

## **Invitation to Participate in PhD research: Performance and Metrics in the Not for Profit Sector Information Letter**

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**Project Title:** Measuring Performance in the Non Profit Sector – What is necessary to develop an easy to implement and maintain metrics framework

**Investigator (s)** Dr David Holloway and Phd Student, Ms Julia Zivanovic

Contact Person Dr David Holloway  
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You are invited to participate in this study.

### **Background**

The not for profit sector is an important part of every day life but very little is known about how not for profits operate on the ground, in reality. Research has shown that few not for profits are run on a corporate style of management, or provide formal reporting on activities. This makes the sector a difficult one to gather information on in order to assist with organizational developments of the sector. The sector has also sometimes been portrayed in a negative light by the media for the lack of transparency and accountability to funders and volunteers. We are interested to learn whether this is really the case with the not for profit sector, so we are inviting you to participate in an in depth interview, at your convenience, to explore the current landscape of the not for profit sector.

### **Aim of the Study**

The aim of the research is to assist the development of a metrics framework that will enable not for profits, of any size and structure, to better evaluate its organizational outcomes and be able to enhance its performance to its constituents, funders and volunteers.

### **What Does Your Participation Involve?**

This is an exploratory stage of the research to get a sense of the barriers and enablers faced by not for profits. Therefore we would really appreciate it if you could participate in an individual in depth interview for up to 1 hour and complete a 1 page questionnaire. The questionnaire is to allow interview responses to be grouped into categories to see if there are any similarities between organizations due to their size, level of volunteers, type of service provided etc.

It is important that you understand that your involvement in this study is voluntary. While we would be pleased to have you participate, we respect your right to decline. All information will be treated in a confidential manner, and your name will not be used in any publication arising out of the research. All of the research will be kept in a locked cabinet in the office of Dr Holloway. **You may also withdraw your consent from the project at any time; just let one of us know that you wish to do so.**

### **Possible Benefits**

We feel that you may find the topics in the interview of benefit to think about in the context of your own organization. In addition, a summary of the stage 1 findings will be made available to you, when they are completed.



### **Questions**

If you would like to discuss any aspect of this study please feel free to contact either Dr Holloway on ph 08 9360 2704 or Julia Zivanovic on ph 0419 841 309 or email [30384073@student.murdoch.edu.au](mailto:30384073@student.murdoch.edu.au). Either of us would be happy to discuss any aspect of the research with you. Once we have analysed the information we will be mailing / emailing you a summary of our findings. You are welcome to contact us at that time to discuss any issue relating to the research study.

### **Contact**

My supervisor and I are happy to discuss with you any concerns you may have on how this study has been conducted. If you wish to talk to an independent person about your concerns you can contact Murdoch University's Human Research Ethics Committee on 9360 6677 or email [ethics@murdoch.edu.au](mailto:ethics@murdoch.edu.au)

We would like to thank you in advance for your assistance with this research project. We look forward to hearing from you soon.

Kindest regards

Name            Dr David Holloway  
Position        Senior Lecturer – Murdoch Business School

This study has been approved by the Murdoch University Human Research Ethics Committee (Approval No. 2007/282)