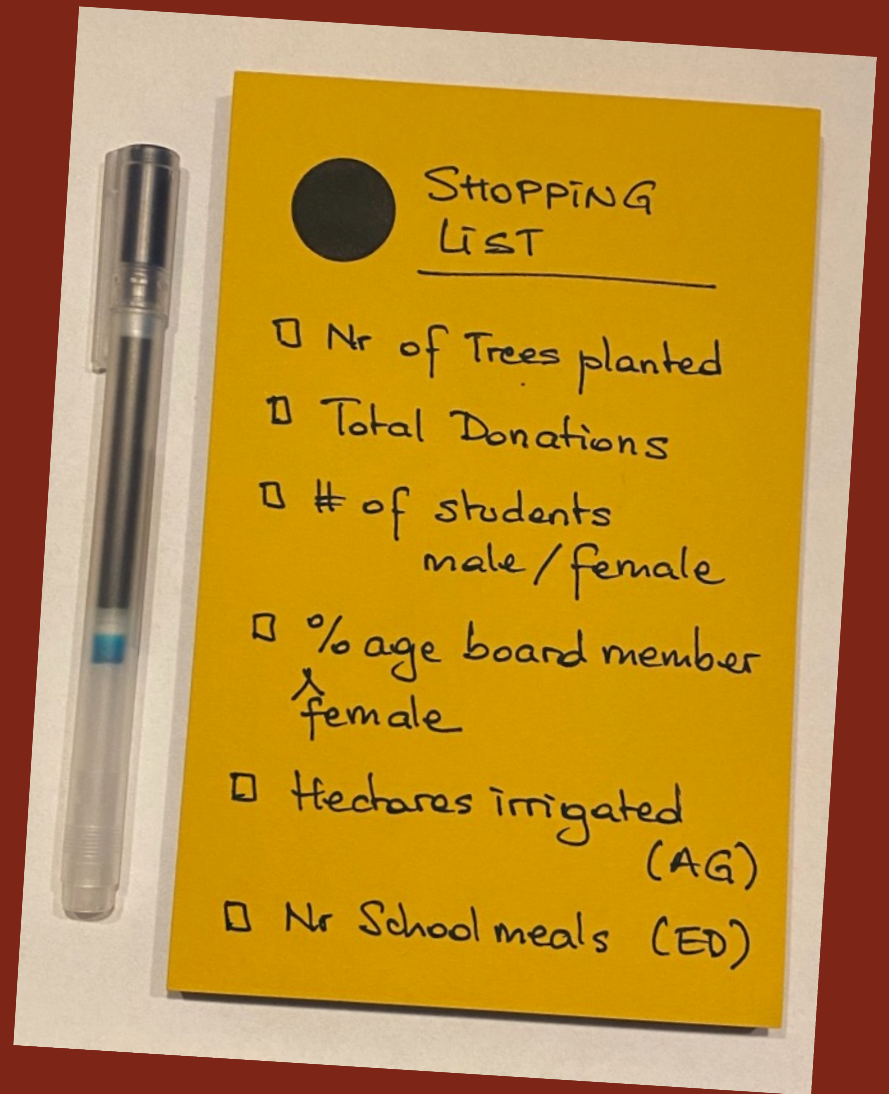
*Organic please!*

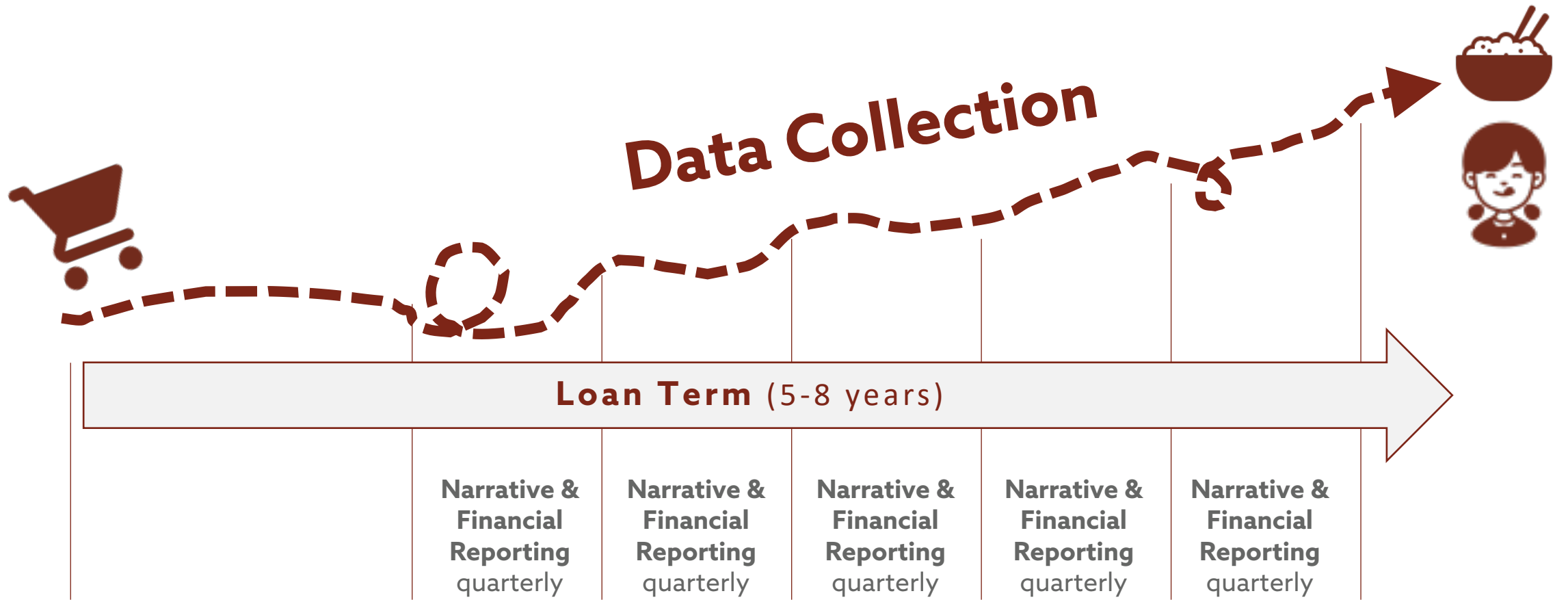




## 2. Survey Implementation

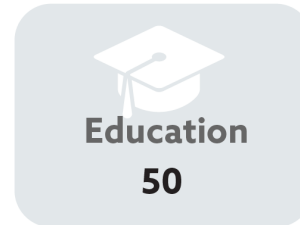
**Ready, Set, Shop!**





# A 'MEAL' Example – Missio Invest's Impact Survey

Number of **data points** collected from borrowers per sector



*Data points collected at the borrower level are then aggregated into higher level indicators*

Data points that are aggregated for this **indicator**

Higher Level Indicator: Strengthening Local Economies - "Shared Prosperity"  
**"Currency (USD) Injected into Local Economies"**

**Shared data points (across all sectors):**

- Salaries to full-time employees (in local currency)
- Wages to casual laborers (in local currency)
- Payments to local suppliers (in local currency)

**Sector-specific data point (Agriculture):**

- Smallholder farmers selling inputs to the farm (in local currency)

# Preparing a Successful Shopping Trip - *Implementation*



## ***PDF Handouts***

- Share an indicator list to help prepare
- "How To" Explanation
- Links



## ***Provide Support***

- Support via visits, phone, email
- Baseline & Plan Data = first experience
- CMs review data as it comes in



## ***Track Submissions***

- Ongoing monitoring of submissions
- Reviewing of data within context

**Impact Data Collection Process** - Communication with CMs & Borrowers is key



# Our Impact Data Collection Process

## Data collection & aggregation process

64 active borrowers in 9 countries

Software used

1. Borrowers submit data via weblink

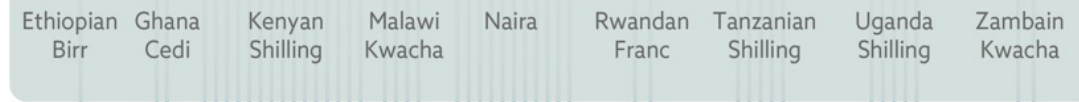


ActivityInfo

2. Country Investment Managers (CIMs) cross-check data



3. Conversion from local currencies to USD

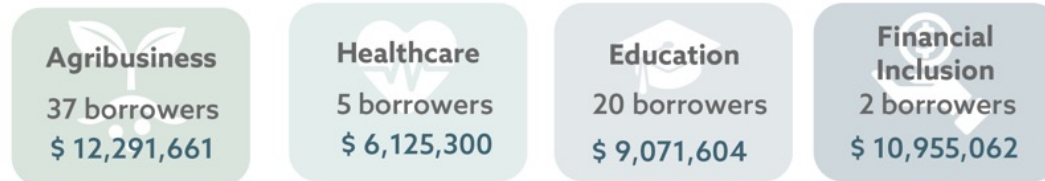


Excel

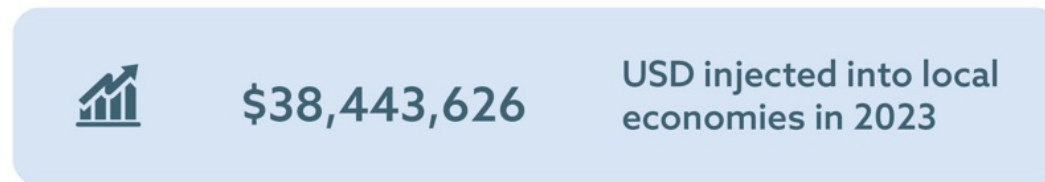
4.1 Aggregation on country level in USD

Ethiopian Birr: \$1,374,693  
 Ghana Cedi: \$7,312,252  
 Kenyan Shilling: \$5,654,769  
 Malawi Kwacha: \$1,111,102  
 Naira: \$2,465,411  
 Rwandan Franc: \$4,656,920  
 Tanzanian Shilling: \$3,195,831  
 Uganda Shilling: \$11,464,514  
 Zambian Kwacha: \$1,208,135

4.2 Aggregation per sector



5. Aggregation Missio Invest overall



# Top 3 Take-Aways ~

*...and document throughout!*



DESIGN

## **KEEP IT SIMPLE**

Simple language

Minimal number of indicators



IMPLEMENT

## **PREPARE YOUR SHOPPER**

List of Indicators to help prepare



QUALITY

## **CONTEXT**

Review the data in context

# Thank you.

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