

Discover REACH Evaluation

Since 1987, REACH has been helping organizations make decisions and tell their story by creating meaning from metrics.



WHO WE ARE

REACH Evaluation consults with non-profit, for-profit, philanthropic, and governmental entities in support of efforts to improve services and bring about organizational and community change. REACH is integrated with [REACH of Louisville, Inc.](#), an organization founded in 1987 to provide a full range of direct services to families (including foster families) with difficult-to-serve youth and adults. Because of this connection, REACH Evaluation brings an inherent appreciation for the challenges of serving real people in the real world to our evaluation work.

OUR MISSION

REACH Evaluation supports organizations working to improve the welfare of people and their communities through the systematic evaluation of programs and projects.

OUR VISION

To be an integral part of creating a world informed and empowered by data for the greater good.

OUR SERVICES

RESEARCH & EVALUATION



We handle all aspects of research and evaluation, from needs assessment to process improvement to measuring community impact.

DATA ANALYSIS & REPORTING



We can translate complex data into interpretable and practical findings through inferential statistics and qualitative analysis.

DATA SYSTEM DESIGN



We work with clients to build custom web applications to gather, manage, and report on their outcomes.

BEHAVIORAL ECONOMICS



Using principles of Psychology and Economics, we provide low cost and simple solutions to help clients get the results they want.

OUR VALUES

Our values are rooted in social justice, science-based inquiry, and community-based work.

Respect for our clients and the people they serve—As an employer and community partner, we strive for diversity, inclusion, and equity in all areas including but not limited to gender identity, ethnicity, age, ability, religion, sexual identity, national origin, and socioeconomic status.

Science, Research, and Evidence—Relying on science, research, and evidence, we are loyal to the ethics of presenting findings in an honest, unbiased, and equitable manner.

Usable and Actionable Data—We seek to make data accessible, unintimidating, and actionable so that information becomes power. We work

closely with our partners to understand what “usable and actionable data” means to them.

Social Betterment—Collaborating with people and projects we believe in. We value the mutual exchange of ideas with partners who are committed to social betterment.

Evaluation in the Service of Equity—We subscribe to the philosophy behind the Equitable Evaluation Initiative, which seeks evaluation “to be a tool for and of equity for those that have placed equity as core to their work.”

Listening to Understand—We work with our partners to understand initiatives from the lens of the population of focus.

We value You!—Our relationships are built on joy, loyalty, longevity, and mutual respect.

We follow the [five guiding principles of the American Evaluation Association](#):

- 1) Systematic Inquiry, 2) Competence, 3) Integrity, 4) Respect for People, and 5) Common Good and Equity.

We echo the Statement from the [AEA Board of Directors Regarding Systemic Racism](#).



REACH Evaluation Team



Robert Illback, PsyD—
President, Chief Executive
Officer, Senior Evaluation
Researcher



Ben Birkby, PsyD—
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Planning, Evaluation,
& Consultation



Lisa Crabtree, MA—
Evaluation Researcher
KIP Survey Project Director
Team Steward of Diversity,
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**Meredith Cahill,
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Researcher, Team Steward of
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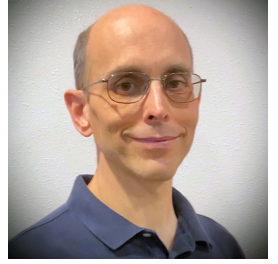
Edie G. Carter
—Graphic Designer



Jean Johnson
—Data Collection and
Reporting Specialist



Daniel Sanders III—
Chief Information Officer



Tim Davis
—Senior Applications
Programmer/Analyst



Daniel Sanders, Jr.
—Senior Evaluation
Researcher & Statistician



George Fabish
—Full Stack Developer

Meet our team and learn more about *The REACH Evaluation Culture*:

www.reacheval.com/team

Project Portfolio

Berea College Promise Neighborhood • Backside Learning Center at Churchill Downs • CHI Saint Joseph Health Violence Prevention Initiative • Home of the Innocents: Open Arms Children’s Health Dental Service Evaluation • Kentucky Office of Refugees: Evaluation of Targeted Assistance Grant (TAG) Funded Services • Kentucky AWARE (Advancing Wellness and Resilience in Education) • Kentucky Incentives for Prevention (KIP) • Kentucky Opioid Response Effort (KORE) • Kentucky State Epidemiological Outcomes Workgroup (SEOW) • Louisville Metro Healthy Start Program: Evaluation and Planning • Louisville Presbyterian Theological Seminary’s Money Matters for Ministry Initiative: Evaluation Report • Jefferson County Community Early Childhood Council and Metro United Way Developmental Screening Hub • Sources of Strength Kentucky • Suicide Prevention Efforts for Adolescents (SPEAK) in Kentucky, • Too Good for Drugs Kentucky, Greater Louisville Headstart, among others...

