Getting to Social Impact:
Framing, Two Approaches and Resources

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April 2021

Introduction

These slides aim to support community groups and organisations to understand and demonstrate the difference they make.

The Centre for Social Impact was established by Foundation North in 2014. It aims to support funders to invest for impact and change makers to strengthen their impact.

https://www.foundationnorth.org.nz/

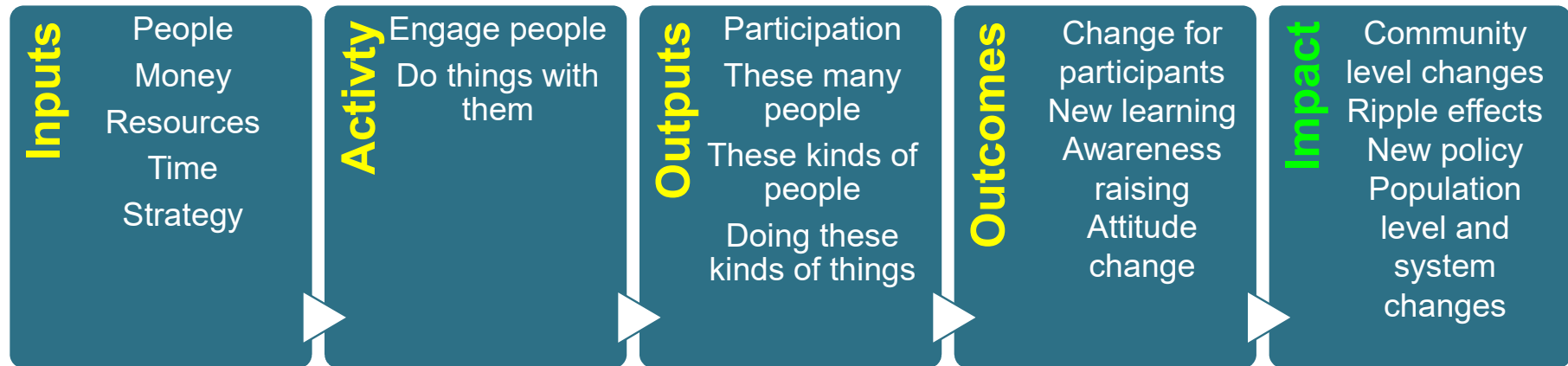www.centreforsocialimpact.org.nz

Scope

- What do we mean by impact?

- Issues around demonstrating impact

- Who needs to know what?

- Two frameworks for demonstrating impact

- Communicating impact

- Links and resources

What do we mean by 'impact'?

'Impact' is often used as a catch-all term for 'the difference we are making'. It is the result of a lot of resource and activity:

Inputs	**Activity**	**Outputs**	**Outcomes**	**Impact**
People Money Resources Time Strategy	Engage people Do things with them	Participation These many people These kinds of people Doing these kinds of things	Change for participants New learning Awareness raising Attitude change	Community level changes Ripple effects New policy Population level and system changes

Much reporting in the community sector is at this level

Spheres of influence and control

Least control

Most control

Impact

Outcomes

Outputs

Activity

Inputs
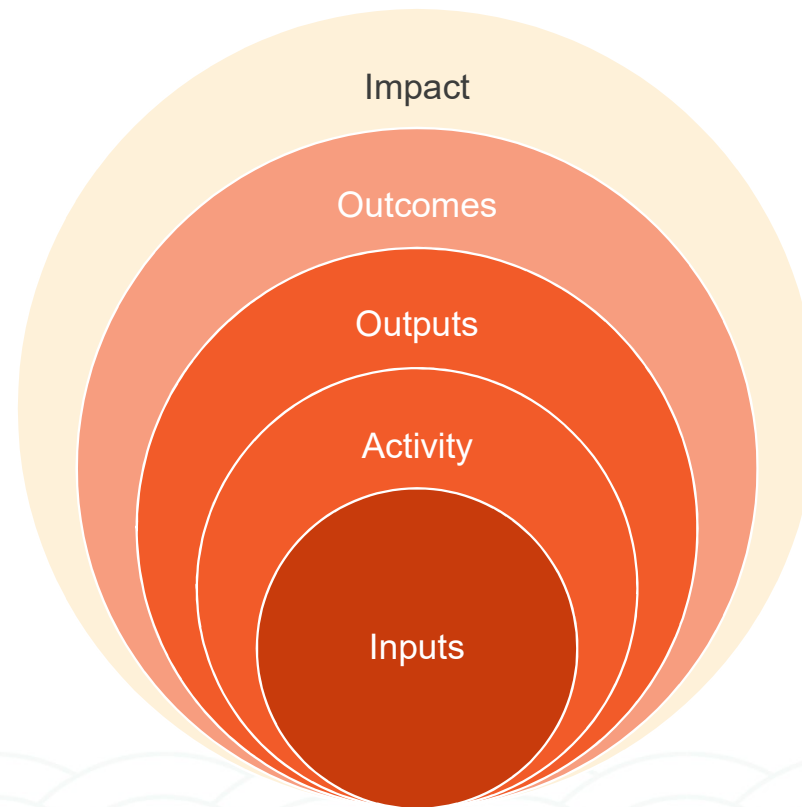
Contribution

Attribution

Issues around demonstrating impact

- What impact are you seeking, who for and why – clarity of intent
- What does impact mean for you and who decides? Whose voices, perspectives and experiences are being emphasised?
- Timeframes and expectations, want impact too early/right away
- Attribution vs contribution, over claiming, scale of activity
- Capacity, capability, skills and resource available
- Focus on outputs, lack of evidence/data, balance of quant/qual information
- Retrofitting rather than building in from start
- Indicators used as a proxy for impact
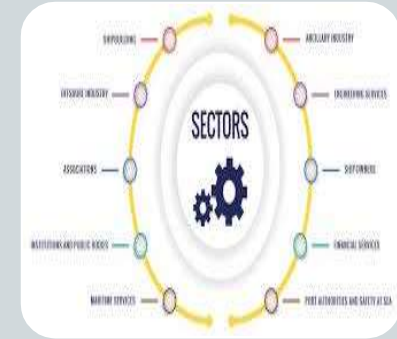
Impact for whom?

Many initiatives track outcomes/impact from the lens of the provider

Whose perspectives are being privileged?

What if you framed impact solely or mainly from the perspective of your participants?

Who needs to know what?

YOU:
INFORMATION TO ACT

Clarity of intent

What you are doing with whom

Progress, successes, failures, outputs, outcomes, impact against intent

Perceptions

Learning

What to keep, drop, adapt, generate, scale

Direction and potential

FUNDERS:
CONFIDENCE TO INVEST

Intent

What you are doing with whom

Track record

Credibility, viability

Competence/capability

Qualities and values

Outputs

Outcomes

Impact

PARTICIPANTS AND COLLABORATORS: KAUPAPA, VALUES, SKILLS ALIGNMENT

Intent

What you are doing with whom

Credibility

Competence

Qualities and values

Outcomes

Impact

Learning

SECTOR/S:
POSITIONING, CAPABILITY

Intent

What you are doing with whom

Credibility

Qualities and values

Outcomes

Impact

Learning

DIY Framework One for capturing impact

What?	So what? Based on evidence	Now what?
• What are we doing/did we do? • With whom – be specific? • For what purpose/s, what change/outcomes are we seeking (for whom)? • What would success or 'impact' look like?	• What happened? • What changed, for whom (outcomes, impact)? • How well did we do it (quality)? • Successes, progress, failures, challenges • What made the difference? • What have we learned (insight for action)? • Recommendations	• What next? • How will we apply findings and learning? • What will we do differently? • How will we share findings, and with whom?

DIY Framework One – Some Tools

What?	So what? Based on evidence	Now what?
• Project plan, funding application form: intent, rationale, need, desired outcomes, what impact/success might look like (eg indicators) • Ask participants what impact would look like for them • Document what, when, who and where (diary) • Theory of change https://whatworks.org.nz/logic-model/	• Regular reflection/shaping sessions • Participant feedback • Data on impact measures (yours, participants) • Learning, synthesis and implications sessions (team and participants as appropriate) • A summary/report of findings and implications or recommendations	• Clarity on who to share findings with and how (including internally) • Process to present findings and recommendations • Accountability for applying decisions and making changes

DIY Framework Two for capturing impact

Success	Evidence	Strategies
In relation to what we did, with whom, and our purpose: What was successful? What made an impact? For whom? What wasn't or didn't (and why)?	How do we know it was successful/impactful? What evidence do we have: what did we see, hear, feel, what are the 'facts'? What have people told us? What do we think and feel?	What principles, actions, strategies made the difference? What does this mean for our strategy now? What do we need to keep, drop, generate, scale etc?

See also Appreciative Inquiry https://whatworks.org.nz/appreciative-inquiry/

Communicating impact

- Cover the what, so what and now what

- Be visual and creative – infographics, data visualisation, digital/video, stories, key insights from learning

- Keep it lean

- Consider 'walk throughs' - taking people on the journey from what to now what

Key messages

- Be clear on what <u>you</u> mean by impact – and impact for whom? Whose interests and perspectives are being privileged?

- Keep a use focus – who wants/needs to know what?

- Keep it lean and proportional

- Build in demonstrating impact to planning, resourcing and delivery

- Make time for reflection and learning, capture what you learn and use it

Some resources

www.whatworks.org.nz (NZ)

http://inspiringimpact.org/, including the Code of Good Impact Practice and tools to help improve your impact practice (UK)

http://www.betterevaluation.org/ (International)

http://www.tamarackcommunity.ca/evaluatingcommunityimpact (Canada)

Water of Systems Change (USA): https://www.fsg.org/publications/water_of_systems_change