Top Tools for Capturing & Communicating Impact

superhighways
harnessing **technology** for **community** benefit

Check–in

What story have you heard or seen that moved you, or you enjoyed

#impactstories

What we'll be doing this morning…

✓The how and why – quick impact recap

✓Trying out digital data collection tools

✓Discovering tools for creating your stories

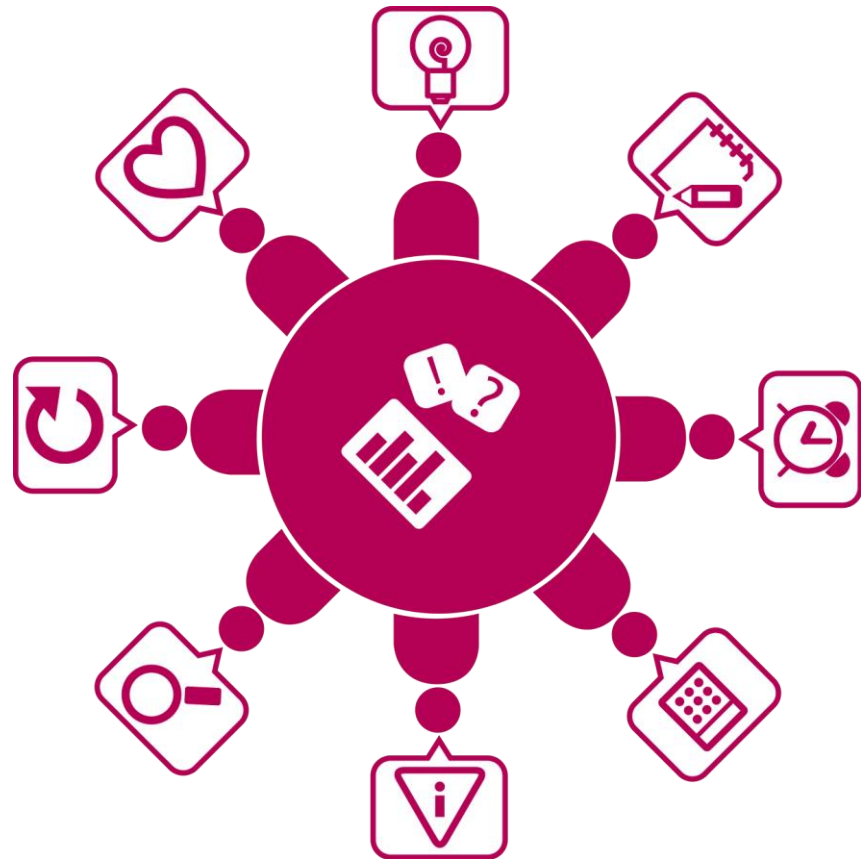**We'll have a comfort break too** ☺

Quick Zoom poll…

On a scale of 1(low) to 10 (high), what energy level are you starting this session with?

What information are we collecting?

Breakout rooms

What information are you collecting about the impact of your food project?

Has this changed during Covid 19?

Impact recap

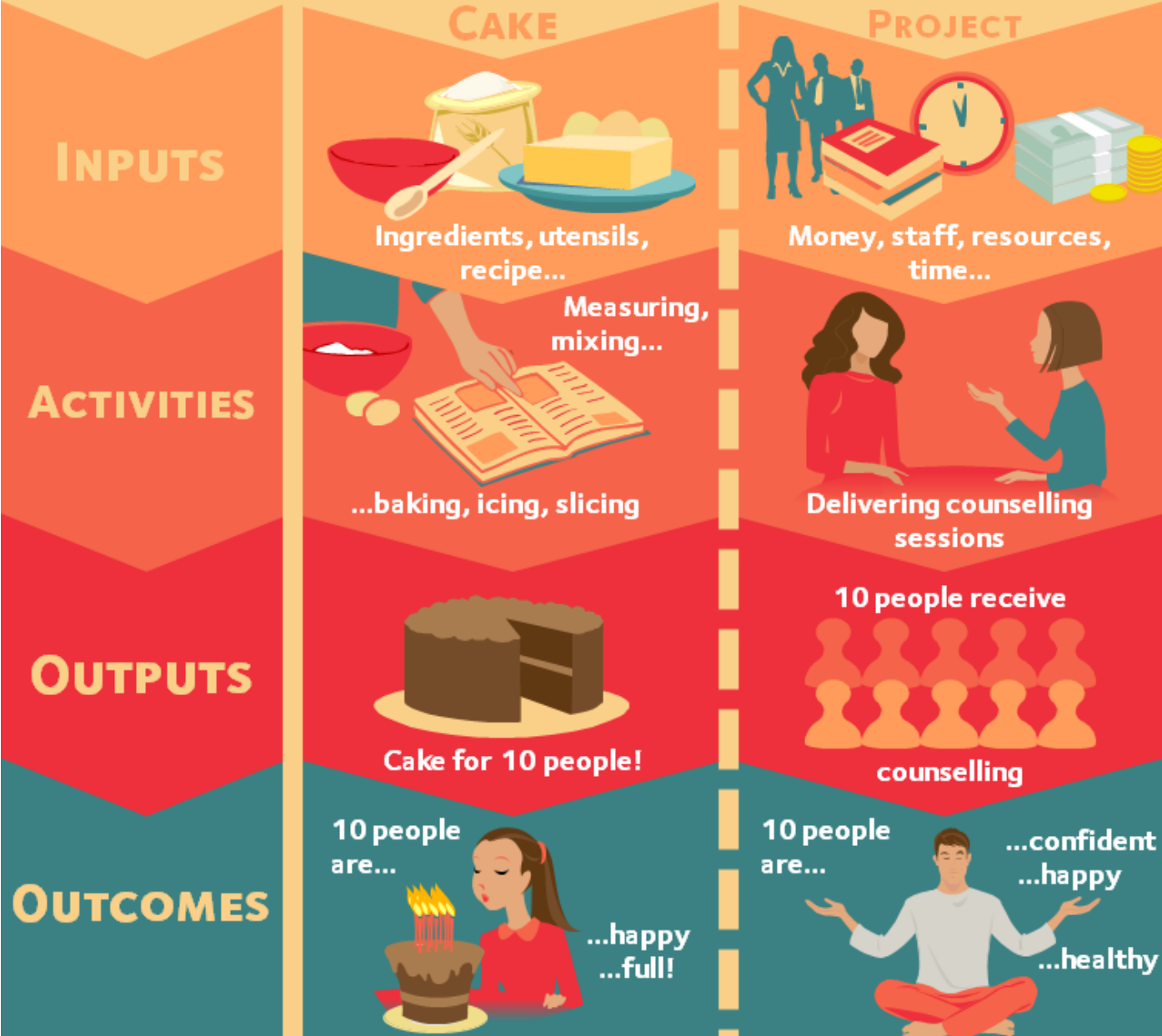Let's take a look at data collection and what we might use this valuable information for…

What difference do you make?

Do you have an outcomes framework or Theory of Change?

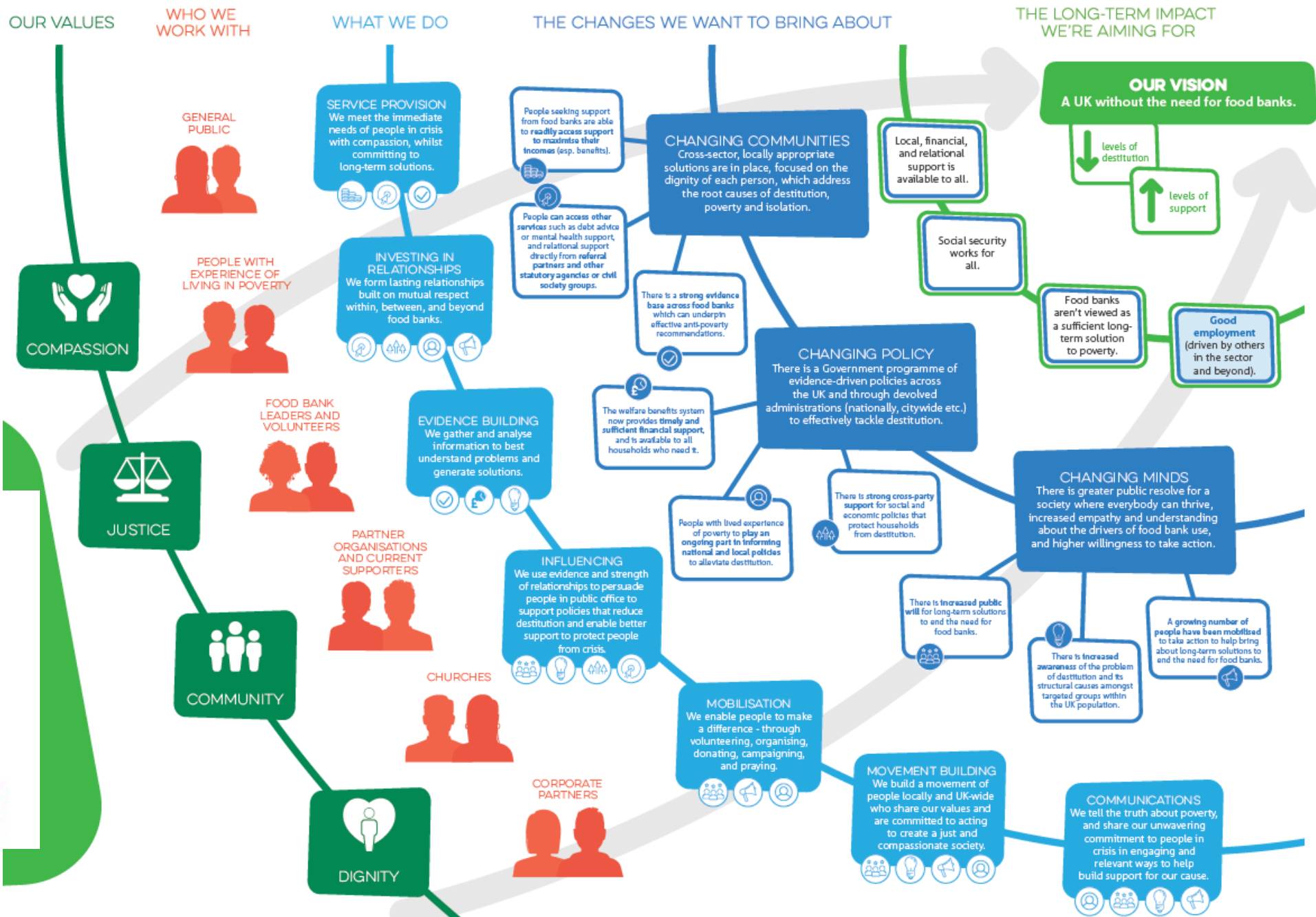National Lottery Community Fund Scotland Blog

THEORY OF CHANGE

the trussell trust
Stop UK Hunger

[Take a look here](#)

OUR VALUES

- COMPASSION
- JUSTICE
- COMMUNITY
- DIGNITY

WHO WE WORK WITH

- GENERAL PUBLIC
- PEOPLE WITH EXPERIENCE OF LIVING IN POVERTY
- FOOD BANK LEADERS AND VOLUNTEERS
- PARTNER ORGANISATIONS AND CURRENT SUPPORTERS
- CHURCHES
- CORPORATE PARTNERS

WHAT WE DO

SERVICE PROVISION
We meet the immediate needs of people in crisis with compassion, whilst committing to long-term solutions.

INVESTING IN RELATIONSHIPS
We form lasting relationships built on mutual respect within, between, and beyond food banks.

EVIDENCE BUILDING
We gather and analyse information to best understand problems and generate solutions.

INFLUENCING
We use evidence and strength of relationships to persuade people in public office to support policies that reduce destitution and enable better support to protect people from crisis.

MOBILISATION
We enable people to make a difference - through volunteering, organising, donating, campaigning, and praying.

MOVEMENT BUILDING
We build a movement of people locally and UK-wide who share our values and are committed to acting to create a just and compassionate society.

COMMUNICATIONS
We tell the truth about poverty, and share our unwavering commitment to people in crisis in engaging and relevant ways to help build support for our cause.

THE CHANGES WE WANT TO BRING ABOUT

People seeking support from food banks are able to readily access support to maximise their incomes (esp. benefits).

People can access other services such as debt advice or mental health support, and relational support directly from referral partners and other statutory agencies or civil society groups.

CHANGING COMMUNITIES
Cross-sector, locally appropriate solutions are in place, focused on the dignity of each person, which address the root causes of destitution, poverty and isolation.

There is a strong evidence base across food banks which can underpin effective anti-poverty recommendations.

The welfare benefits system now provides timely and sufficient financial support, and is available to all households who need it.

CHANGING POLICY
There is a Government programme of evidence-driven policies across the UK and through devolved administrations (nationally, citywide etc.) to effectively tackle destitution.

People with lived experience of poverty to play an ongoing part in informing national and local policies to alleviate destitution.

There is strong cross-party support for social and economic policies that protect households from destitution.

CHANGING MINDS
There is greater public resolve for a society where everybody can thrive, increased empathy and understanding about the drivers of food bank use, and higher willingness to take action.

There is increased public will for long-term solutions to end the need for food banks.

There is increased awareness of the problem of destitution and its structural causes amongst targeted groups within the UK population.

A growing number of people have been mobilised to take action to help bring about long-term solutions to end the need for food banks.

THE LONG-TERM IMPACT WE'RE AIMING FOR

OUR VISION
A UK without the need for food banks.

↓ levels of destitution
↑ levels of support

Local, financial, and relational support is available to all.

Social security works for all.

Food banks aren't viewed as a sufficient long-term solution to poverty.

Good employment (driven by others in the sector and beyond).

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MOBILISATION
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Food Insecurity is a Complex Problem

Primary Drivers of Food Insecurity

Unemployment + Poverty + Low Assets

FOOD INSECURITY

Needs don't exist in isolation and families are making tough tradeoffs to meet basic needs

FOOD

WORK/ INCOME

HOUSING

HEALTH

HUNGER + HEALTH | FEEDING AMERICA®

Types of data

User data

Asks: demographics, characteristics, reason for coming service

Establishes: your target audience, who you are serving

Engagement data

Asks: how people engage, frequency, why they stop

Establishes: the extent to which people use your services and how

Service data

Asks: what they liked / didn't like, why, what they would change, what is special

Establishes: whether users are satisfied and your service is working as intended

Outcome data

Asks: what has changed as a result of using the service, what have people gained

Establishes: short-term and long term impact on people's lives

One in five charities say they would have to close if FareShare stopped providing food

75% say they are better able to engage with their services users and provide them adequate support

Charities estimate it would cost them an average £7,900 a year to replace the food they get from FareShare

77% say FareShare food has improved the diet of their service users

53% of service users say their physical strength has improved and 52% say their energy levels are up

82% of services users that eating a meal at the charity makes them feel part of the community

[Fare Share – Our Impact](#)

What are the top 3 reasons for you to measure change in your food project?

Go to

www.menti.com

Mentimeter

Please enter the code

63 50 14 9

Submit

Enter the code

83 87 80 6

https://www.menti.com/niuadfogcq
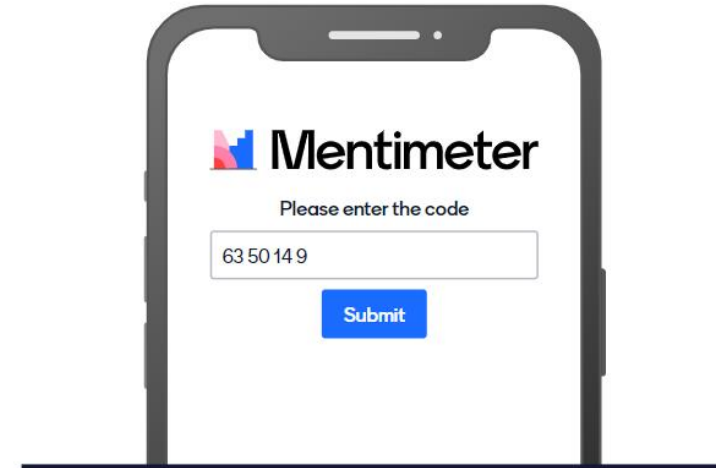
Your results…

What are your top 3 reasons for measuring change?
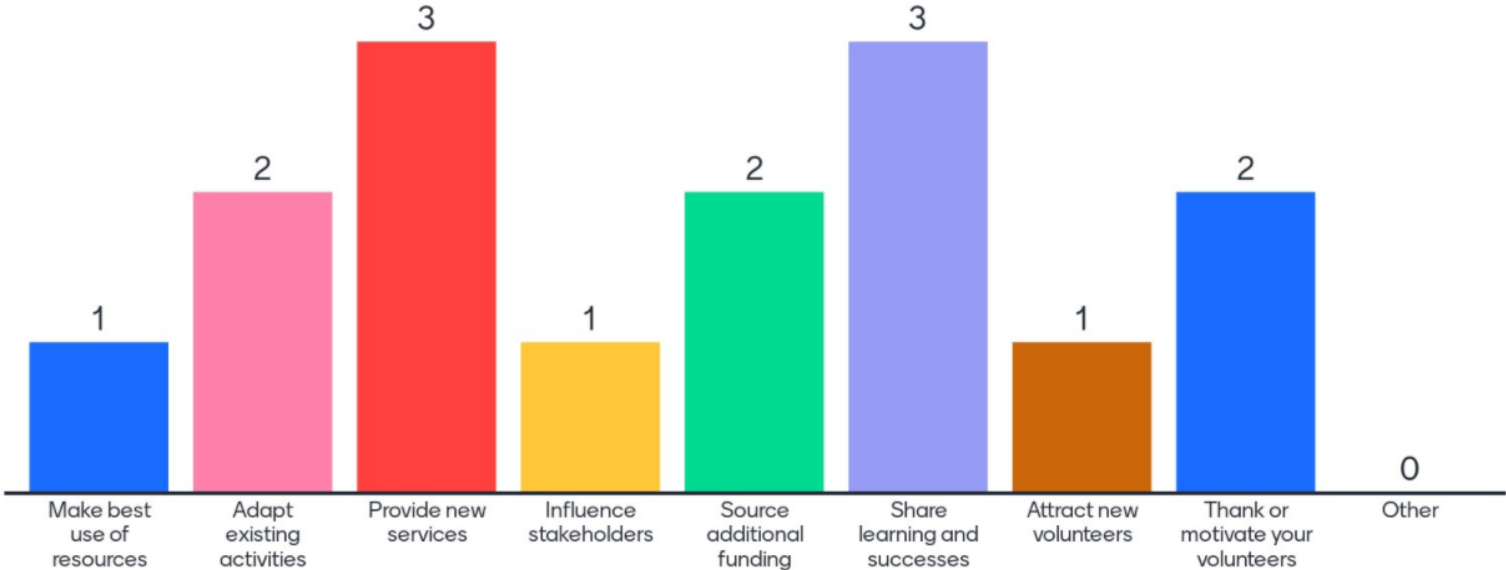
Things to do next with data

INSPIRING IMPACT

Step 1:
Data Diagnostic

Step 2
Review your existing data

Your details

Your organisation*

Organisation

Name of project or service*

Name

NEXT QUESTIONS

Download the worksheet

Review your existing data

This worksheet contains step-by-step guidance to help you review the type, quality, and purpose of your existing data.

DOWNLOAD THE WORKSHEET

https://www.inspiringimpact.org/learn-to-measure/plan/review-your-existing-data/

Digital data collection

Ways to collect data and digital tools that can help us

Ways to collect useful data

- ✓ Routine data collection
- ✓ Surveys
- ✓ Observations
- ✓ Interviews
- ✓ Creative methods
- ✓ Gathered / secondary data
- ✓ External / open data

Food Hub Collection Form

Food Project Name *

Please select >

Has your project collected food from The Food Hub this week?

Please select >

Your Food Service This Week

Please select which week you are reporting data for *

Total Number of Food Parcels Distributed This Week *

Total Number of Beneficiaries This Week

This includes household size. So if it's 1 food parcel for 2 adults and 3 children please put 5

Number of New People Registered This Week This Week

Did you experience a key issue this week? (Please select the most important one)

Please select >

Anything Else You Would Like To Add for This Week?

"Do I look like I have time for digital?" we used to say…

Your tools swap

What digital tools are you currently using?

Mentimeter

eventbrite
sales force
google forms
wattsapp for quotes
camera
text
whatsapp
views database for charts
excel
surveymonkey
email
social mefia
whatapp
mailchimp

"Where do I start?"

SurveyMonkey®

Typeform

ZOHO

Read our choosing a survey tool blog post

1) Logging a Conversation with a resident

Best Start ABCD app

* 1. Who are you?
- ○ James
- ○ Jenny
- ○ Lorraine
- ○ Stella
- ● Melissa
- ○ Natalia

* 2. Which area are you working in?
- ○ Broad Green
- ○ Thornton Heath
- ○ Selhurst
- ● New Addington
- ○ Fieldway
- ○ Waddon
- ○ Heathfield
- ○ Upper Norwood & South Norwood

* 3. Was it?
- ● A conversation with a resident
- ○ Signposting/referral
- ○ A networking opportunity/conversation with professional
- ○ An event
- ○ A case study

Next

A DIY app?

Example of using survey tools for routine and ongoing data collection

Capture your impact – mobile surveys

Capture your impact – SMS surveys
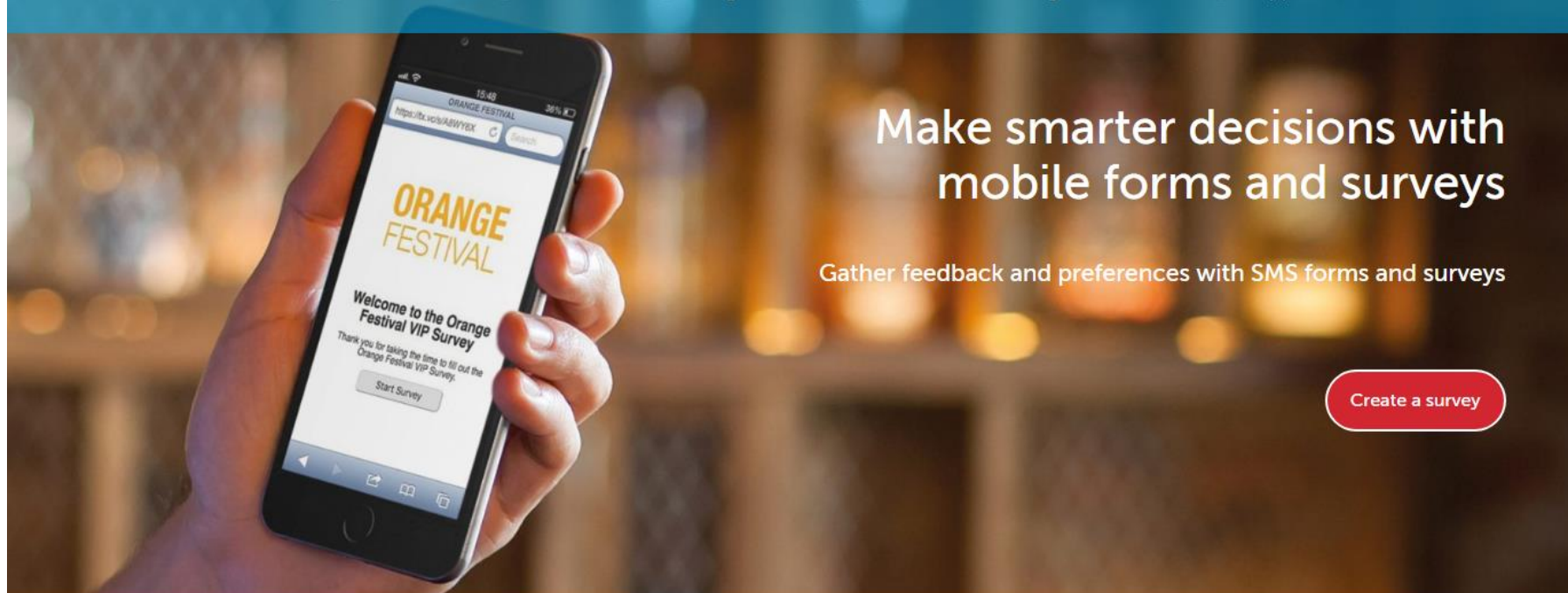
Are you using social media?
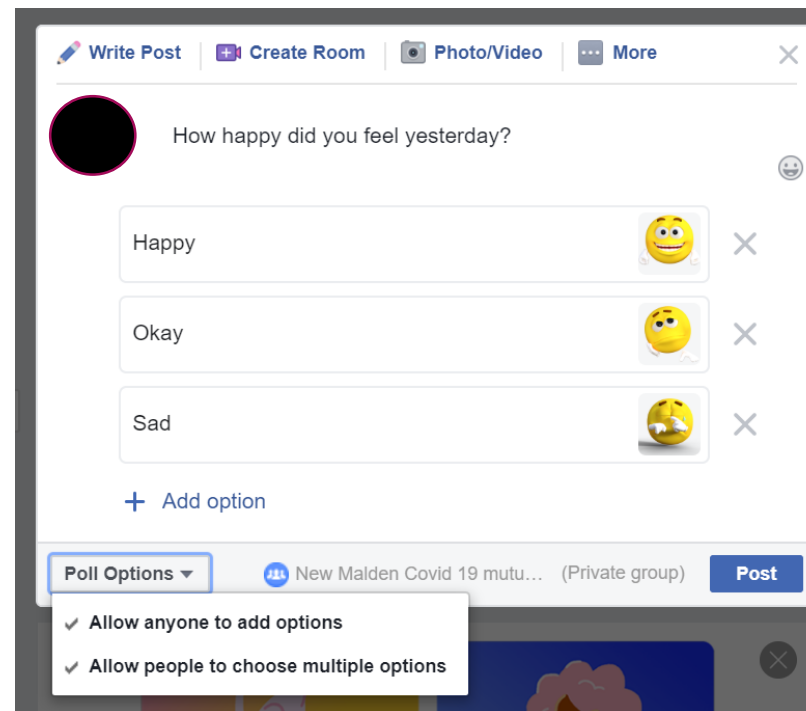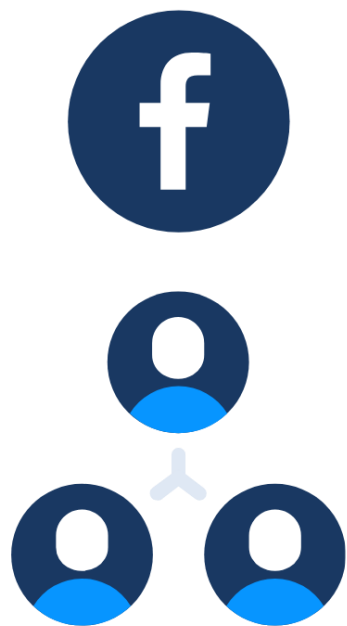
Power of Excel

✓ Digital filing – including online repositories e.g. Dropbox, Google Drive, SharePoint, Teams etc.

✓ Excel

✓ Off the shelf affordable online databases

**Self learn Excel bite size **

Choosing and using a database

50% of work			10% of work		40% of work	
1. Scope	**2. Plan**	**3. Specify**	**4. Select**	**5. Prepare**	**6. Test & train**	**7. Implement**
Taking stock – what have we currently got?	**How are we going to approach it?**	**What do we need the database to do?**	**Which database should we choose?**	**Get everything ready**	**Put it to the test**	**Use it everyday**
Time & budget Attitude towards change Technical skills Data stakeholders Software & equipment audit Outcome & evaluation framework	Appoint Project lead Timeline Staff & Volunteer buy-in	Mapping data to outcomes Reporting needs User requirements	Explore database options Map how the new database will fit in with your current systems	Database customisation Data clean up and migration User support materials New working processes	Testing & fine tuning User training	Full roll-out Ongoing user support Database maintenance Continuous improvement

[Choosing a Database by Datawise London](#)

Affordable off the shelf online databases

Analysing what we have

There are techniques and tools to help us understand what's happening in your foodbank projects

Analysing data

- ✓ Spreadsheets – filtering, sorting, formulae & functions, pivot tables etc.

- ✓ Database - queries & reports

- ✓ Exporting as csv files & importing to Excel

- ✓ Data visualisation tools & dashboards

Mapping: evidence need / show reach

batchgeo

Paste data sets with postcodes & create a map

- Blue existing volunteers
- Red new client referrals

Lewisham Community Food Projects Map
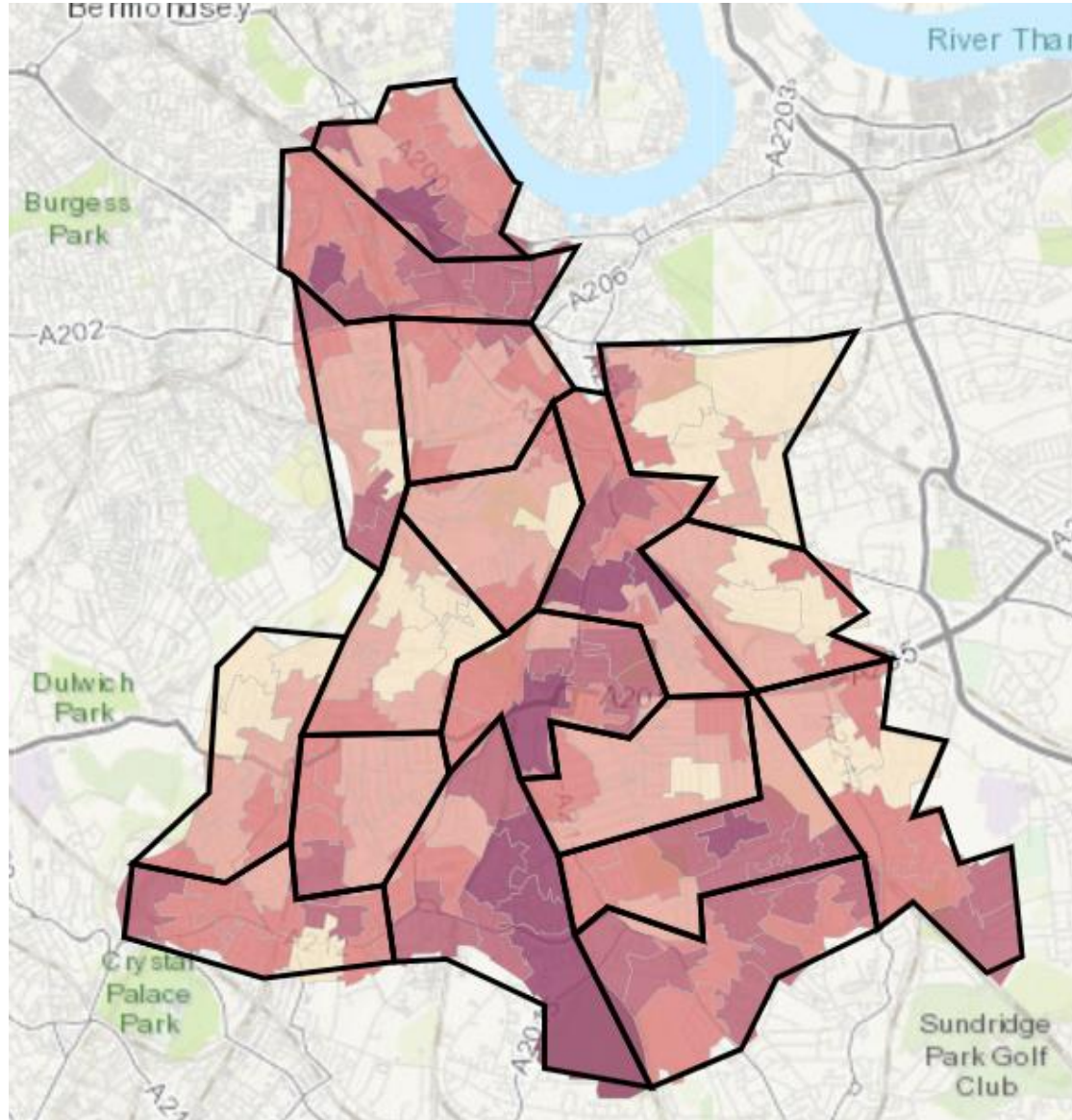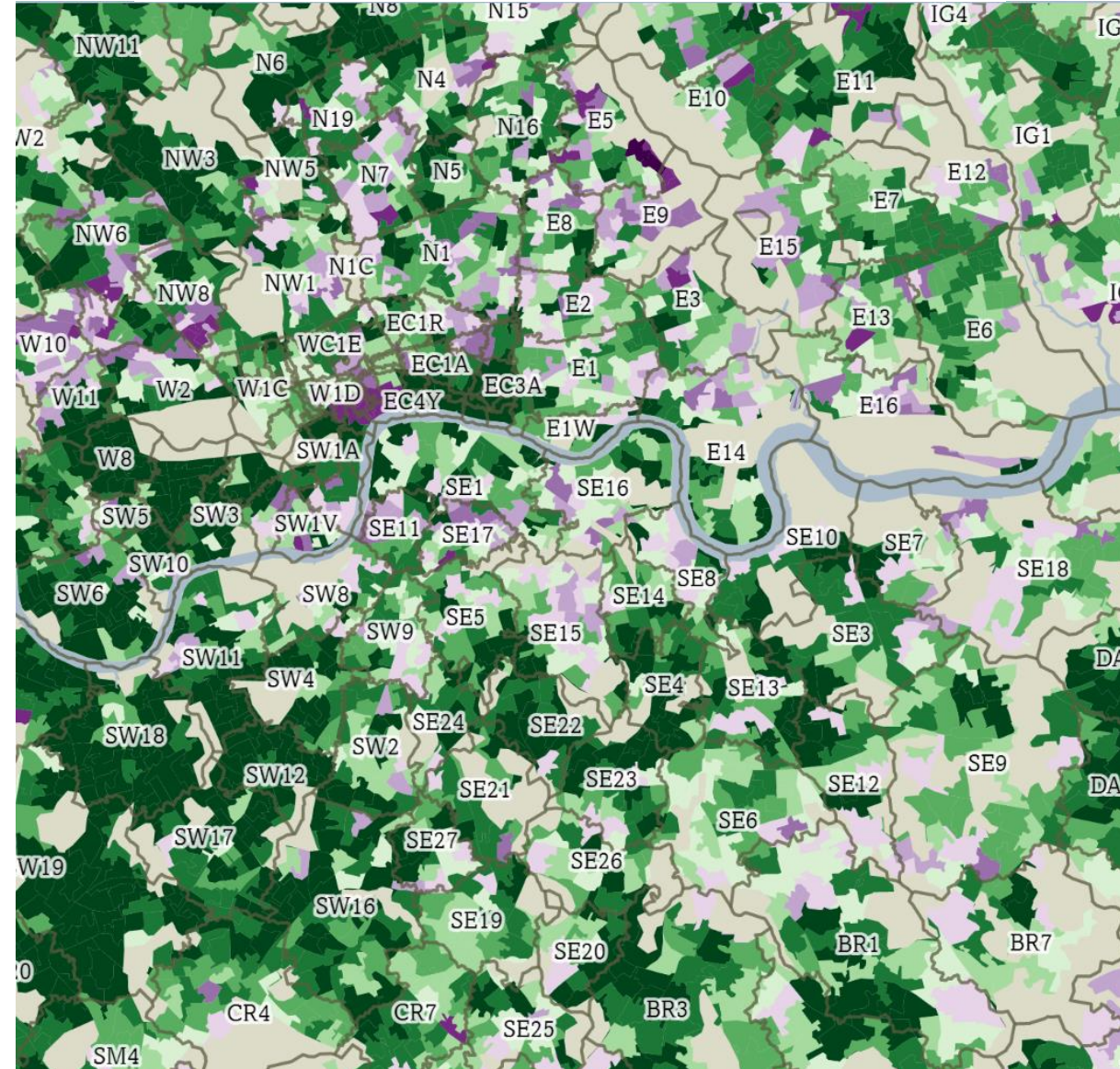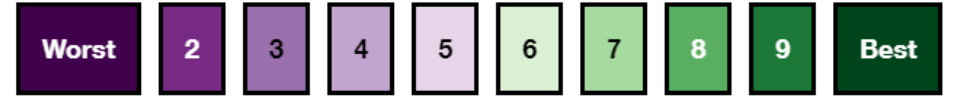
SERVING COMMUNITIES
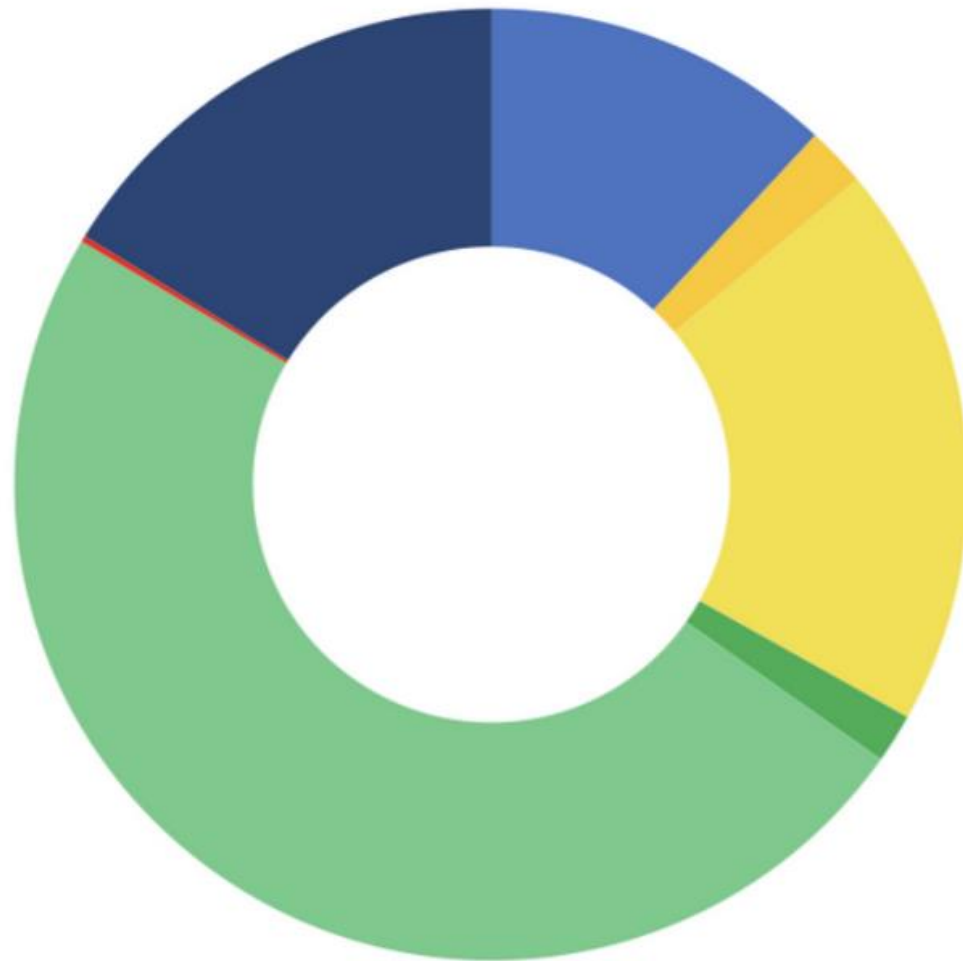
- ■ Temporary/emergency accommodation
- ■ Homelessness (excluding temp. accommodation)
- ■ Low income/food poverty: adults
- ■ Low income/food poverty: children & families
- ■ Low income/food poverty: elderly
- ■ Low income/food poverty: mixed community
- ■ Other

Social Bite Scotland Covid-19 Response

Food Insecurity

Dashboard

Percentage of households with children experiencing moderate or severe food insecurity:

	First 2 weeks of lockdown	April	May	June	August
Moderate or severe food insecurity	21%	17%	12%	13%	11%
Had smaller meals/skipped meals	19%	15%	10%	10%	10%
Been hungry but not eaten	9%	9%	7%	7%	7%
Not eaten for a whole day	5%	4%	4%	4%	4%
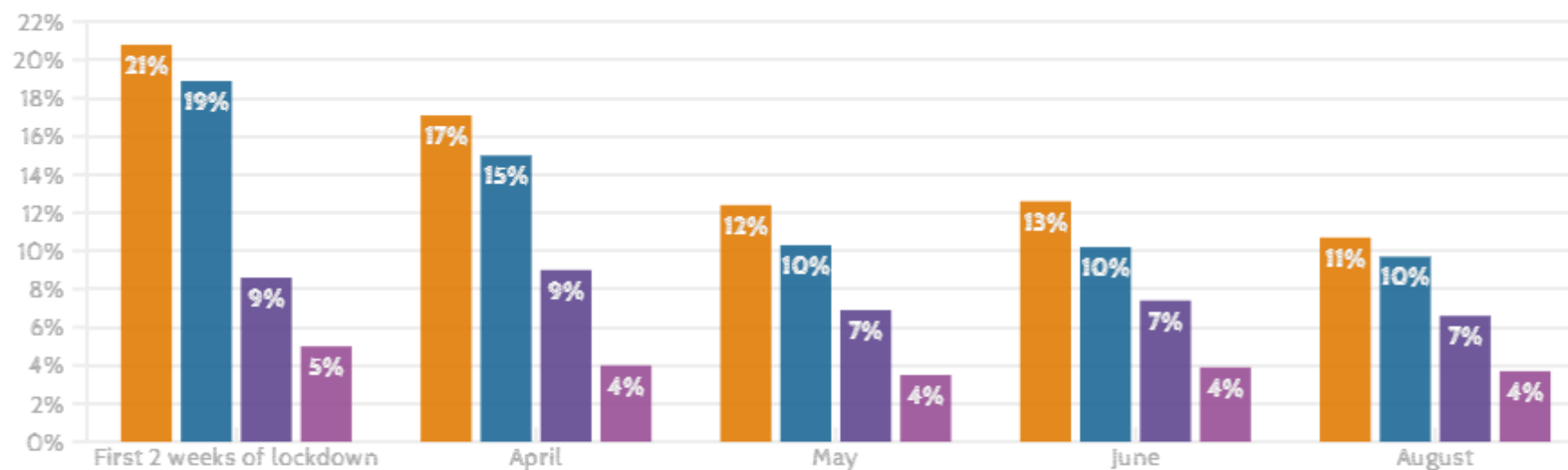
■ Moderate or severe food insecurity ■ Had smaller meals/skipped meals ■ Been hungry but not eaten
■ Not eaten for a whole day

Source: YouGov survey commissioned by the Food Foundation
① First 2 weeks of lockdown – Second survey in series. Recall period: 2 weeks. Date of data collection: 7/3–9/3. ② April – Third survey in series. Recall period: 1 month. Date of data collection: 24/4–29/4. ③ May– Fourth survey in series. Recall period: 1 month. Date of data collection: 14/5–17/5. ④ June – Fifth survey in series. Recall period: 1 month. Date of data collection: 6/7–8/7. ⑤ August – Sixth survey in series. Recall period: 1 month. Date of data collection: 24/8–1/9.

Children's Right 2 Food dashboard

Figure 3: The groups in London whose children are most likely to live in 'low food security'
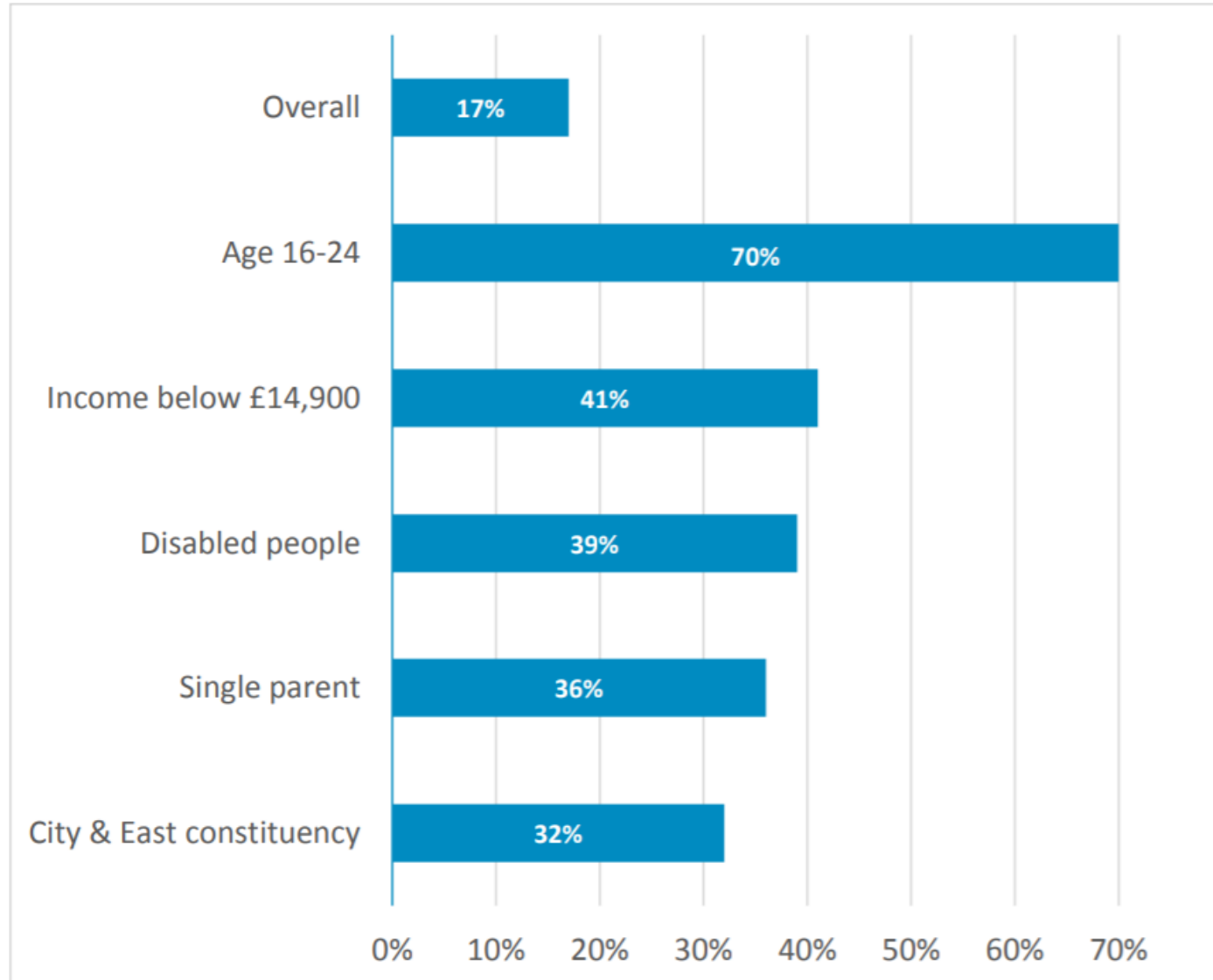
Quick break

Your impact – storytelling

Digital tools to help you tell the story of your volunteering and other programmes

" I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel "

1000 Volunteers

1000 Volunteers

1000 Volunteers
got out of bed on a Saturday morning

Storytelling essentials

Websites – the heart of your story

Community Champions: A sustainability success story amidst a global pandemic

A picture tells a thousand words
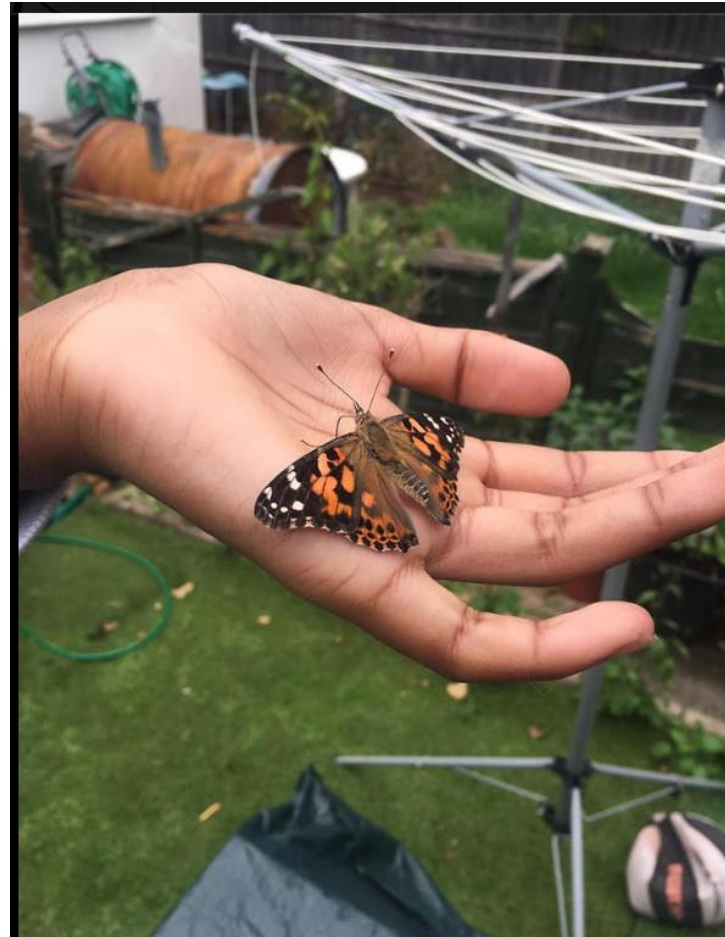
Sutton African and Caribbean Cultural Organisation

Even when using numbers!

A picture tells a thousand words

Measuring change album

Oct 25, 2017
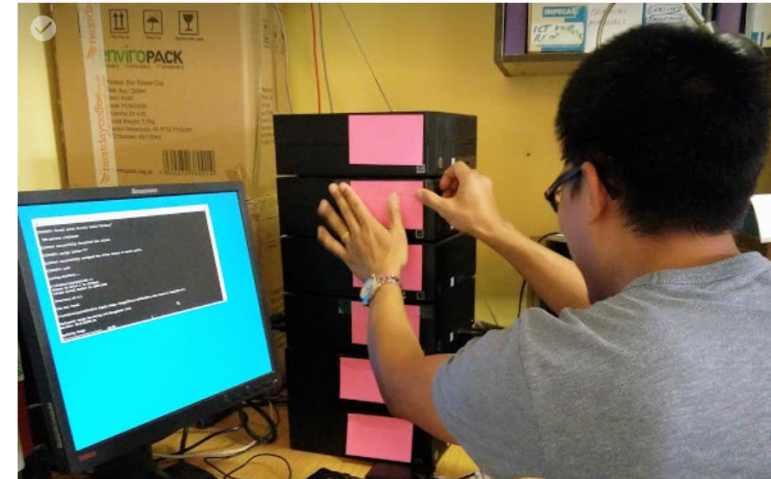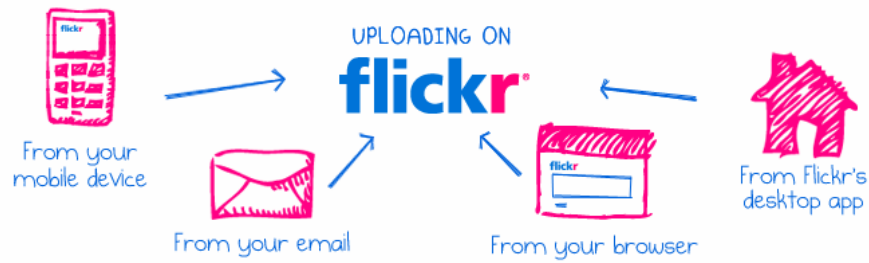
Give people a voice – audio interviews
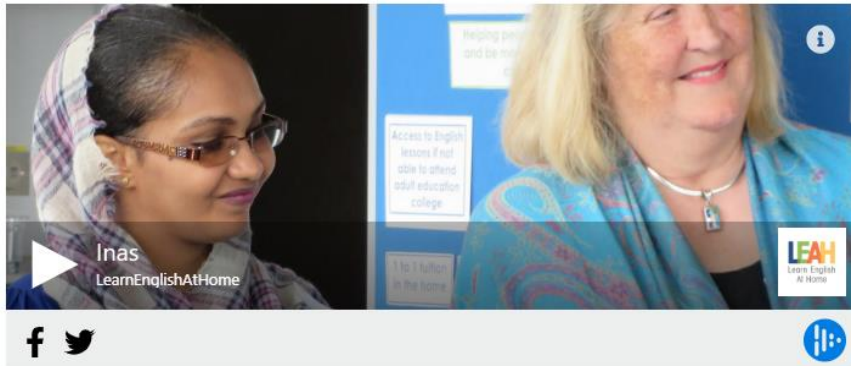
Collect and publish

Edit

Record, transcribe, edit and publish

59 Posts　6 Playlists

CPOF

Crystal Palace Overground Festival

Crystal Palace Overground Festival is an event that has a wide range of diverse activities for people of all ages to get involved in. Follow us on twitter @CPOFestival , on Facebook at Crystal Palace Overground Festival and Instagram at cpofestival

Crystal Palace Park

crystalpalacefestival.org/

Subscribe

 iTunes　🔊 RSS

Yoga Students

CPOF

Nicola talks to John Paul from Men in Sheds

CPOF

Yoga lessons

CPOF

LONDON MOZART PLAYERS
PRESENTS
A CLASSICAL TAKEOVER OF THE
CRYSTAL PALACE OVERGROUND FESTIVAL
SATURDAY 17TH JUNE
VIVALDI GLORIA 7.00™
THOMAS TROTTER / POULENC ORGAN CONCERTO
CROYDON GOSPEL CHOIR / CRYSTAL PALACE COMMUNITY CHOIR
HARRIS ACADEMY CHOIRS

London Mozart Players-Julia tells

London Mozart Players-Julia talks

London Mozart Players-Clapping along

0:00   0:15

Over to you!

What stories would you want to capture now?

Quick Zoom poll...

What's your experience of making videos?

You don't need feature films…
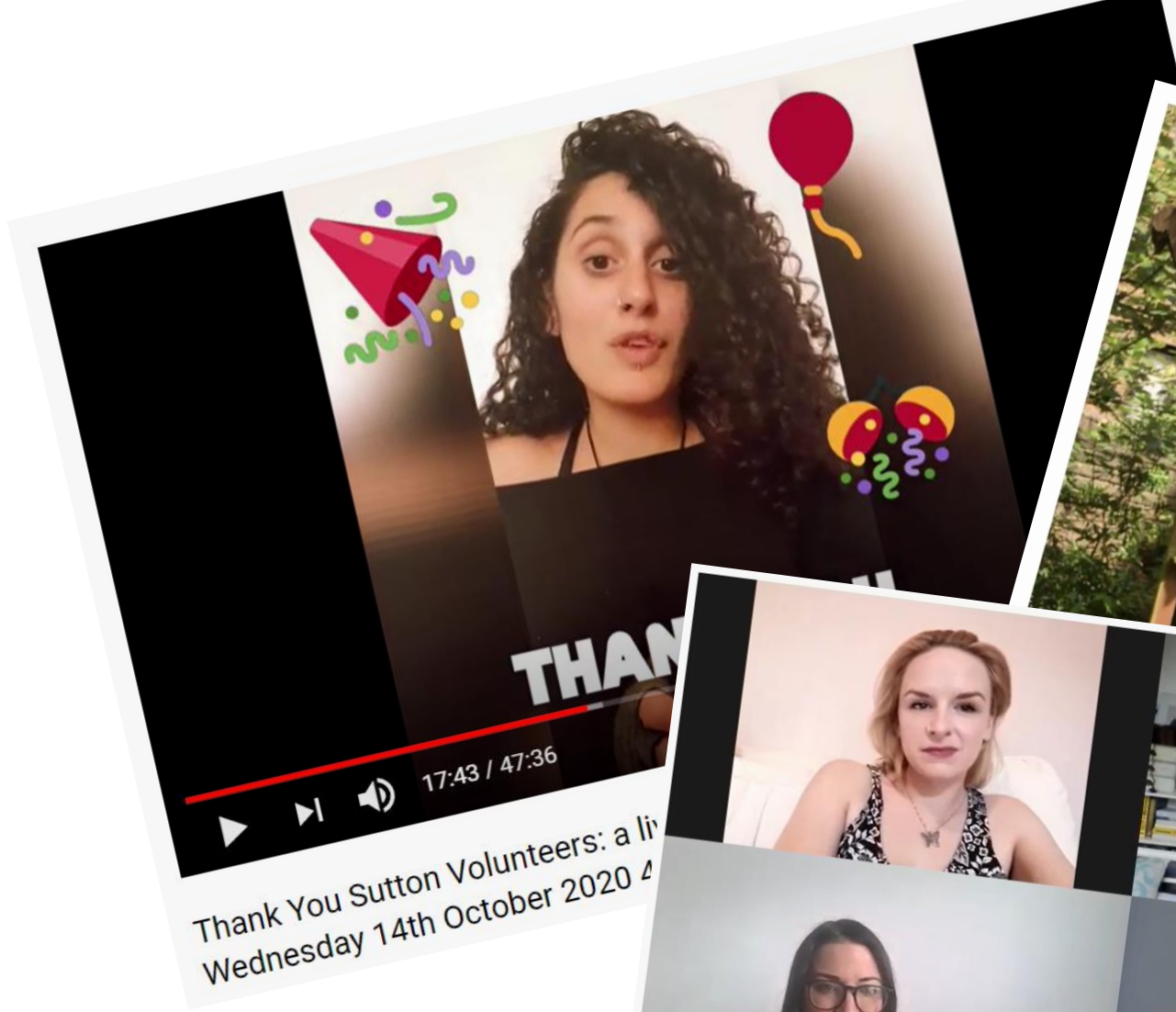
Thank You Sutton Volunteers: a liv
Wednesday 14th October 2020 4

17:43 / 47:36
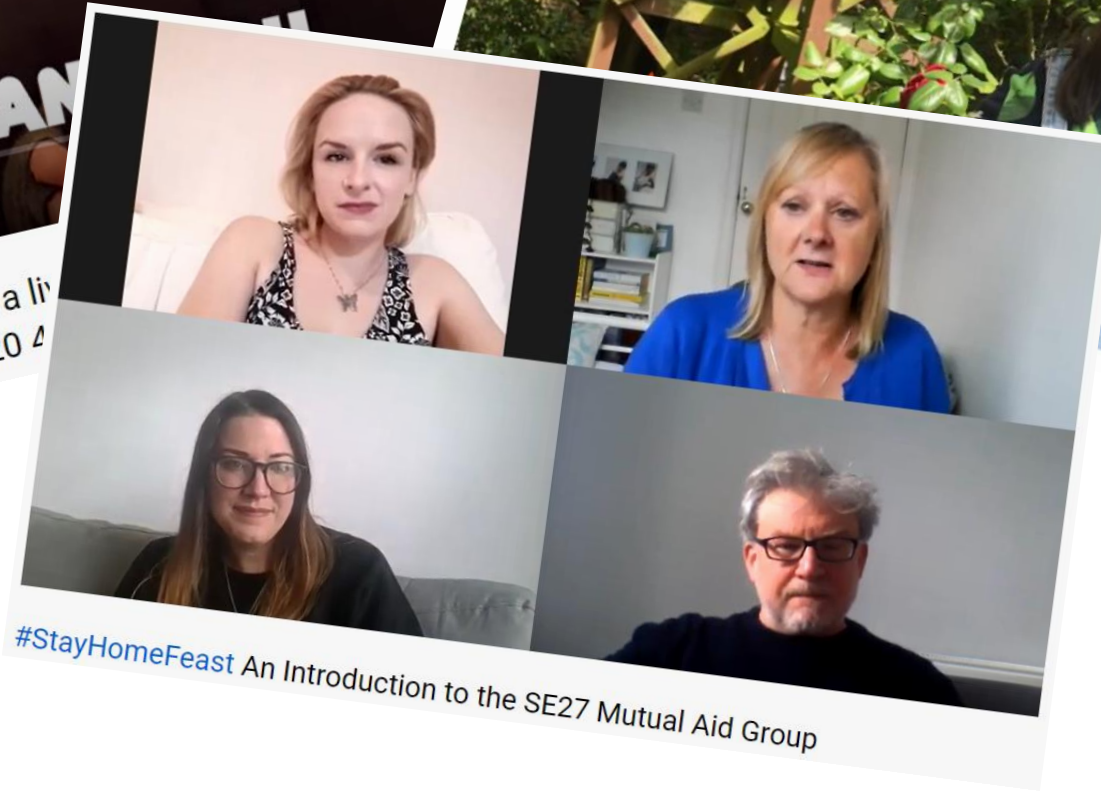
#StayHomeFeast An Introduction to the SE27 Mutual Aid Group

VOLUNTEERING BARNET

Barnet Together

Using what
you have…

Other free / affordable video apps

Video

Splice allows you create a fully customised video: trim, crop, titles, animations, music and more. iOS only. Use **Quik** if you have an android phone or tablet.

Adobe Spark Video is a free online and app based video creator with templates and tips to create well structured stories.
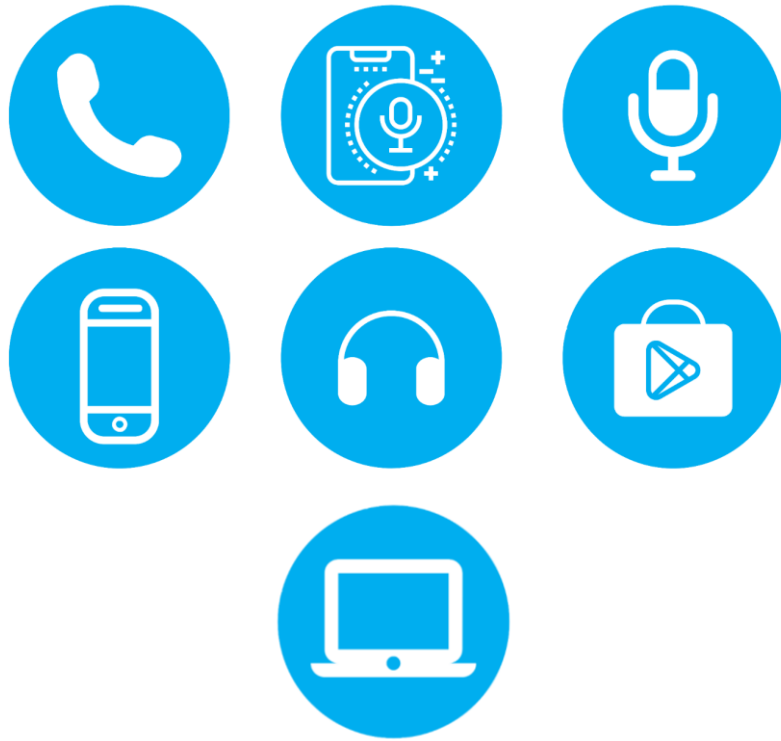
FilmoraGo is the free app version of the online video editing software. Available for Apple and Android.

Start with Spark if you are new to video and prefer desktop…

What equipment will you need?
Or have?

FEEDING LEWISHAM:

FOOD BANKS IN CRISIS

11:55

Infographics for impact

Over the last
12 MONTHS
38 VOLUNTEERS
gave us
1126.5 HOURS
That equates to
140 WORKING DAYS

Thanks to all our volunteers!

easelly create and share visual ideas online

infogr.am

**visual.ly**

Piktochart

Canva

CONSCIOUS KITCHEN

nourishes students and the community by serving fresh, local, organic, scratch-cooked, nutritious meals and recommitting to food equity, education and access

SINCE CK COVID-19 RESPONSE BEGAN:

10,000 TOTAL MEALS TO DATE

fresh, local, organic, scratch-cooked, nutritious meals prepared by Conscious Kitchen chefs to support the health of people and planet
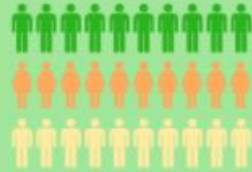
STUDENT BREAKFASTS AND LUNCHES 4,094

healthy, delicious meals available daily for pickup outside of Bayside MLK Academy for all students and anyone under age 18

4,859 COMMUNITY DINNERS

hot, organic, nutritious meals delivered daily to multiple pickup locations in Marin City for individuals and families

SENIOR LUNCHES 1,047

individually packed, balanced meals delivered directly and safely to seniors at home daily

JOIN CONSCIOUS KITCHEN TO NOURISH THE COMMUNITY AMID COVID AND BEYOND

consciouskitchen.org/covid
info@consciouskitchen.org
@consciouskitchn

*information based on Conscious Kitchen data from March 25 – April 17, 2020

St. Raphael's Edible Garden

The garden provides a **therapeutic space** to invest in the **skills**, **health** and **wellbeing** of **local people**. We grow **organic produce** that is used within the community kitchen and distributed through food parcels.

3,000 **eggs** laid by our chickens

Over **1000** guests and volunteers since inception

38 Children received **2 AQA** qualifications in Growing & Horticulture

40 trees planted

Long form – events, campaigns, reports & sub sites!

wakelet

Save, organize and tell stories with content from around the web

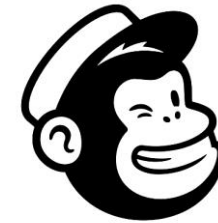**Sign up for free**

Create a quick collection

It's a tool to turn many links into one
No sign up needed

Spark Page

mailchimp

issuu

▶ Details   E Emphasize   A Accent   🔗 Link

🖾 Background   *Title your Sway*

➕
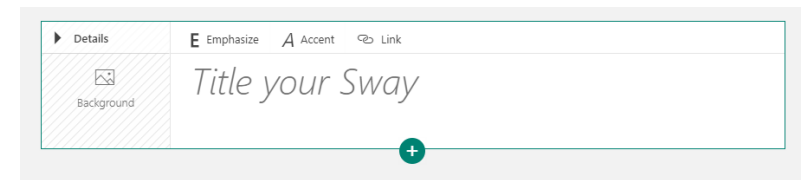
Final thought…

Best practice issues
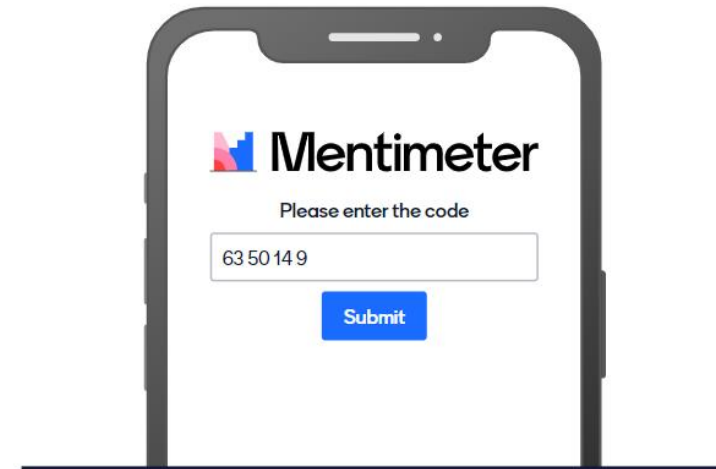
✓ Do you need to be registered with the information commissioner? www.ico.org.uk

✓ Do you have a data protection & privacy policy and explain why you collect data and what it will be used for?

✓ Do you get consent to use photos / videos?

✓ Is your client data secure i.e. password protected, backed up, safeguarded with anti virus software and a firewall? Infographic

What's the one thing you'll try after this session?

Go to

www.menti.com

Mentimeter
Please enter the code
63 50 14 9
Submit

Enter the code

83 87 80 6

https://www.menti.com/niuadfogcq

about Superhighways....

Providing tech support to small local charities in London for 20 years

- ✓ Support
- ✓ Training
- ✓ Consultancy
- ✓ Digital inclusion
- ✓ Impact Aloud
- ✓ Datawise London

- ✓ E-news sign up https://superhighways.org.uk/e-news/

Our other free online bitesize training

[Go to our Eventbrite page](#) for a full listing and to book your space

- ✓ Excel bitesize series (5 sessions). Face to face sessions now full up, but you can join the Self learn programme instead (starts 8 March)
- ✓ Putting your data on the map, 11 March & 17 May
- ✓ Using your data to evaluate your impact, explore options and drive change, 31 March
- ✓ Creating surveys: tools and best practice, 20 April
- ✓ Telling your story with impact, 27 April
- ✓ Interviewing your small charity beneficiaries, 5 May
- ✓ Understanding what people say: An introduction to qualitative data analysis, 26 May
- ✓ Create your own interactive dashboard with Power BI, 8 June
- ✓ Data visualisation: charts and other choices, 9 June

superhighways
harnessing **technology** for **community** benefit

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