

HOW WE CALCULATED COST PER IMPACT IN MALARIA

What change is reasonable to expect, and at what cost? To shed light on these important questions, we provided cost-impact profiles for several of the exemplar program models in this report. We based each estimate on an implementation in a local international country context. These figures provide philanthropists with ballpark estimates of how much change costs. As local conditions are often the most important determinants of both cost and impact in international settings, we also highlighted critical local factors to consider. We encourage philanthropists to discuss these factors with a potential NGO partner so that the expectations of both regarding results will be in line with the reality in the field. Here are the steps we took to calculate the rough cost per impact:

1. *Costs*: We obtained cost information from the nonprofit organization's own cost estimates for an actual implementation of the model at a scale relevant to them (e.g., rollout of a malaria program in one district). We included all direct costs incurred by the NGO for the project. To better reflect the actual costs for philanthropists, we did not include costs typically covered by other partners, such as medications or staff provided by the local Ministry of Health, but did note when these were assumed.
2. *Results (or Impacts)*: We obtained empirical results of past implementations of the model (or for new

projects, projected results) from the organizations and/or from third party evaluations of their programs. For the sake of simplicity, we used the primary impact that the program produces (e.g., child lives saved). Successful programs often have multiple, additional benefits that are more difficult to quantify or compare, such as cases of malaria prevented, DALYs averted, or quality of life improved.

As most nonprofit organizations measure program results at an earlier step in the impact chain (i.e., change in intervention coverage), we used an Impact Calculator to estimate the number of child lives saved (SEE OPTIONS FOR DETERMINING IMPACT P. 71). This method not only considers the change that the malaria program produced in affecting important health behaviors or in reaching target communities with interventions, but also incorporates the local malaria disease context.

3. *Ratio*: Using the above costs and results, we calculated cost-impact ratios to link the approximate cost to the identified impact. Although not captured in this ratio, we also identified other important benefits that the model achieves but that are not included in the primary impact (and are more difficult to measure). In doing so, we provided a broader view of the change produced by the program for the given price tag (e.g., impacts on decreasing sickness and disability).

How we think about health impact

