

Demonstrating your impact

Make your Mark



Your name and...

What story have you heard, read or seen recently that moved you, or you enjoyed?

#impactstories



What we'll cover today

- ✓ Visuals for analysis and sharing
- ✓ Creating charts and graphics
- ✓ Other ways to report
- ✓ Free and affordable digital tools



1000 Volunteers



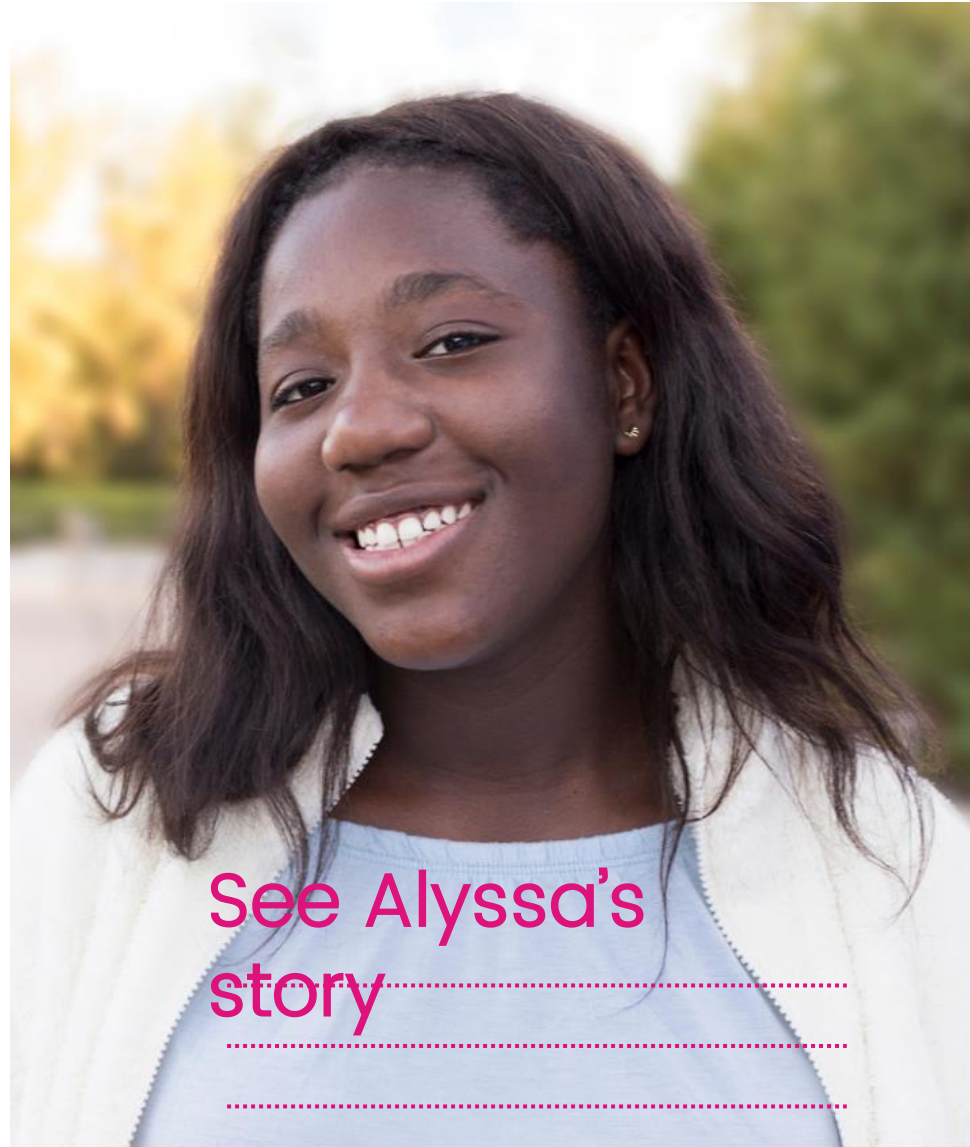
1000 Volunteers



1000 Volunteers
got out of bed on
a Saturday
morning



1000 Volunteers
got out of bed on
a Saturday
morning



See Alyssa's
story



Folder of resources for today

Go to



<https://bit.ly/ImpactReportCS>





Analysis basics

Techniques and tools to help you know what you are reporting on!

What tools do you
use for **analysis**?



Analysing data

- ✓ Spreadsheets – filtering, sorting, formulae & functions, pivot tables etc.
- ✓ Database – queries & reports
- ✓ Exporting as csv files & importing to Excel
- ✓ Data visualisation tools & dashboards



[Excel bite-sized series self learning](#)
with practice data sets





Mapping

Show reach of your services or evidence need for funding

Create an easy map using Batchgeo



Paste [data sets](#) with postcodes & create a map using [Batchgeo](#)

- ✓ Blue existing volunteers
- ✓ Red new client referrals



Southwark Community Engagement Map


Added a year ago

 [Add contribution](#)

^ Categories

Toggle all

 Tenants and Residents Associations (Coming Soon)

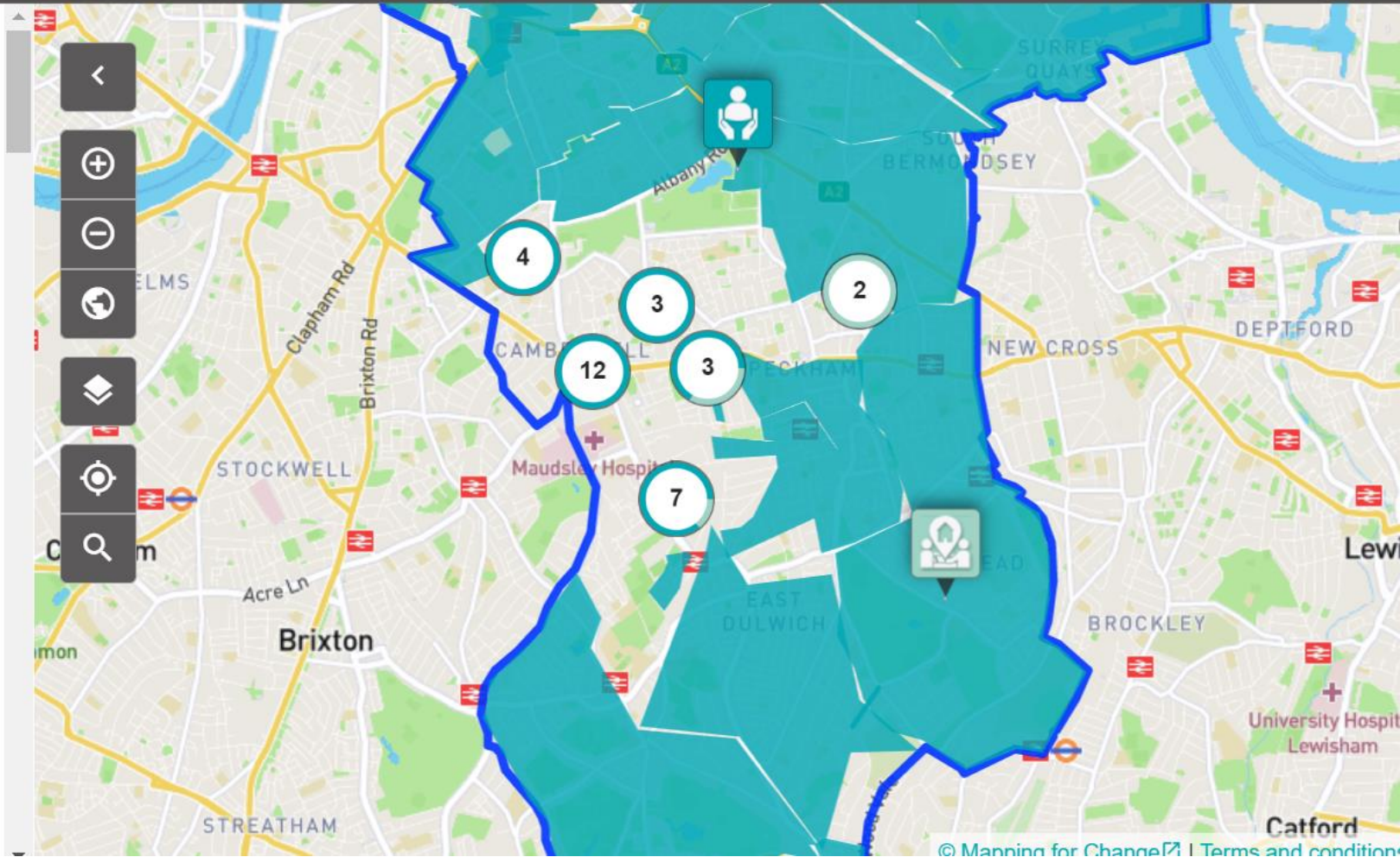
 Mutual Aid Groups

^ Contributions

No subset selected ▾

Find contributions

Clear



Lewisham Community Food Projects Map



Create a map using Community Lens

Community Lens V0.1



Community Lens

Match open datasets to the areas you work in to learn more about the needs of local communities.

[Learn More](#)

[Use now](#)

Paste data sets with postcodes & create a map using [Community Lens](#).

You can show that your activities are reaching people in areas of need as this compares with Indices of Multiple Deprivation

[DEMO recording](#)



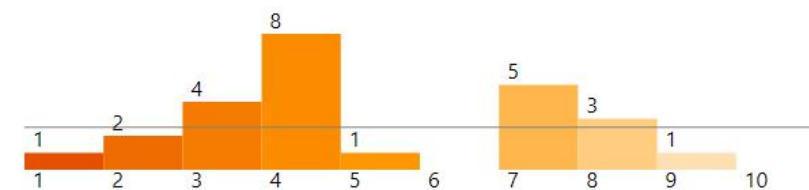
The Lens of Multiple Deprivation

Summary

The majority of the locations (64%) are in the bottom half of areas in England for IMD

Count By Decile

(Decile 1 = Most Deprived, Decile 10 = Least Deprived)



Average Rank Decile



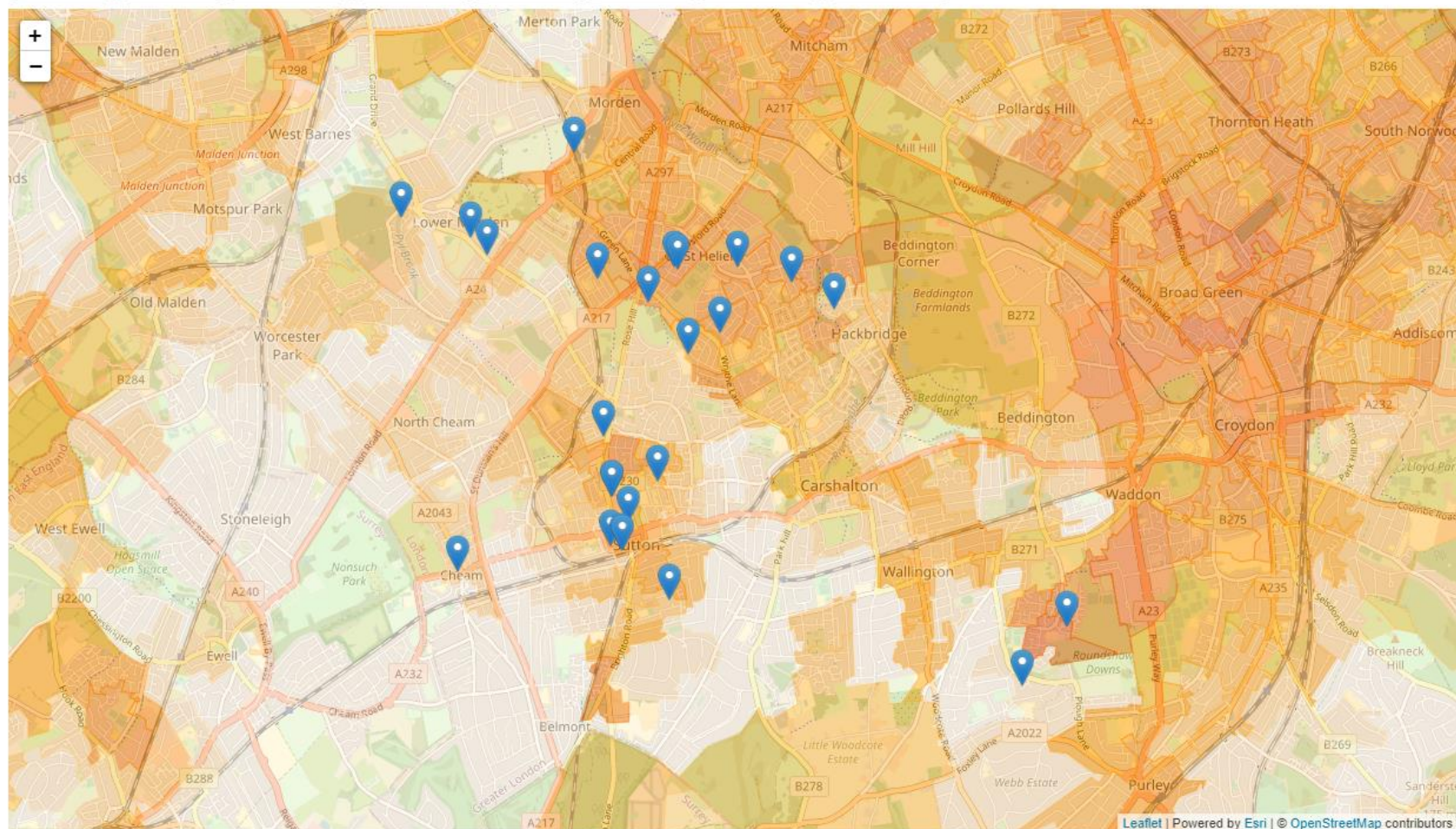
Definition

The overall Index of Multiple Deprivation 2019 is a measure of multiple deprivation based on combining together seven distinct domains of deprivation, Income Deprivation, Employment Deprivation, Education, Skills and Training Deprivation, Health Deprivation and Disability, Crime, Barriers to Housing and Services, Living Environment Deprivation.

Data Source

[Download Data](#)

- IMD 2019
- Income
- Employment
- Education +
- Health and Disability
- Crime
- Housing and Services
- Living environment



Create your map using AutoGeoMapper

AutoGeoMapper V0.1



AutoGeoMapper V0.1

Match your data against existing UK ward or local authority boundaries and create an easy-to-read shaded map.

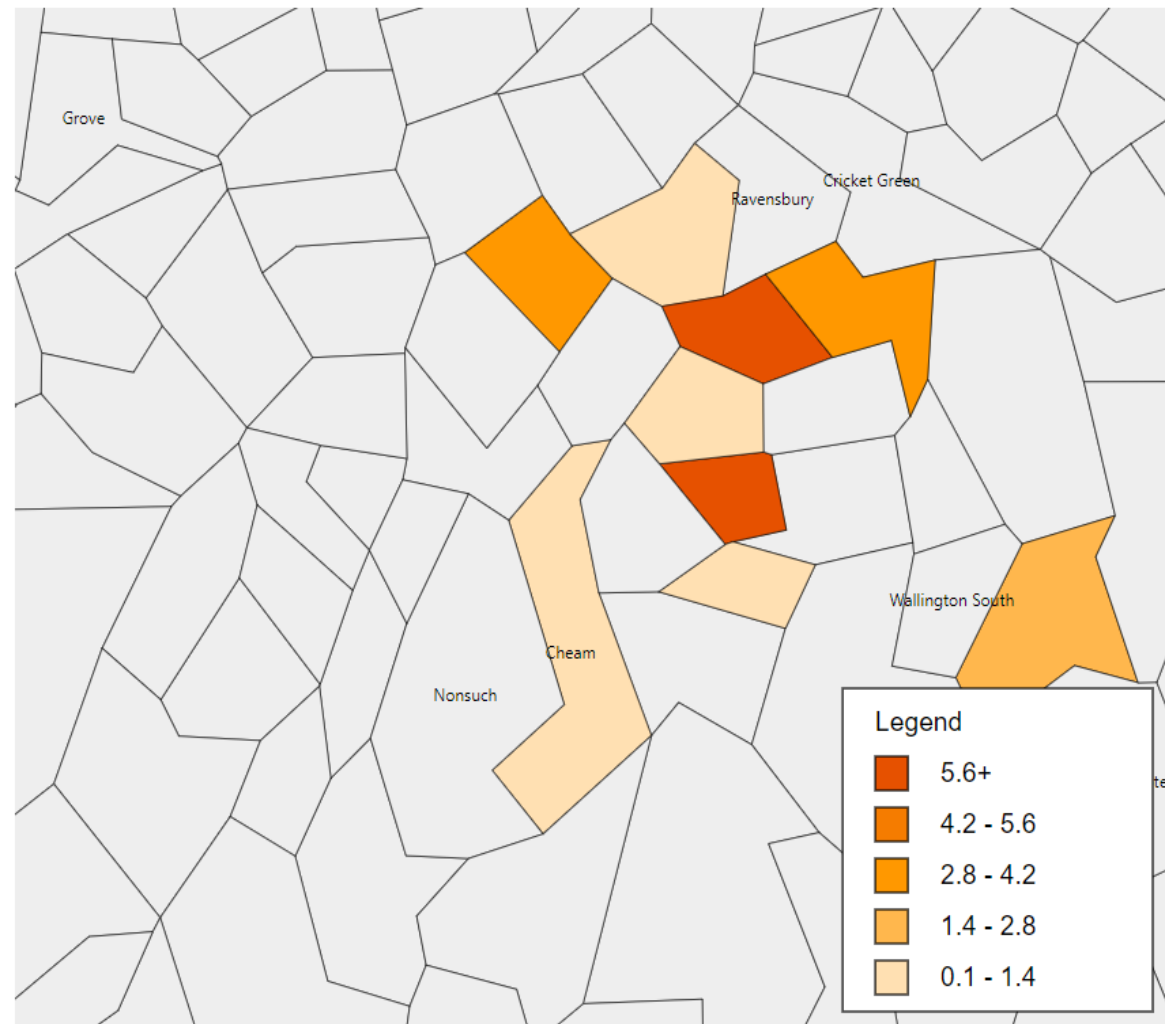
[Learn More](#)

[Use now](#)

Paste data sets with postcodes & create a choropleth map using [AutoGeoMapper](#).

[DEMO Recording](#)





Ward Name	LA Name	Ward Code	LA Code	Value
St Helier	Merton	E05000470	E09000024	1
St Helier	Sutton	E05000562	E09000029	6
Sutton Central	Sutton	E05000564	E09000029	7
Cheam	Sutton	E05000560	E09000029	1
Beddington South	Sutton	E05000556	E09000029	2
Sutton South	Sutton	E05000566	E09000029	1
Wandle Valley	Sutton	E05000571	E09000029	3
Lower Morden	Merton	E05000465	E09000024	3
Sutton North	Sutton	E05000565	E09000029	1

Wards

Local Authorities

File Name:

[Download Image](#)

[Download Data](#)

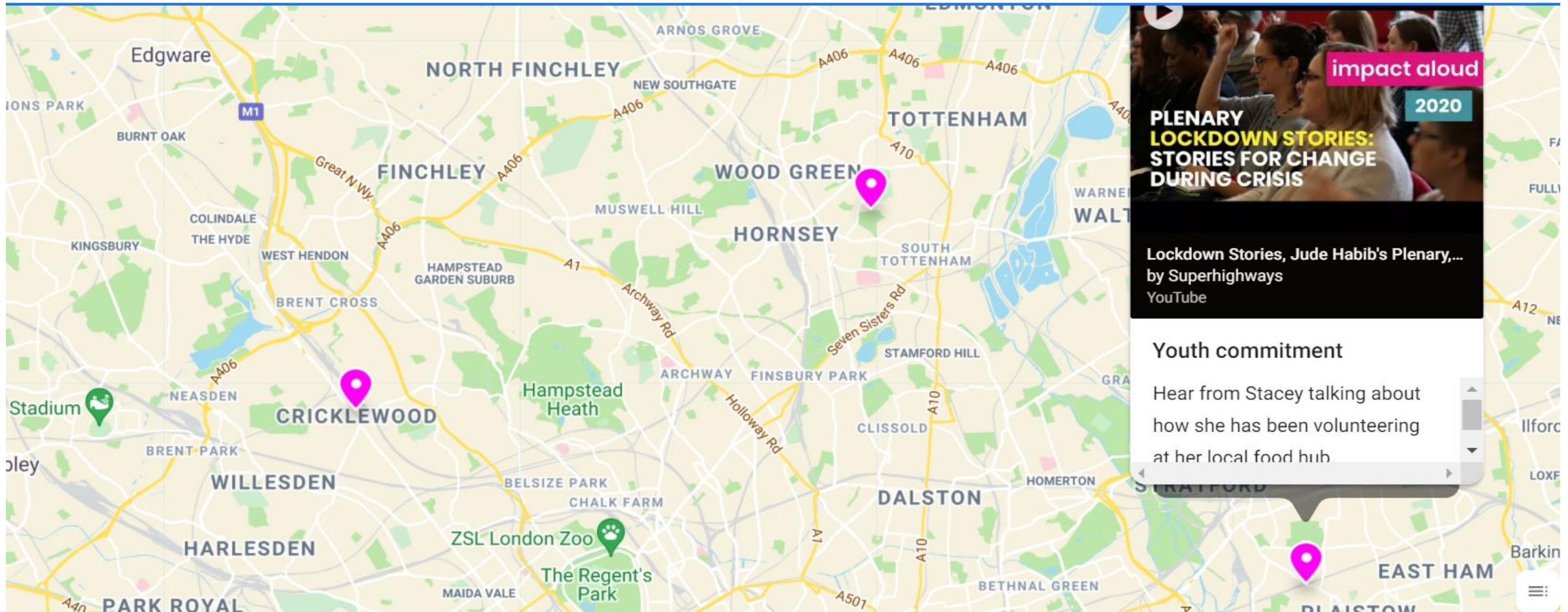


Padlet story map example

 katewhite71 + 1 • 14d

London Stories

Made with panache



PLENARY LOCKDOWN STORIES: STORIES FOR CHANGE DURING CRISIS 2020

Lockdown Stories, Jude Habib's Plenary,...
by Superhighways
YouTube

Youth commitment

Hear from Stacey talking about how she has been volunteering at her local food hub



‘Soft’ theming

Qualitative data analysis helps you discover and share themes in what people say

Audio stories example



Edit Analytics Total plays: 12

Man & Boy: a positive story of impact

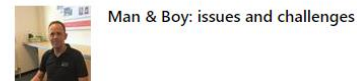
26 Sept 2018, 16:58



Subscribe

Apple Podcasts RSS

Next



Man & Boy: issues and challenges

Top Episodes



Matt Hay Talking about Refugee Action Kingston's Summer Playscheme by Small Charity Impact



Max Hamilton: a young ambassador for Express CIC in Kingston by Small Charity Impact



Hannah Craig on supporting mental health of SEN children by Small Charity Impact

KINGSTON'S CHARITABLE SECTOR



Series of interviews recorded with Audioboom (you might want to use [Otter.ai](https://otter.ai) or [Soundcloud](https://soundcloud.com))

Audio inserted from Audioboom into Prezi presentation



How to look for themes part 1

Step 1 – highlight first level themes that relate to what you are trying to show directly from what people say.

You may even simply copy out important bits of text into another document

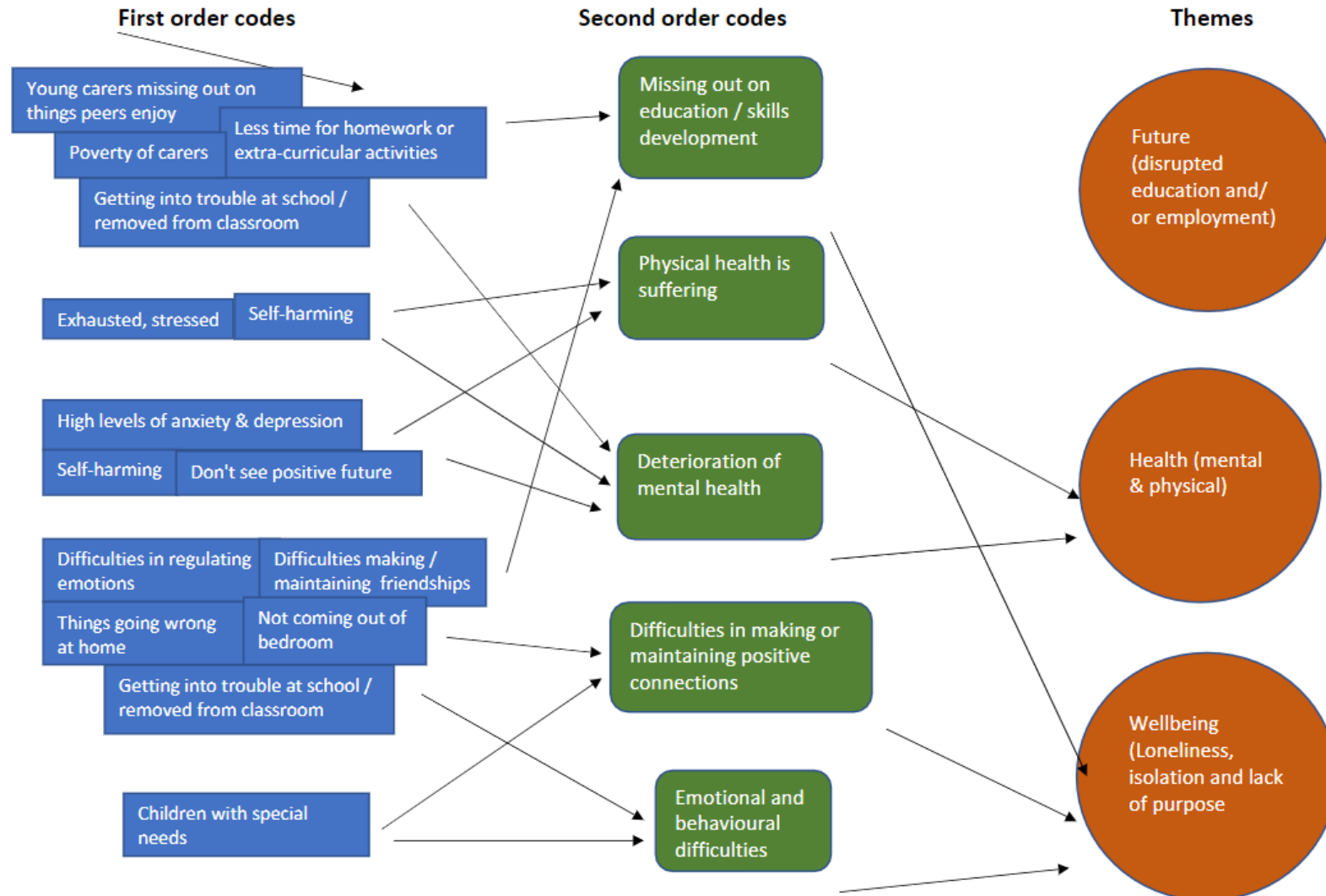
Man and Boy:

"We've got loads of stories of the impact that we've had. One in particular, I remember is a family who I went to visit on a visit every family beforehand. But I think that's the key with engaging with the families is to engage with the man and get alongside them, to encourage them to start the programme. Once they're on the programme, then it's fine. It's so we meet them in a coffee shop, we have a chat, we talk about what the banner boy does.

This particular man, he wasn't very interested. I think he was just a little bit **depressed**. And I went away. And we decided that we wouldn't take it any further. Three or four months later, he texts me and asked for my help. And he asked if you'd come on a camp because **things had gone wrong at home**. We took him on, he came on a camp, and we use some therapeutic questions on the camps, questions that the boy can ask the man and the man can ask the boy just to help each other, perhaps open up a little bit in a safe sort of environment. And afterwards, we follow up the men and the boys to see how the camp went. And a couple of weeks after that, I found to ask how it was. And to my surprise, **the boy beforehand, he was self-harming, nine-year-old boy self-harming and not coming out of his bedroom, getting into trouble at school**. And he the man said I can't believe the change in this boy. He was able to talk to me for the first time about how he was feeling on the camp. And now he's engaging with a family, is coming down, doing the washing up and playing in the garden. And he's stopped the self-harming and he's doing really well at school. And just I'm not saying that we are the answer because we're not on it. There's lots of other things that impact but sometimes we are a catalyst for some change in that boy's life just giving them space and time to say how they're feeling in a sort of safe environment. So that's a really encouraging story for me."



How to look for themes part 2



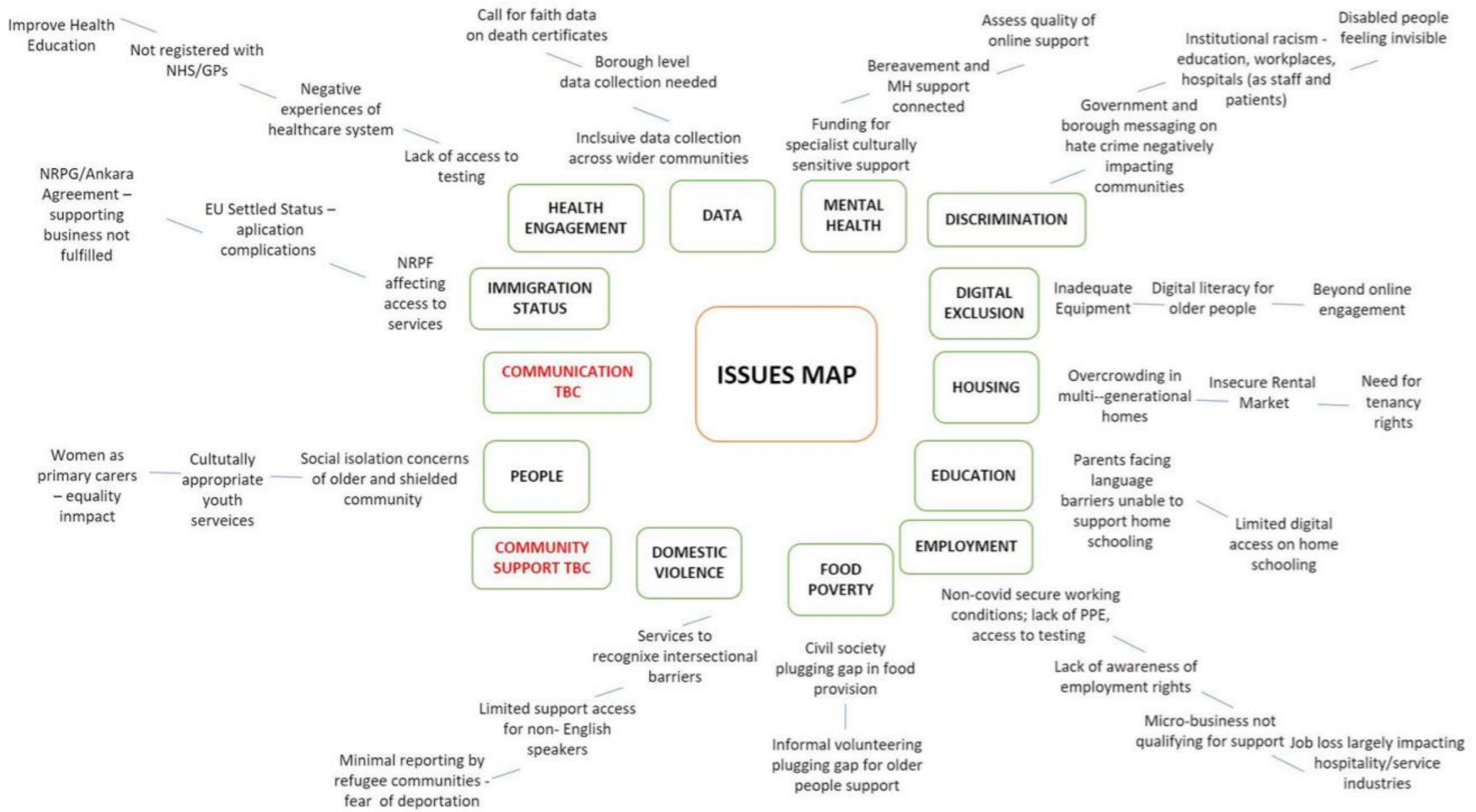
Now you can start grouping what people say. It's good to review this not just go on first instinct



GLA Community Engagement Team

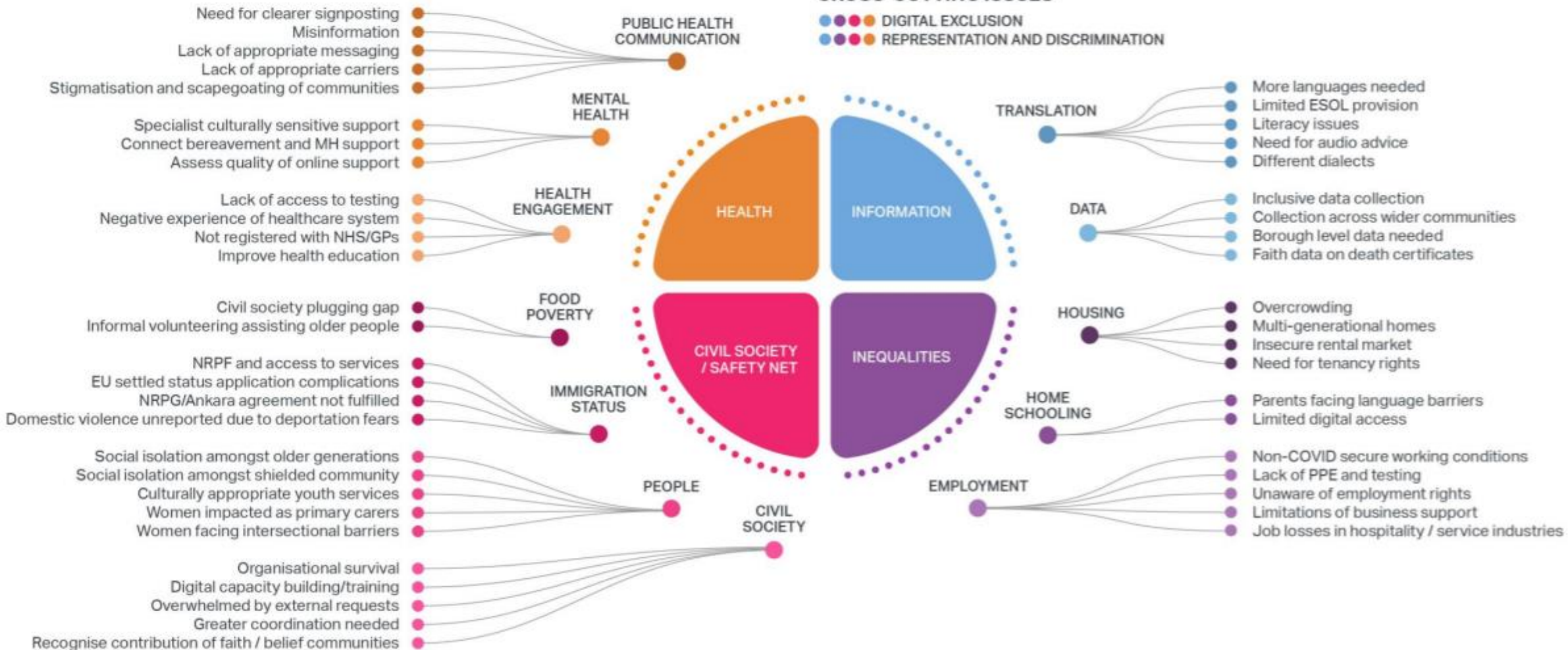
MAP OF COMMUNITY VIEWS: COVID-19

Concerns gathered from 21 roundtables with groups disproportionately impacted by the pandemic



CROSS-CUTTING ISSUES

- ● ● ● DIGITAL EXCLUSION
- ● ● ● REPRESENTATION AND DISCRIMINATION





‘Hard’ theming

Finding and sharing patterns from lots of text with Word Clouds

What's a Word Cloud?

A word cloud is a visual representation of words used to highlight popular words and phrases based on frequency and relevance.

They provide quick and simple visual insights that can lead to more in-depth analysis.

information

analysis

numbers

scary

research



Finding patterns with Wordclouds



We asked our Data Essentials training participants over a year: What does the word DATA mean to you?

(We used [Mentimeter](#))



Your Wordcloud tasks

Your turn to create a Word Cloud using WordItOut

Follow this [step by step guide](#) using data from free text responses to a digital exclusion survey.

Here is the [sample response](#) data you can use.



Limitations



Should I use a word cloud?

- ✓ Clear 'stop words'
- ✓ Simple question
- ✓ Often needs context – how much?
- ✓ Not always a good indicator of sentiment



Superhighways roundtable example

Describe **positive and negative** experiences where you learned something new about digital.

What helped you to learn? What were the challenges?



Frequency plotting



What's the problem here?





Turning talk into numbers

Counting themes
in text...

Digital Exclusion
survey responses
Excel export

Identified themes
and counted
frequency

What opportunities do you feel your service users / communities are missing out on because of digital exclusion? (In other words - how are they being disadvantaged?)

Home Learning
Access to different services and support
Important updates on COVID-19 restrictions
Ways to support their own well beings in terms of staying connected

Communal support

Applying for funds or benefits
Local information about their community, what's on etc
Support to help families with SEN children e.g. one mum wanted to find some Makaton exercises but did not succeed.

Theme	No of times coded	Percentage
Home-schooli 1. Children fal		
2. Not being a		
they are failin		
Reducing isola		
connect.		
Cognitive stim		
Online face to		
information v		
Not being able		
Not staying up		
Social Contact	20	74%
Covid-19 Updates	15	56%
Family Support	12	44%
Home Learning	10	37%
Wellbeing Activities	9	33%
Health Services	8	30%
Everyday Services	8	30%
	27	

And here's
the themes
identified &
quantified in
the real use
case



Break





Turning numbers into visuals

Simple charts and
maps

Some useful tools

(click on the logo for the link)



Using Datawrapper to create charts

The screenshot shows the Datawrapper interface. At the top, there are navigation links: '+ New Chart', 'New Map', 'New Table', 'River', 'Login / Sign Up', and 'Language'. Below this is a progress bar with four steps: '1 Upload Data', '2 Check & Describe', '3 Visualize' (highlighted in red), and '4 Publish & Embed'. Under the 'Visualize' step, there are tabs for 'Chart type', 'Refine', 'Annotate', and 'Layout'. The 'Chart type' tab is active, showing a grid of chart options: Bar Chart, Split Bars, Stacked Bars, Grouped Bars, Bullet Bars, Dot Plot, Range Plot, Arrow Plot, Column Chart, Grouped Column Chart, Stacked Column Chart, and Lines. The 'Bar Chart' option is selected. To the right, a preview of a horizontal bar chart is shown with the title 'What are digitally excluded people missing out on?'. The chart displays the number of times each category was coded. A legend indicates 'No of times coded' with a pink square. The data is as follows:

Category	No of times coded
Social Contact	20
Covid-19 Updates	15
Family Support	12
Home Learning	10
Wellbeing Activities	9
Health Services	8
Everyday Services	8

Below the chart, there is a link 'Download image' and the text 'Created with Datawrapper'. A blue circular help icon with a question mark is located in the bottom right corner of the interface.

Your task will be to recreate this chart using the [digital inclusion data](#) and [Datawrapper](#)



WHAT ARE DIGITALLY EXCLUDED PEOPLE MOSTLY MISSING OUT ON?

Digital Exclusion Survey Jan 2021



Storytelling essentials





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





“no numbers without stories, no stories without numbers”

[Stories and Numbers: Collecting the right impact data](#), New Philanthropy Capital



What's your story?

Use our Adobe Spark (Express) [storytelling template](#) to create stories for websites, video and more...

What information would bring your story to life?

Creating compelling stories – taking the lead from Adobe Spark video creator

A hero's journey

Set up Tell us about your hero (es) and their world before the quest begins	Call to adventure What happens that causes your hero to undertake this quest	The challenge What trials or challenges are preventing your hero reaching their goal?	The Climax Show how your hero over comes obstacles and reaches their goal – with your help!	Resolution How is the world better now? How does your hero feel now?	Call to action Are you looking for more heroes? Or do you need funds for more quests?

Promote an idea

Setting Describe the world today. What's the setting or context for your story? Or show who you are helping.	Problem What problem does the audience – or who you are helping – struggle with today?	What could be? Describe a better world where this problem doesn't exist.	Solution or idea Share your idea, product or service and show how it will solve the problem.	Reward How will your audience's or beneficiary's life improve after your solution becomes a reality?	How you can help What's the first thing the audience should do to make this positive change happen?

Websites – the heart of your story?

Community Champions: A sustainability success story amidst a global pandemic

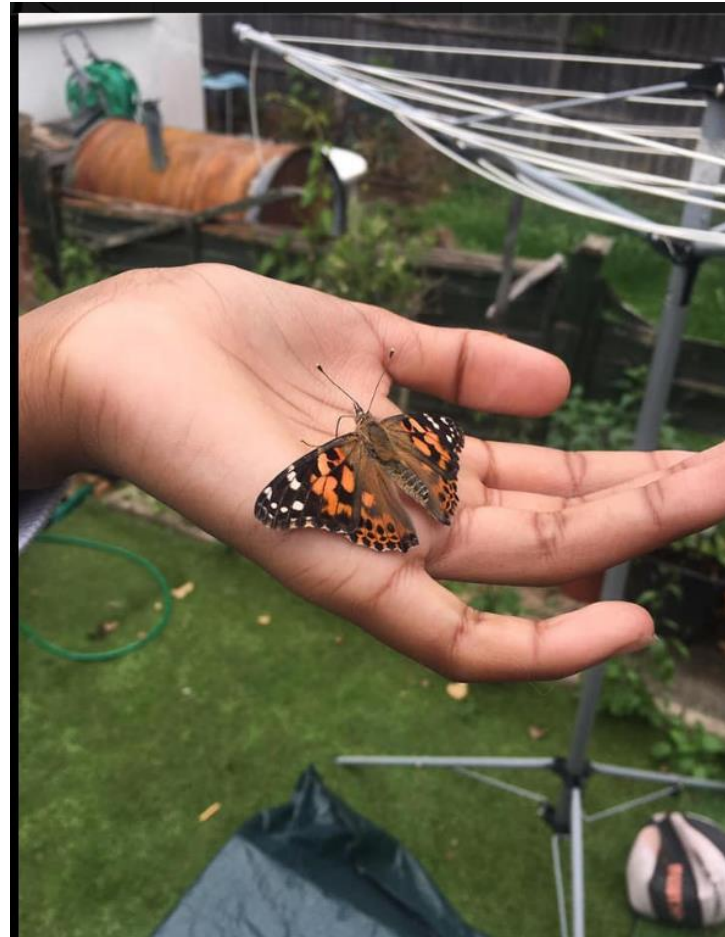




Photos and images

Make it easy for
someone to
understand your
impact

A picture tells a thousand words



Sutton African and
Caribbean Cultural
Organisation





FoodCycle

February 17 at 2:51pm · 🌐

These likely lads each weigh 1.2 tonnes! And that's exactly what we saved in #foodwaste last week!! Thank you to all our brilliant #Hubs ❤️

1.2 tonnes

(that's the same weight as one of these beauties)



👍 Like

💬 Comment

➦ Share



👍 15

Even when
using
numbers!





Infographics and graphics

Sometimes we need more than a chart.

How can graphics help?

The first thing to remember is..



Grab your
paper and pen!

Infographics for impact



easelly
create and share visual ideas online

infogr.am

visual.ly

Piktochart

Canva





3 out of 5 people are missing social contact

This is fictitious data.



What story are you telling??



**3 out of 5 people are
missing social contact**

This is fictitious data.



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](https://www.instagram.com/consciouskitchn)



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





I'd never used a
computer in my
whole life but I'd
always wanted to
get one...

Now I'm happy
and it makes me
want to do more





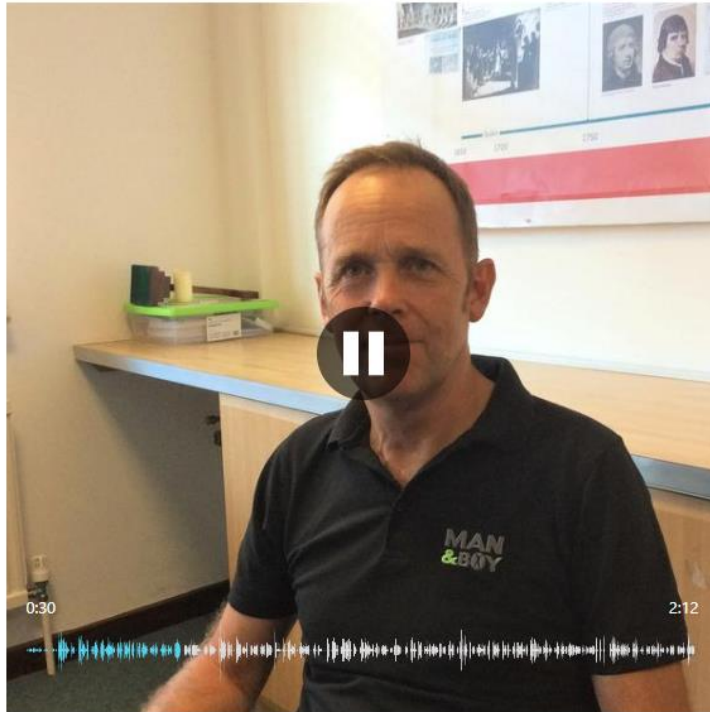
Audio and video storytelling

Listening and watching
can help your
audience engage with
your vital work

Audio stories – giving voice to impact

Man & Boy: a positive story of impact

Sep 26, 2018, 4:58 PM



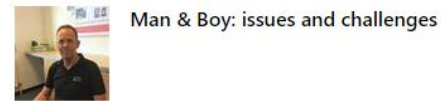
+ Playlist </> Embed

Trevor Quy shares a positive story of how Man & Boy can be 'a catalyst for some change' in a boy's life, giving them space to say how they're feeling in a safe environment.'

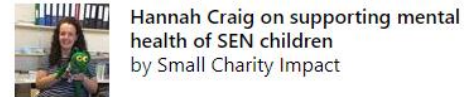
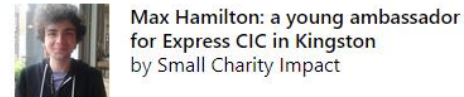
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Top Episodes



- Report this episode
- Download audio
- QRCode





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 cpo festival

Crystal Palace Park

crystalpalacefestival.org/

Subscribe

iTunes RSS

59 Posts 6 Playlists



Yoga Students

CPOF



Nicola talks to John Paul from Men in Sheds

CPOF



Yoga lessons

CPOF



London Mozart Players-Julia tells



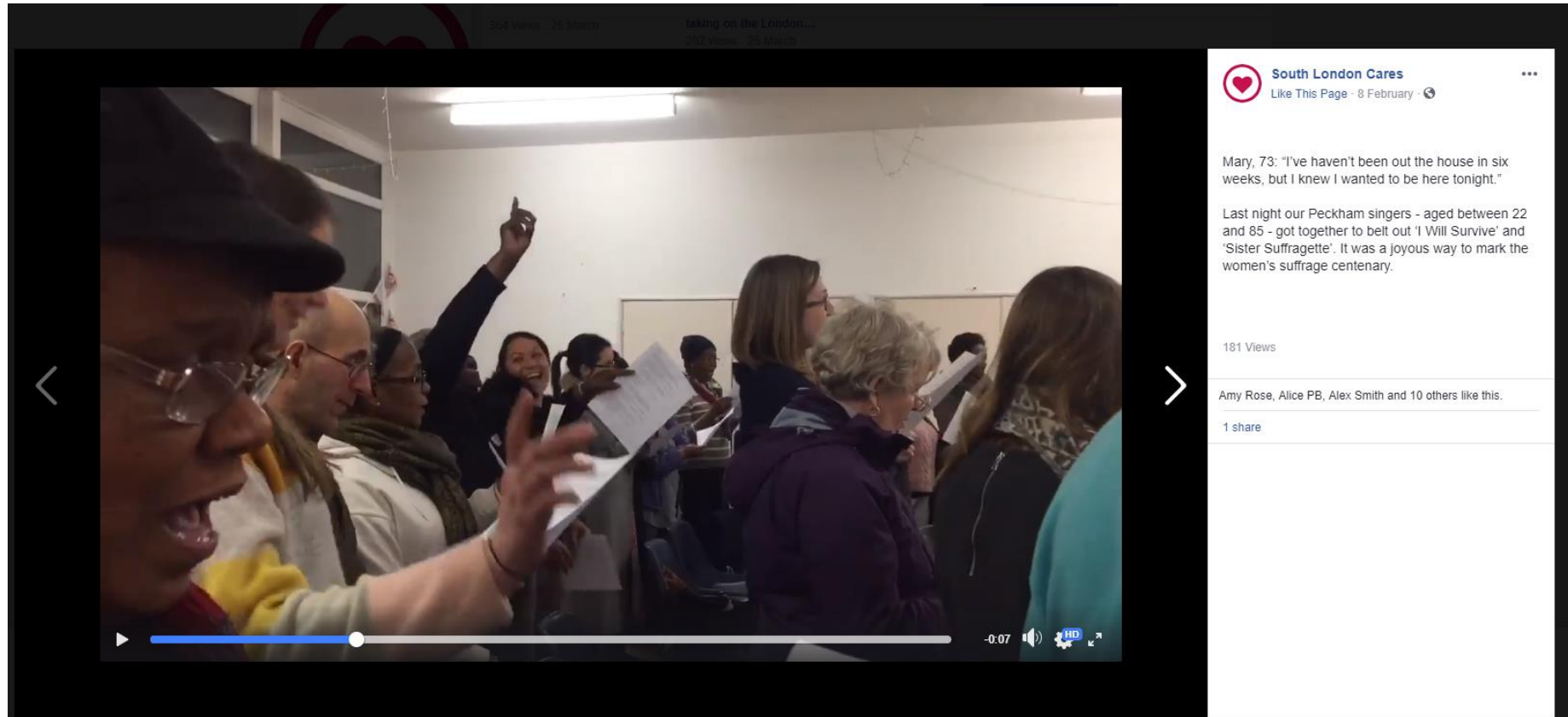
London Mozart Players-Julia talks



London Mozart Players-Clapping along



You don't need feature films...



South London Cares
Like This Page · 8 February

Mary, 73: "I've haven't been out the house in six weeks, but I knew I wanted to be here tonight."

Last night our Peckham singers - aged between 22 and 85 - got together to belt out 'I Will Survive' and 'Sister Suffragette'. It was a joyous way to mark the women's suffrage centenary.

181 Views

Amy Rose, Alice PB, Alex Smith and 10 others like this.

1 share



Getting started with video



Free video maker.

Create and edit videos for free using the Adobe Express online video maker. Instantly edit and publish videos to share for any digital destination.

Start now

- ✓ Free use forever
- ✓ No credit card required

[Learn more](#) 



Start with Adobe Express or Canva if you are new to video especially if you prefer desktop...





Presentations and reports

Bringing it all together
can be creative and
fun

Presentations

Perhaps you could use [Prezi](#), Canva or PowerPoint to create a presentation that could also be a report?



Long form webpages – events, 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

LCPW-19.10.22-Poverty and Health
Summaries from events on Day 3 of London Challenge Poverty Week 2022

Twitter

Age UK London
@ageuklondon · Follow

Thanks to @JimDavisOnAir for mentioning our new report on older Londoners & poverty on his @BBCRadioLondon programme this morning & to Linda from Southwark for sharing her story. You can listen 🎧 from 1:53:10 bbc.co.uk/sounds/play/p0...
#LondonChallengePovertyWeek
#LDNChallengePoverty

bbc.co.uk

 Adobe Express


issuu



Details E Emphasize A Accent L Link

Background

Title your Sway

+



Don't hide reports in PDFs

Last Christmas we gave them our heart

As we reflect on 2019, the one thing that springs to mind is how many partnerships we are part of. We have always valued collaboration - but this year many of the relationships we've built over the years progressed in partnership working, delivering new projects and services.

We are a small team (only 5 of us to be precise!) and working with organisations helps us do so much more. It can broaden our reach, offer additional expertise and perspective, offer new funding opportunities and widen our offer and impact.

So here's our Christmas ode to some of the great organisations we have been working with, with an accompanying resource for you:

'One more sleep' we cried

Delivering Digital Leadership 101 workshops for CEOs and trustees in London from dawn until dusk, in 7 weeks, was pretty tough. Thank you to our awesome partners The Foundation for Social Improvement (The FSI) and London Plus who were on hand to help us reach out, identify case studies and share our tips and findings throughout the UK. Cheers! And on the ground in London rose to the occasion (more on them later..)

[Download resources to use with your team](#)

We'd walk 2,000 miles for DataKind UK

From the Windrush scandal to deportations of rough sleepers from the UK - there has never been a more critical time for communities to capture the right

It was the most wonderful time of the year connecting Kingston's residents

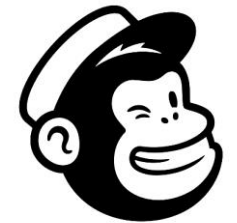
OK so there are always teething issues when implementing a new system, but working with Kingston Voluntary Action, the Royal Borough of Kingston and other local partners, Connected Kingston was a great example of a cross sector system wide approach to social prescribing. We were proud to contribute our digital expertise, supporting organisations to list their services and running training for more than 100 Community Champions.

[Get yourself listed on Connected Kingston](#)

We were rocking around London thanks to our infrastructure partners

You're the fire in our hearth and the tinsel on our tree - you know what local groups need and it's been a joy to work together to ensure small but vital local charities can access appropriate digital support. You enabled us to run key digital awareness and training sessions to groups from as far afield as Enfield and Bexley, to Hillingdon and Greenwich, with too many to mention in between! A big hug to you all - you have a special place in our hearts.

[Get in touch about your training needs](#)



mailchimp

Or other formats / tools for email





[Kingston Churches Action on Homelessness](#) storytelling annual reviews follow a theme every year and are introduced by a client, volunteer or stakeholder

Illustrated Financial Statement here: [Illustrated Financial Statement 2021/20](#)



1087

Sessions of in-depth support delivered.¹

Advice & Advocacy support provided in

215 cases



100%



of attendees rated Craftivism & Chat good or great

MY VOICE MATTERS!



30

events and activities held including Craftivism & Chat, pop ups across Merton and My Voice Matters



"Merton CIL is a valued organisation doing great work"



Local Deaf & Disabled people are lucky to have such a hardworking, passionate and understanding service in their borough.

£643,965



Contributed to the local economy through our work.²

76% of people



agree that we address the issues that are important to Deaf and Disabled People³



100%

of service users agree that we are welcoming⁴



861 hours

spent working on policy and strategy issues on behalf of local Deaf and Disabled People

362 Members



This is a 12% increase since last year.

265



Unique individuals supported through our casework services¹

Information, signposting and guidance and connection provided in a further

150 cases

to people who Merton CIL could not support in depth¹



VOLUNTEERING



Volunteers and Trustees gave us

Over 405 hours



8

Consultation responses on behalf of our members



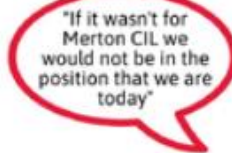
"You do a super job! Your staff are knowledgeable and Disabled people are sure to have a positive experience"

1121

people engaged with Merton CIL in person through events activities outreach and another

3023

across our social media platforms



88%

of service users feel that Merton CIL is compassionate⁴



42%

of service users have improved well-being after using our services⁷



"We're motivated and guided by our members"

96%

of service users agree that we listen⁴

"Merton CIL is a voice for Deaf & Disabled People in Merton"

Nearly 50%

of service users feel safer after using our services⁶



41%

of people have increased resilience after using Merton CIL⁶

Nearly 4 in 10

people have increased confidence after working with us⁵

26,258

unique visitors to our website.



Footnotes:

1. Correct as of 31/08/2020
2. Amount obtained directly for Deaf and Disabled people, including social value and net salaries of local and local Disabled staff
3. Based on our 2019-20 annual survey
4. From in-depth feedback collected covering 2019-20
5. Based on the ladder outcomes 'I am confident talking to professionals', 'I can speak up for myself' and 'I am aware of my rights' for people whose case ended in 2019-20
6. Based on the ladder outcomes 'I can access the services I want and need', 'I feel listened to', 'My finances are secure and I feel safe'.
7. Based on the ladder outcomes 'I am satisfied with my life', 'I am optimistic about my life' and 'I am confident taking control in the future'

[Merton Centre for Independent Living](#) illustrated impact reports

Final
thought...



About Superhighways....

Providing tech support to the sector for 20 years

- ✓ Tech Support
- ✓ [Training](#)
- ✓ Websites
- ✓ Strategy
- ✓ Digital inclusion
- ✓ Impact Aloud
- ✓ Digital leadership
- ✓ [Datawise London](#)



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

Related training & extra resources

- ✓ [Watch this video](#): Using your Data to Evaluate your Impact, Explore Options and Drive Change
- ✓ [Look at our current training offer](#) and add yourself to the waitlist if they're full
- ✓ [Download our Favourite Apps](#) for data collection & storytelling tools sheet
- ✓ [Sign up to our monthly eNews](#) for updates from us on all things charity sector and digital/data, plus future training and support offers
- ✓ Ask Jeremy for a 1:1 if you need help





Thank you for taking part today

Kate White

Sorrel Parsons

info@superhighways.org.uk

www.superhighways.org.uk

@SuperhighwaysUK



superhighways

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