**MDF Performance Indicators**

### Headline indicators (existing)

**Effective outreach**
- Total number of disadvantaged or economically marginalised working adults (smallholder farms, firms and workers) benefiting as a result of MDF interventions
- Gender disaggregated

**Net additional income increase**
- Net additional income earned by beneficiaries, attributable to MDF intervention
- Gender disaggregated

### Leading indicators (new)

**Access outreach**
- The number or proportion of beneficiaries that have information about, or access to, a specific good or service as a result of MDF’s intervention

**Usage outreach**
- The number or proportion of target beneficiaries (i.e., from those who have access) who are now using or applying the information, good or service

### Intermediate indicators (existing)

**Value of additional market transaction (VAMT)**
- Increased economic transactions triggered by MDF intervention. This captures the additional sales revenue generated by businesses that MDF has supported

**Private sector investment leveraged**
- Includes additional investments made to improve business models triggered by MDF intervention and investments made by other businesses that have ‘crowded-in’ in response to MDF intervention

### Activities

- Intervention
- Intervention
- Intervention
- Intervention
- Intervention
- Intervention
- Intervention
- Intervention

### Target (Estimates)

- Actual
- Projection

### Progress towards Estimates %

- 2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018
- 2019 (NOW)
- 2020
- 2021
- 2022

### Purpose:

- Measures scale of impact on poor, disadvantaged, economically marginalised women and men
- Captures depth of income change
- Reflective of the feasibility/success of the model explored
- Captures early signs of progress at an intervention, sector and portfolio level
- Allows us to check how our activities are resulting in additional end market sales for businesses
- Reflects businesses’ buy-in, risk appetite, indication of sustainability

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