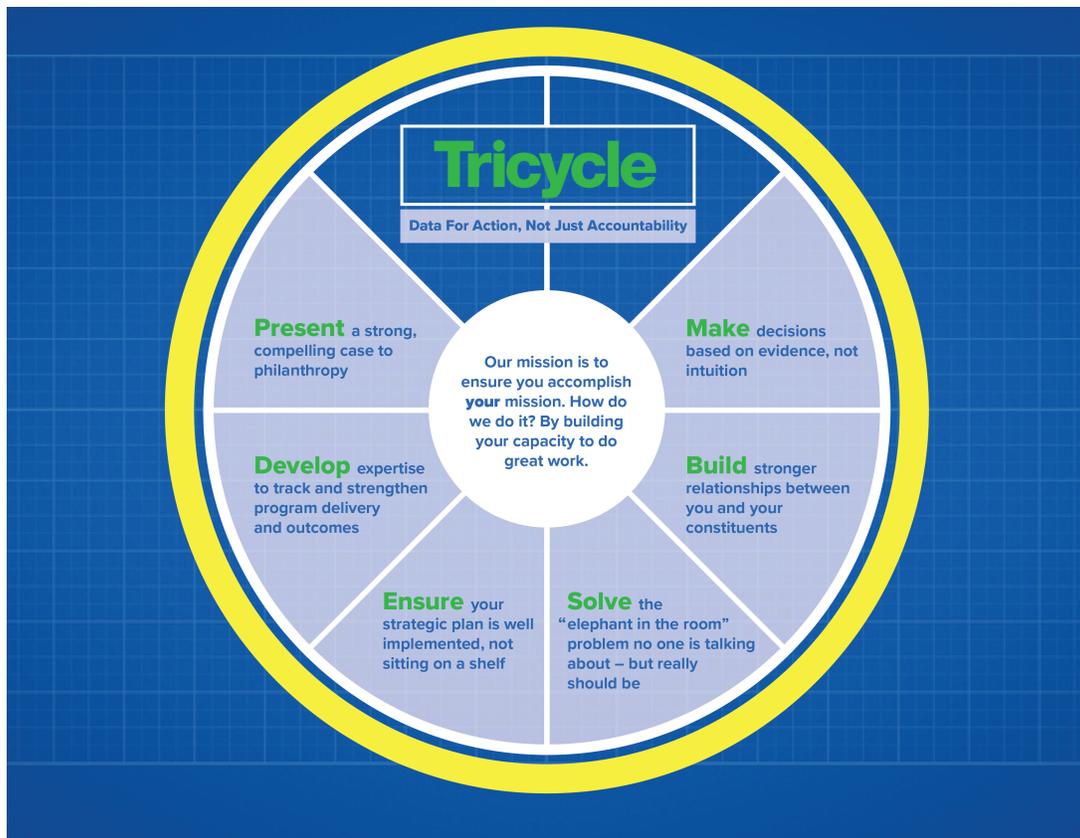


# Tricycle

## Why Tricycle?

Tricycle partners with social impact organizations and their stakeholders to design and deploy high quality, effective programs and products. Our clients believe the best way to succeed is by doing great work. They know great work means not only creating programs and products that meet the needs and improve the lives of their constituents; but also understanding how these operate on the ground and what can be done to improve them.



By partnering with clients and teaching them to use "data for action" - to integrate data into their day-to-day decision making and leadership processes - Tricycle helps clients fulfill their missions, grow and succeed. Tricycle doesn't see data as an end in itself, but rather as the means through which organizations develop and deliver their best work.

## Our approach enables organizations to:

- I. Understand performance in a timely way.
- II. Make thoughtful, resource conscious decisions about where and how to improve.
- III. Leverage accountability and evaluation efforts. Outcome and impact findings are more useful for all stakeholders when the programs and products are strongly implemented, and their implementation clearly understood.

## The Problem

The majority of social impact organizations engage in data collection, but usually for accountability - to track work done and its results. Organizations use it much less to understand programs and products - their quality and how constituents interact with them. Increasingly however, organizations and their stakeholders are questioning whether it's wise to focus so heavily on data for accountability. Evidence shows using data this way is unlikely to generate useful learning. It may, in fact, have the unintended consequence of directing attention away from designing thoughtfully for constituents, implementing with quality, and understanding impact.

## Tricycle as the Solution

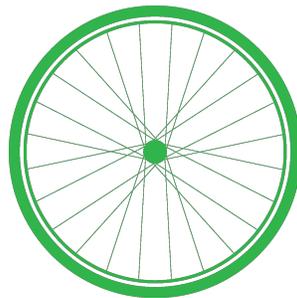
As an antidote to this accountability focused approach, Tricycle helps social impact organizations gather, analyze and - most importantly - use data to develop and deploy the strongest possible programs and products. Our work is always focused on the bottom line: on answering questions and solving problems that impact efficacy and results.



## The 5 core principles Tricycle's work is based on are:

1. The best way to grow and succeed is through high quality design and implementation.
2. Data collection should never be an end in itself; it should always be integrated into decision making processes.
3. Capacity building support should be provided to all: front line staff, management and leadership.
4. Showing not telling is the best way to build this capacity. Trainings are a good start; but to build capacity and improve implementation in a sustainable way, Tricycle embeds in an organization, providing regular support and coaching.
5. Funders should partner with their grantees to examine, understand and strengthen their foundational programs and products.

The result of this approach is that social impact organizations – no matter what stage they are at – are better equipped to implement with quality, and thus generate strong outcomes and growth.



## About Tricycle

*Shefali Trivedi, PhD is the Founder/Principal of New York City based Tricycle. Shefali has a doctorate in Political Science from Columbia University, 20 years of experience working with nonprofits and 15 years of experience conducting research and evaluation for nonprofits and social impact organizations.*

*Prior to founding Tricycle, she worked as a senior researcher for Turnaround for Children, where she helped to build a culture of continuous quality improvement and grow the nonprofit's reach threefold. Shefali, in addition to Tricycle, runs a service learning program for high school students at her children's school in Brooklyn, New York and serves on the board of Mark DeGarmo Dance in New York City.*

Shefali Trivedi  
Founder/Principal  
Tricycle  
tricycleusa.co  
shefali@tricycleusa.com

68 3rd Street #231  
Brooklyn, NY 11231  
917.856.8091