



MEASURING AND COMMUNICATING SOCIAL IMPACT

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THE PUBLIC AFFAIRS COUNCIL
STRIDE SUMMIT
NOVEMBER 13, 2025

The slide features a minimalist design with thin, dark grey lines in the top-left and top-right corners. The top-left corner has a diagonal line extending from the top-left towards the center. The top-right corner has a horizontal line and a diagonal line extending from the top-right towards the center, intersecting the horizontal line.

UNDERSTANDING SOCIAL IMPACT

Two thin, dark lines intersect in the top right corner of the slide. One line is nearly horizontal, sloping slightly downwards from left to right. The other line is more vertical, sloping downwards from right to left.

WHAT IS MEASURED?

Two thin, dark lines intersect in the top right corner of the slide. One line is nearly horizontal, sloping slightly downwards from left to right. The other line is more vertical, sloping downwards from top to bottom.

THE IMPORTANCE OF DATA

Two thin, dark grey lines intersect in the top right corner of the slide. One line is nearly horizontal, sloping slightly downwards from left to right. The other line is more vertical, sloping downwards from top to bottom.

TIMING

TOOLS

Two thin, dark grey lines intersect in the top right corner of the slide. One line is nearly horizontal, sloping slightly downwards from left to right. The other line is more vertical, sloping downwards from right to left.

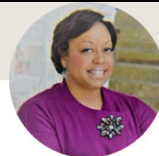
ENGAGING STAKEHOLDERS

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COMMUNICATING

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FINAL THOUGHTS



Kendra Brown
Vice President, Community & Belonging
| Mastercard



Thank you!

Kendra Brown

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