



# MEASURING AND REPORTING SOCIAL IMPACT

TELLING YOUR STORY

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Ishita is the Senior Project Manager for Good Finance and Founder of Spark and Co., a Community Interest Company set-up to respond to the emerging and disproportionate challenges faced by those experiencing marginalisation.



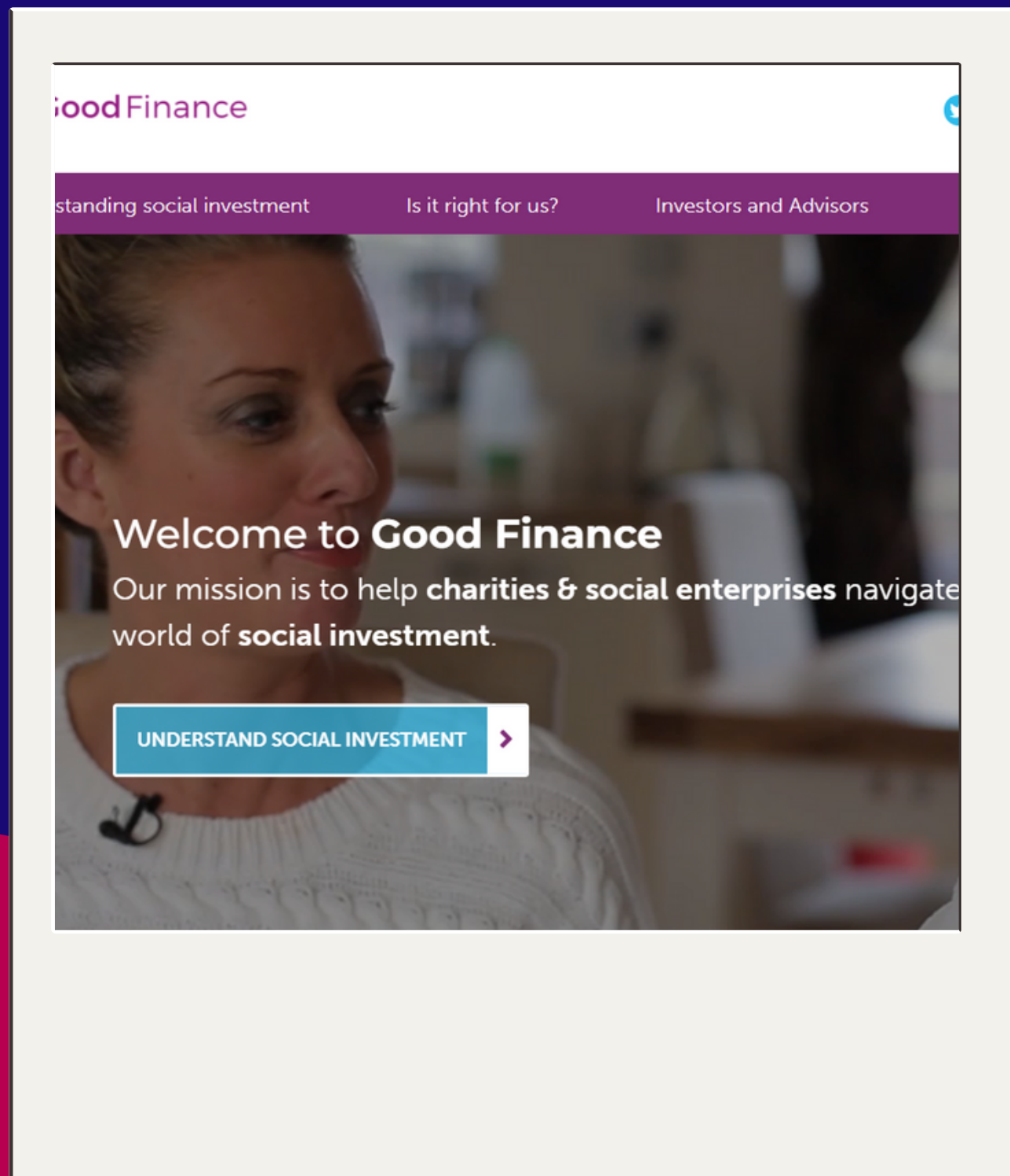
# ANNIE CONSTABLE

## **Digital Content Manager at Good Finance**

Annie looks after all things digital for Good Finance, including content, website tools, resources and marketing partners. She is also a Director at Parracombe Community Trust.



# Introducing Good Finance



## VISIT THE WEBSITE

Our mission is to be the single trusted source of information on social investment for charities and social enterprises.

- Improving knowledge on social investment
- Enabling organisations to make informed decisions
- Helping connect organisations to the right investors to talk to based on shared values.



# HOW TO MEASURE YOUR SOCIAL IMPACT

TELLING YOUR STORY

# What is social impact?

## WHAT IS IT?

Social impact is the effect on people and communities that happens as a result of an action or inaction, an activity, project, programme or policy.

**(Ps. that's not a complete & definitive definition, but we like it)**



# Why measure social impact?

## YOUR STORY

It is important for every organisation to measure their social impact so they can tell the story of the change they make - their supporters, stakeholders, funders and investors will want to know this.







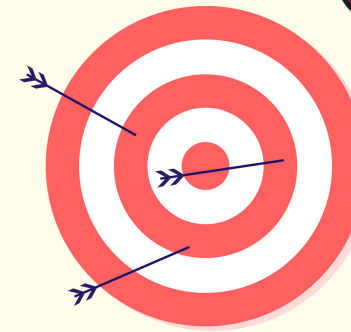
# How to approach measuring and managing impact

## KEY POINTS

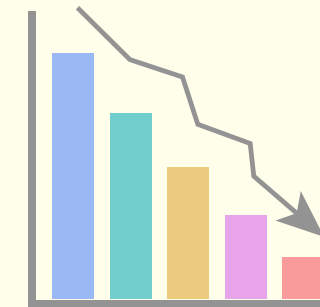
- It should add value to the organisations work and help it to improve.
- It should be proportionate given the resources available.
- It's an iterative process that will change over time.



## BALANCE IS KEY



It's important that charities and social enterprises don't collect too much data that they then can't use.



Instead data collection should be based on the organisation's mission as defined by stakeholders (i.e. in the theory of change); it shouldn't be what funders say it should be.

# How to approach measuring and managing impact

**PLAN**

**DO**

**ASSESS**

**REVIEW**

# Outcomes Matrix

PLAN

How to Use the Outcomes Matrix Tool

## Outcomes Matrix

1. Select the outcomes areas you work in

2. Choose your outcomes & indicators

3. Consider your service user groups

4. Review and edit your selections

5. Download

Select the areas you work in below. Please choose all that apply:

Arts, Heritage, Sports and Faith	Conservation of the Natural Environment	Employment, training and education
Housing and local facilities	Income and financial inclusion	Physical health
Mental health and well-being	Family, friends and relationships	Citizenship and community

Save and move to step 2: Choose your outcomes & indicators

**EXPLORE THE**  
**OUTCOMES MATRIX**

# Outcomes Matrix

PLAN

## 9 OUTCOME AREAS

1. Arts, Heritage, Sports and Faith
2. Citizenship and Community
3. Conservation of the natural environment
4. Employment, education and training
5. Family, friends and relationships
6. Housing and local facilities
7. Income and financial inclusion
8. Mental health and wellbeing
9. Physical health.



## 4 LENSES

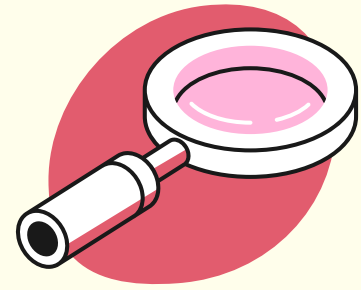
1. People at high risk of harm, disadvantage and discrimination
2. Protected characteristics
3. Socioeconomic groups; and
4. Geography.

**EXPLORE THE**  
**OUTCOMES MATRIX**

# Example Methods

DO

## ROUTINE DATA COLLECTION



Information collected routinely through delivery of services - for example application forms, sign-ups or client management systems.

## SURVEYS



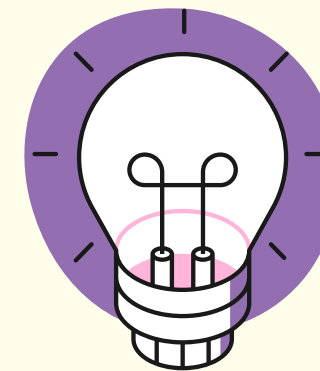
This could be an online survey to gather user feedback on an expansion or change to an existing service or programme.

## INTERVIEWS



One-on-one or small group conversations could be used to gather more detailed information.

## FOCUS GROUPS



Facilitated discussions can be used to understand similarities and differences in people's experience of a programme or service.

# Impact data can be broken down into 5 types.

DO

1



## User Data

The characteristics of the people being reached.

2



## Feedback Data

What people think about the service or activities.

3



## Engagement Data

Information about how people are using the service, and the extent to which they use it.

4



## Outcomes Data

Information about changes, benefits, or assets people have gained from the service.

5



## Impact Data

Information on the long-term difference that has resulted from the service..

# Beverley Tree Community Centre

ASSESS

**Beverley Cherry Tree Community Centre is a charity based in East Yorkshire. Located on the Cherry Tree Estate, it works with those in the community struggling with varying degrees of poverty.**

Duration: 18 months

Cost of capital: 6.5%

Turnover: £213,880

Amount invested: £10,000

Product type: Blended Finance

[See the full case study.](#)



# Outside the Box CIC

ASSESS

**Outside the Box Café is an inclusive community café based in Ilkley, Bradford. Their mission is to enable young people and adults who have learning disabilities to have more fulfilled, independent and healthier lives.**

Duration: 20 Years

Cost of capital: 4.25%

Turnover: £500,000

Amount invested: £266,000

Product type: Secured loan

[Read the Casestudy](#)





# Estuary Homes CIC

ASSESS

**Estuary Homes was created in early 2017 to enable the three partner organisations (Foresight, Preston Road Women's Centre and CERT) to pursue their objective of offering safe accommodation to vulnerable groups locally in Humberside.**

Duration: 5 years

Cost of capital: 5.5%

Turnover: NA

Amount invested: £400,000

Product type: Blended Finance

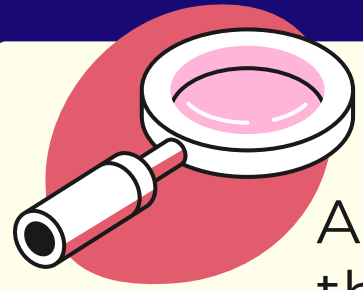
[See the full case study.](#)



# REVIEW YOUR IMPACT MEASUREMENT PLAN

REVIEW

## OUTCOME AREAS



Are the outcome and impact areas the ones you set out to achieve? What indicators are there? What has changed or surfaced?

## STAKEHOLDERS



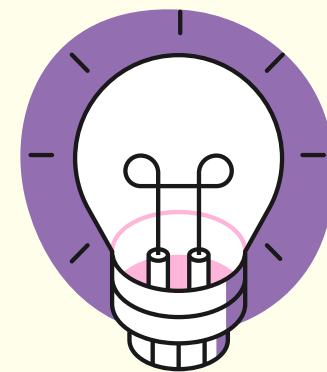
How have your internal and external stakeholders engaged with the impact plan?

## NUMBERS AND STORIES



Have you balanced the different types of impact information to tell a compelling story?

## WHAT NEXT?



Impact plans are an ongoing process of measurement and management.



# ADDITIONAL RESOURCES



COMMUNICATING IMPACT  
WITH SOCIAL INVESTORS

# When might you need to share impact with investors?



Trading



Donations & fundraising



Contracts or payment by results



Banks



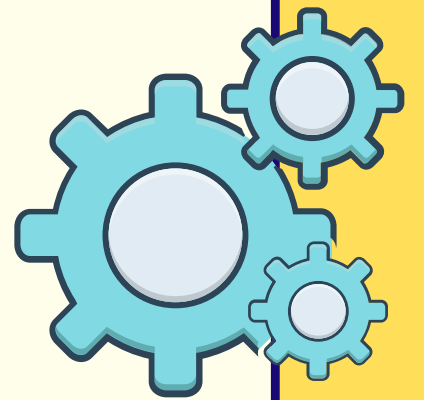
Social investment



Grants

Social investment sits alongside donations and grants as another tool that you can use to:

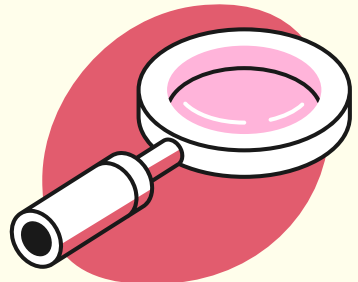
- Help buy an asset
- Deliver a contract
- Kickstart your organisation
- Grow your work
- Develop new innovations



**You may use a combination of these tools depending on your circumstances!**

# What tools can help you do this?

## IS IT RIGHT FOR US?



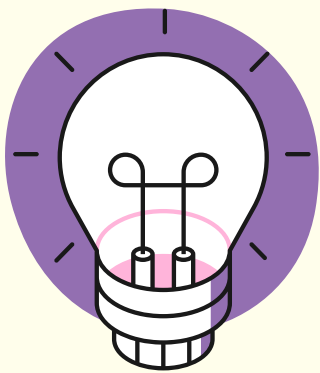
This diagnostic tool will help you to decide whether social investment is right for your organisation.

## FUND MAPPER



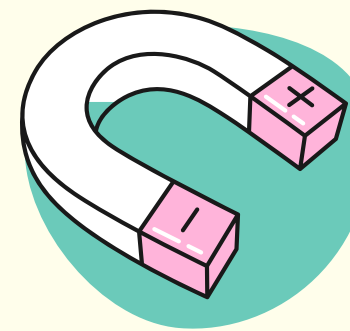
Browse our list of social investors and funds across the UK.

## JARGON BUSTER



Breaking down jargon to make social investment language easier to navigate.

## COST OF CAPITAL



Find out how much your loan could cost.

# 7 Lessons Learned

1

Social investment is not benevolent money

2

Impact matters

3

It's about much more than the money

4

Honesty is always the best policy

5

Why isn't it cheaper if it's social?

6

Due diligence isn't fun but it does make your business better

7

It always takes longer than you think

