

Aviva Community Fund Impact Measurement webinar series

Measuring the Difference Your Work Makes

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About today's webinar

Format

✓Introduction ✓Learning ✓Activity ✓Feedback ✓Q&A

Getting started with Zoom

- Make sure you have audio access – either via computer audio or telephone
- There will be an opportunity to share your ideas and tips with the group and ask questions via the chat function in the webinar software.
- Familiarise yourself with the different controls and settings:
 - Chat
 - Raise hand
 - Audio

About today's webinar

What we will cover

- Overview of monitoring and evaluation approaches and practice
- Identifying and describing the outcomes and impact of your work
- Different measurement tools and processes to help gather evidence of your impact

Introductions

About the Aviva Community Fund

- New look Aviva Community Fund with quarterly funding opportunities – aimed at helping charities look to their future with confidence
- Working to connect **all** charities with people and resources, sharing the experience, skills and enthusiasm within Aviva, providing free online resources, networking forums, and volunteering resources

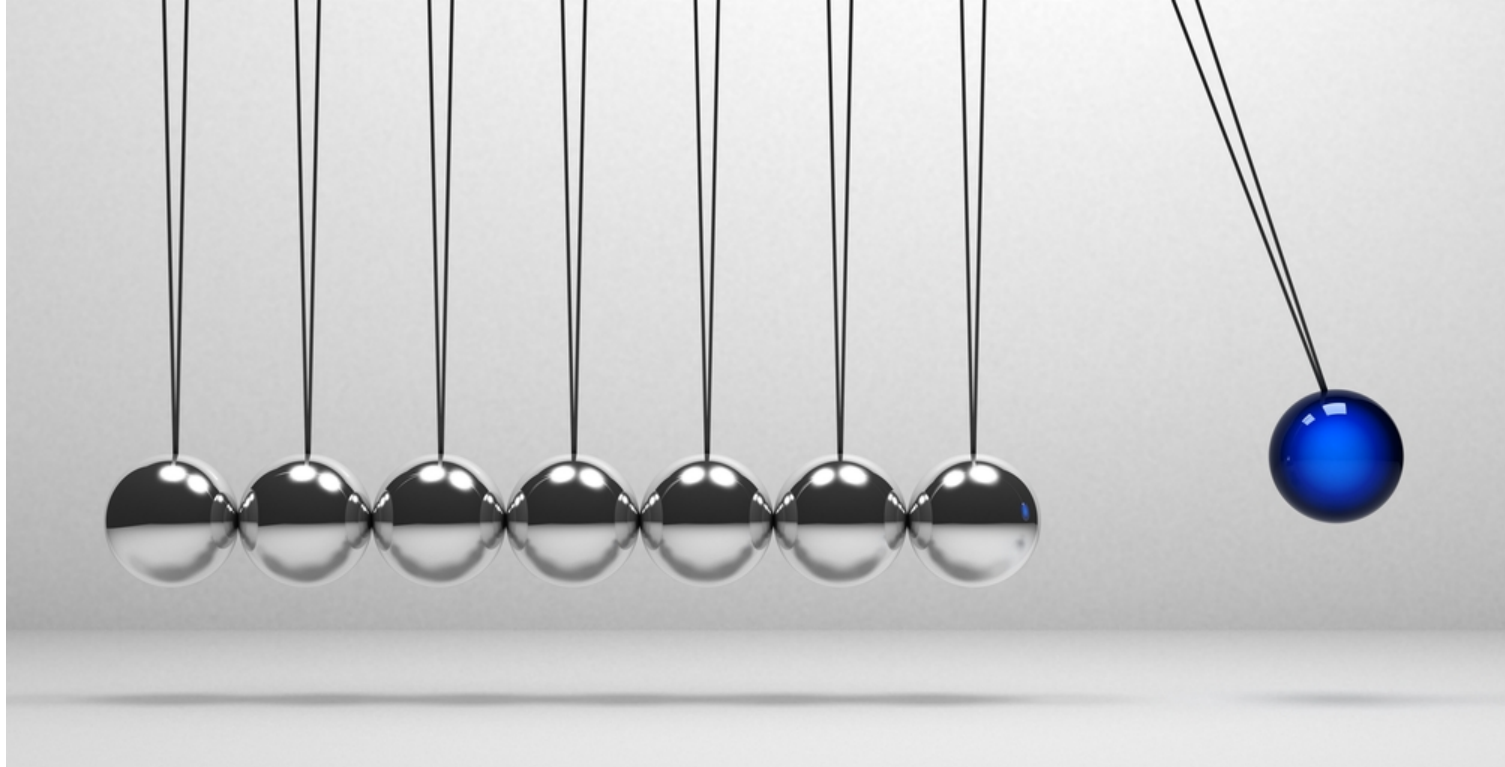
About me

- 13+ years' experience in the charity sector
- Commercial director at the FSI, working with hundreds of organisations to improve their impact practice
- Trustee at Gordon Moody Association and Power for the People
- Accredited SROI practitioner

About you!

- Introduce your name, role and organisation using the chat function.
- Poll - what are you hoping to take away from today's webinar?

Why is impact important?

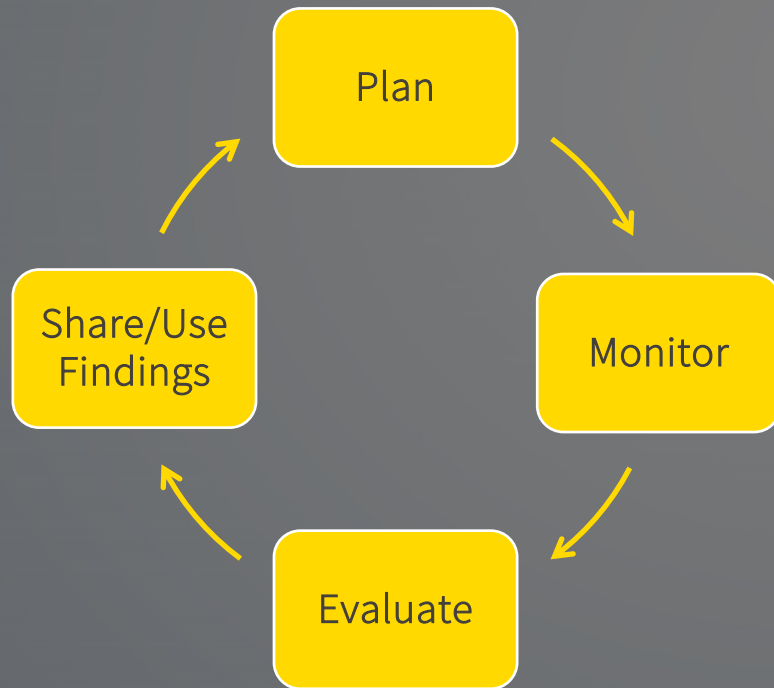


Overview of approaches

Useful definitions

- Activity
 - Inputs
 - Outputs
 - Outcomes
 - Ultimate goal
 - Quality
 - Monitoring
 - Evaluation
-
- For more discussion/clarification of terminology please see:
<http://www.jargonbusters.org.uk/alphabetical-summary-of-terms/>

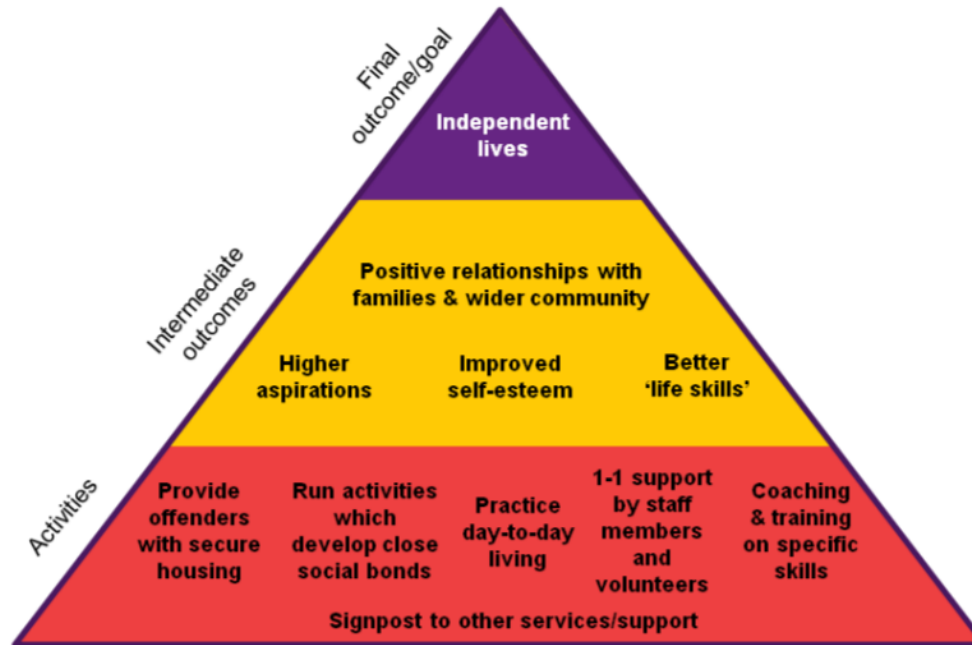
Impact cycle



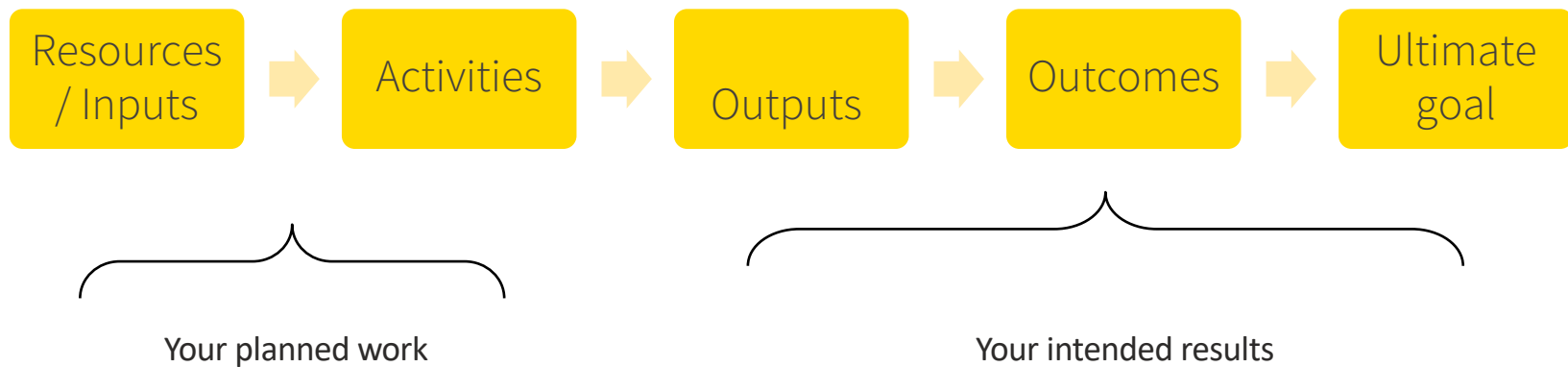
Different approaches to planning your impact

- Charities Evaluation Service (CES) Planning Triangle
- Logic Model
- Backwards Mapping
-any others you have heard of/used?

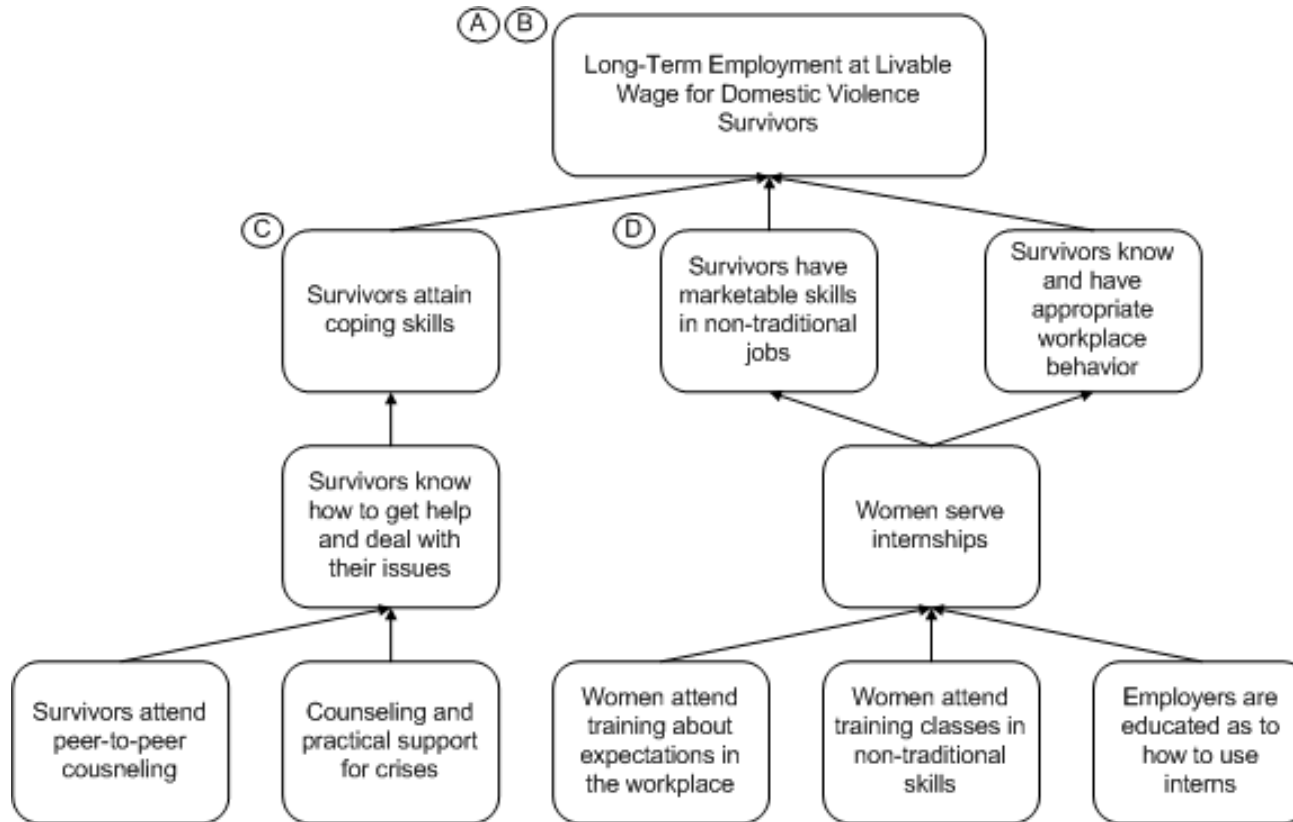
Example CES Planning Triangle for a supported housing project



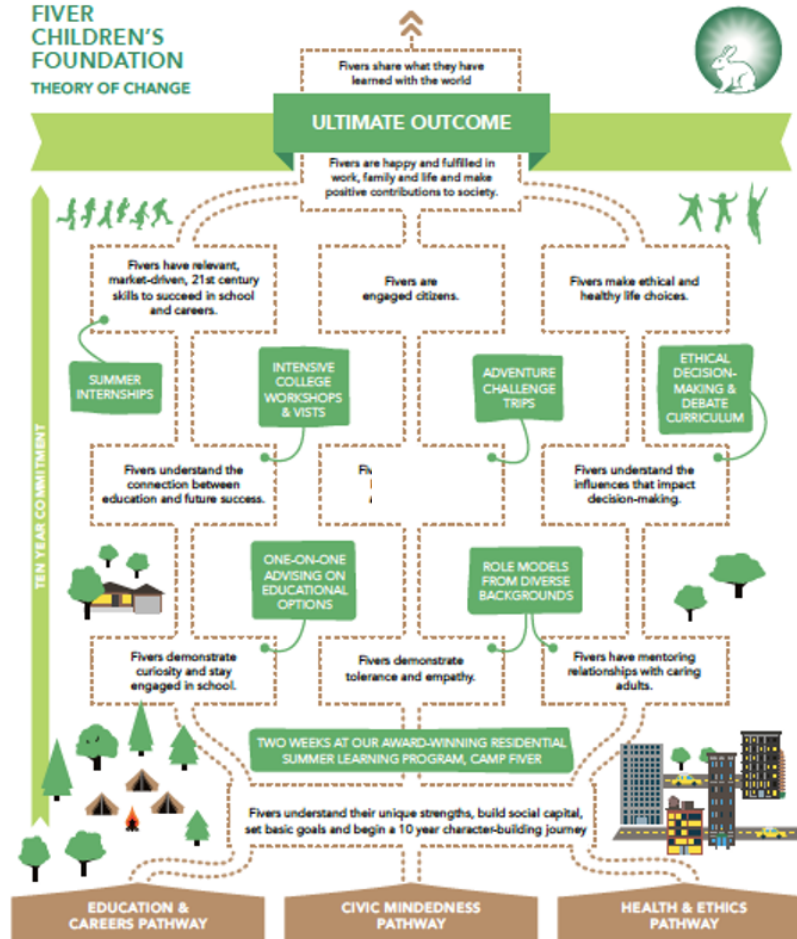
Logic Model



Example Backwards Mapping: Project Superwoman



**FIVER
CHILDREN'S
FOUNDATION**
THEORY OF CHANGE



In addition to coming from economically disadvantaged circumstances, Fivers face other daunting and complex challenges of poverty. More than half are being raised by single parents and many have had to learn English as a second language and acclimate to a new culture. Most of our kids come from groups under-represented in higher education and professional careers, have few examples of academic persistence and are hoping to be the first in their family to attend college.

Choosing your approach

- No right or wrong way – things to consider include:
 - The purpose of your impact planning
 - The size and complexity of your organisation
 - How well developed your existing approaches are
 - The extent to which you have a direct impact.



EXERCISE/ACTIVITY

How could you incorporate one of these approaches in your work? Or have you done so already?

Use the chat function to share ideas/tips.

Identifying and describing outcomes

Outcomes – it's all about change

- Changes can be experienced by different stakeholder groups
- They can be short-term or long-term
- They can be hard or soft
- They can be intended or unintended
- They can be negative or positive



EXERCISE/ACTIVITY

Think about one of your organisation's activities or projects. If you have had ACF funding you could use this project as an example!

What are the key outputs (what was delivered) and outcomes (what changed as a result)?

Outcome indicators

- Well-defined pieces of information that can be assessed or measured to tell you that your outcome has been achieved.
- Can be quantitative or qualitative
- There might be more than one indicator per outcome.



EXERCISE/ACTIVITY

Go back to the outcomes you identified earlier. Can you identify at least one outcome indicator for each of the outcomes listed?

Measurement tools

Quantitative vs qualitative data

In 2018-19 our
trainees achieved
remarkable change

99%
of Aspire
TRAINEES
with an offending history
DID NOT
re-offend

34%
of Aspire trainees
WERE SUPPORTED INTO
PAID
employment

98%
of Aspire
TRAINEES
MAINTAINED

their recovery
from substance misuse

Natalie's story:

Natalie has overcome major challenges with the support of Aspire and our partner Taylor Wimpey. Following a period in addiction rehabilitation, Natalie built her confidence, skills and experience through Aspire's employment and development programme. Taylor Wimpey then funded Natalie's forklift training and licence, and offered her a job once she had achieved this. Taylor Wimpey also raised funds to help Natalie furnish her flat. Thanks to these opportunities and to her own determination, Natalie is thriving in her new role and she's delighted to get her life back on track.

"Thanks to the support from Aspire and Taylor Wimpey's job offer, I never need to look back again. Without this chance, I can be sure I would have turned back to drugs."



Collecting data

What are the options?

- What ways can you capture the changes you are seeing/hearing/feeling? Share ideas in the chat.
- Starter for ten...
 - Attendance information
 - Surveys
 - Questionnaires

Tips for selecting research methods

- Make sure your methods are robust
- Ask the right people relevant questions
- Check that they fit well with your user group and the way you work
- Gather evidence from different perspectives
- Make sure they are reliable and credible
- Make sure they provide good outcomes evidence, i.e. show change.



EXERCISE/ACTIVITY

Let's revisit the outcomes and indicators that you identified in the earlier exercises. What data collection methods are most appropriate for each outcome?

Top Tips

1. Think carefully about what outcomes are the most important to measure – you will need to prioritise.
2. Use outcomes indicators to help you identify the pieces of information that will tell you the change is happening.
3. Develop your monitoring tools to fit with your user group and the way you work.
4. Consider your audience - Who are you trying to demonstrate your impact to, and what is the most compelling message for them, how will you communicate with them? This will help you prioritise and choose your collection methods.
5. Finally, remember that not everything that counts, can be counted – and not everything that can be counted, counts. Your stories and testimonials are also vital evidence of the impact you have, and will bring your work to life!



Further advice and support

- The FSI has free 1:1 advice clinics and we deliver training and webinars in Demonstrating Your Impact – next course 5 February in London: <https://www.thefsi.org/>
- Join the Aviva Community Facebook group to post specific challenges and queries, and share ideas with like minded peers around impact measurement: <https://www.facebook.com/groups/970335083168226/>
- Inspiring Impact has lots of useful resources and publications – see <https://www.inspiringimpact.org/>
- What Works Wellbeing – great guide for measuring wellbeing: <https://measure.whatworkswellbeing.org/>
- National Lottery Community Fund also provides useful resources and publications – intended for grantees but has general applicability: <https://www.tnlcommunityfund.org.uk/funding/managing-your-grant/gathering-evidence-and-learning/data-and-evidence>

