

# Presenting and Reporting Impact: Top digital tools to try

with Partnership for  
Young London



# What we'll cover today

- ✓ Storytelling essentials
- ✓ Numbers and stories
- ✓ Free and affordable digital tools





**Let's get started...**

4 minutes

Breakout rooms

Say hello to someone.

Tell them how someone  
'feels' having come to one  
of your activities



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

Maya Angelou, American poet and storyteller





**“no numbers without stories, no stories without numbers”**

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



# 100 Volunteers



# 100 Volunteers



# 100 Volunteers

got out of bed on a  
Saturday morning  
to read to children





# 100 Volunteers

got out of bed on a  
Saturday morning  
to read to children



See Alyssa's story



# 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](#))



# Let's create a Wordcloud

One word to describe how a young person would **feel** having attended one of your activities.



# Your Wordcloud tasks

1. Go to our [Google doc](#) and type in your one word
2. Wait 1 minute so we can gather as many as we can
3. Follow this [step by step guide](#) to using WorditOut to create a Wordcloud



# Should I use a word cloud?

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





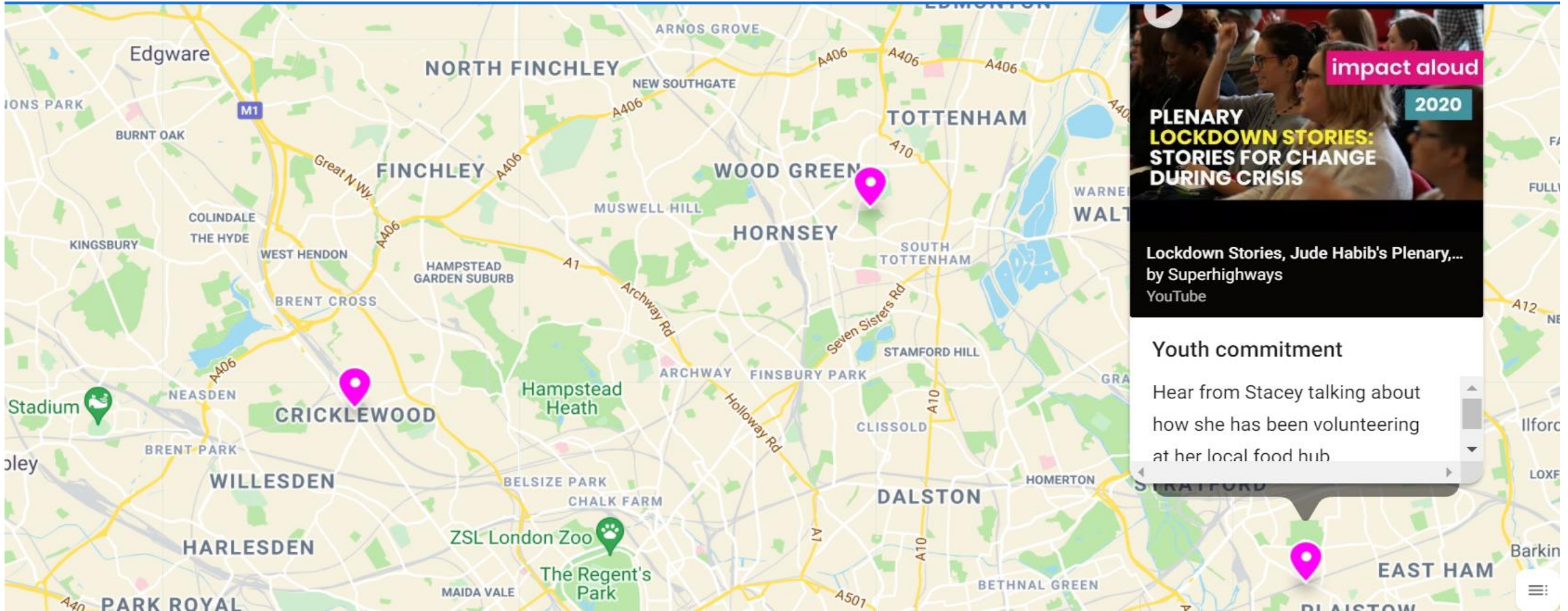
Fun, all in-one  
multi-media data  
collection and  
impact reporting

# Padlet story map example

 katewhite71 + 1 • 14d

## London Stories

Made with panache



**PLENARY LOCKDOWN STORIES: STORIES FOR CHANGE DURING CRISIS**

2020

impact aloud

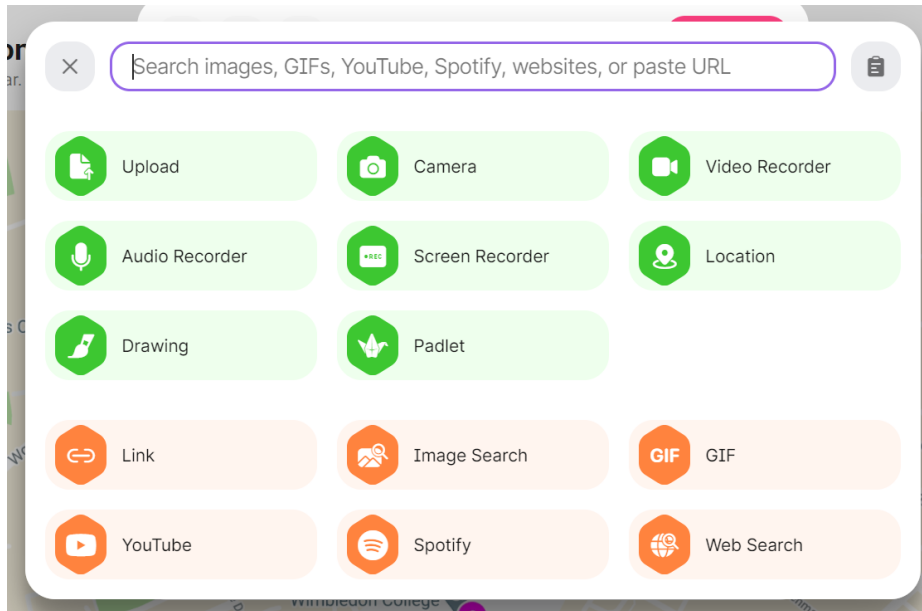
Lockdown Stories, Jude Habib's Plenary,...  
by Superhighways  
YouTube

**Youth commitment**

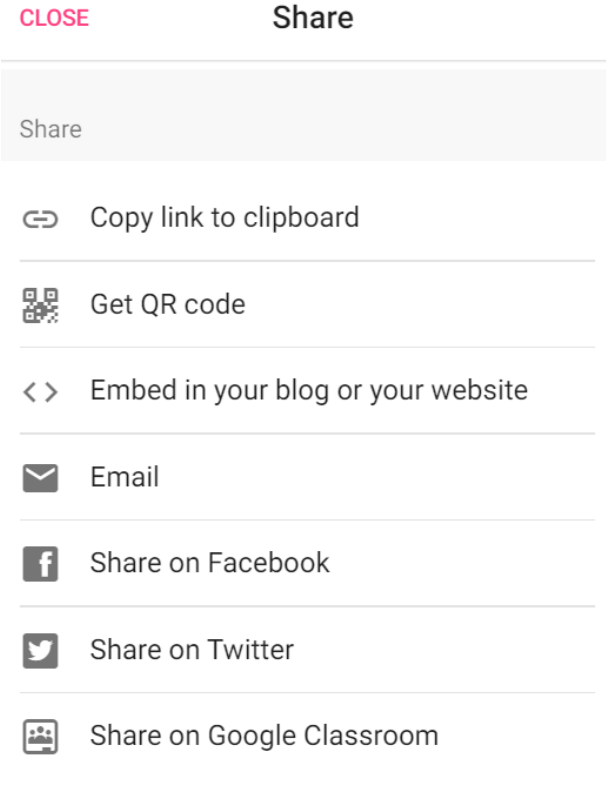
Hear from Stacey talking about how she has been volunteering at her local food hub



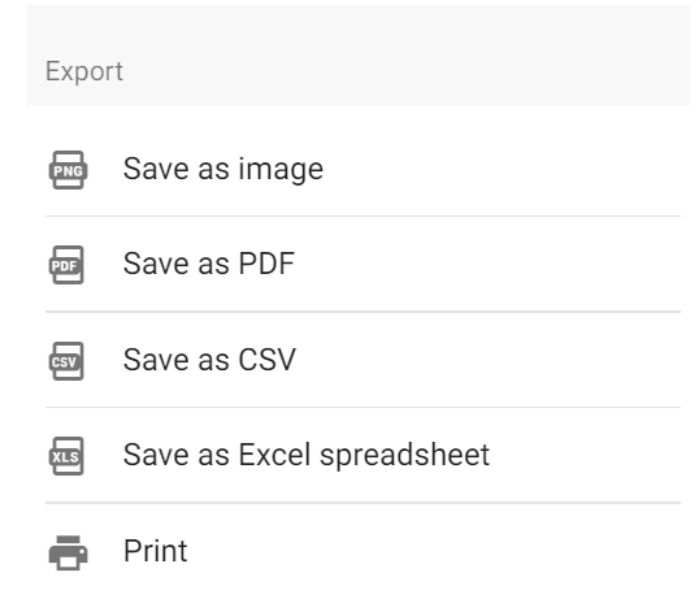
# Add stories, share and export



Add images, audio recordings, videos, links and more.  
When you set up your Padlet you can choose your privacy and moderation settings



Multiple sharing options including embedding on your website.

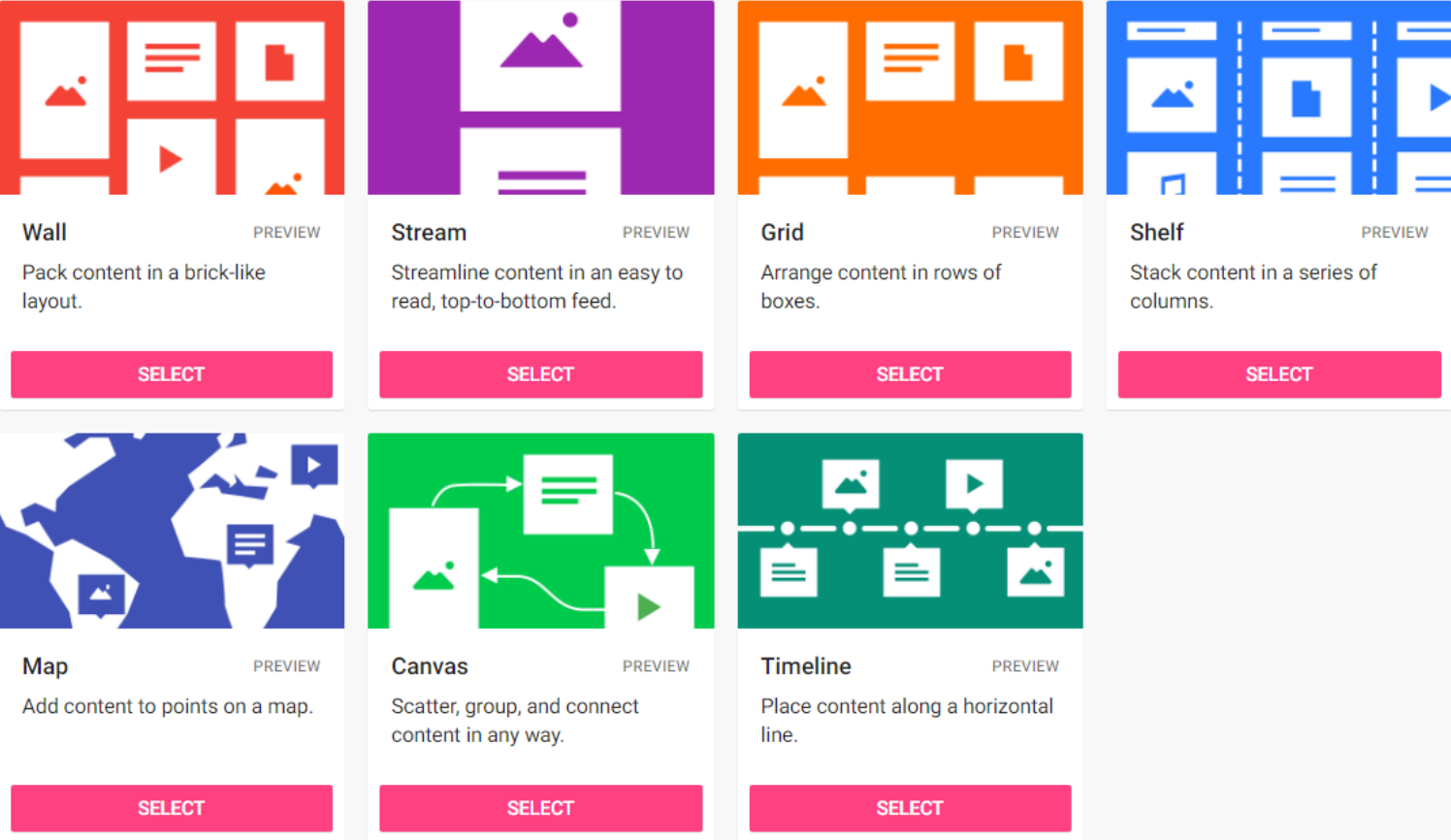


Export options include to Excel and also PDF, which will show each full story



# Multi-media story collections

Start with a blank ...



- Wall** PREVIEW  
Pack content in a brick-like layout.  
SELECT
- Stream** PREVIEW  
Streamline content in an easy to read, top-to-bottom feed.  
SELECT
- Grid** PREVIEW  
Arrange content in rows of boxes.  
SELECT
- Shelf** PREVIEW  
Stack content in a series of columns.  
SELECT
- Map** PREVIEW  
Add content to points on a map.  
SELECT
- Canvas** PREVIEW  
Scatter, group, and connect content in any way.  
SELECT
- Timeline** PREVIEW  
Place content along a horizontal line.  
SELECT

Let's have a go with Padlet





Mapping:  
Show reach of  
your services (or  
evidence need)

# Create an easy map using Batchgeo



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

- ✓ Blue existing volunteers
- ✓ Red new client referrals



# 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](#)



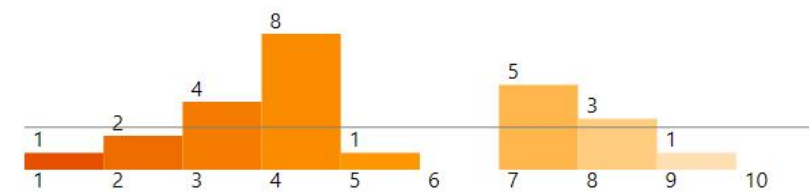
## The Lens of Multiple Deprivation

### 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



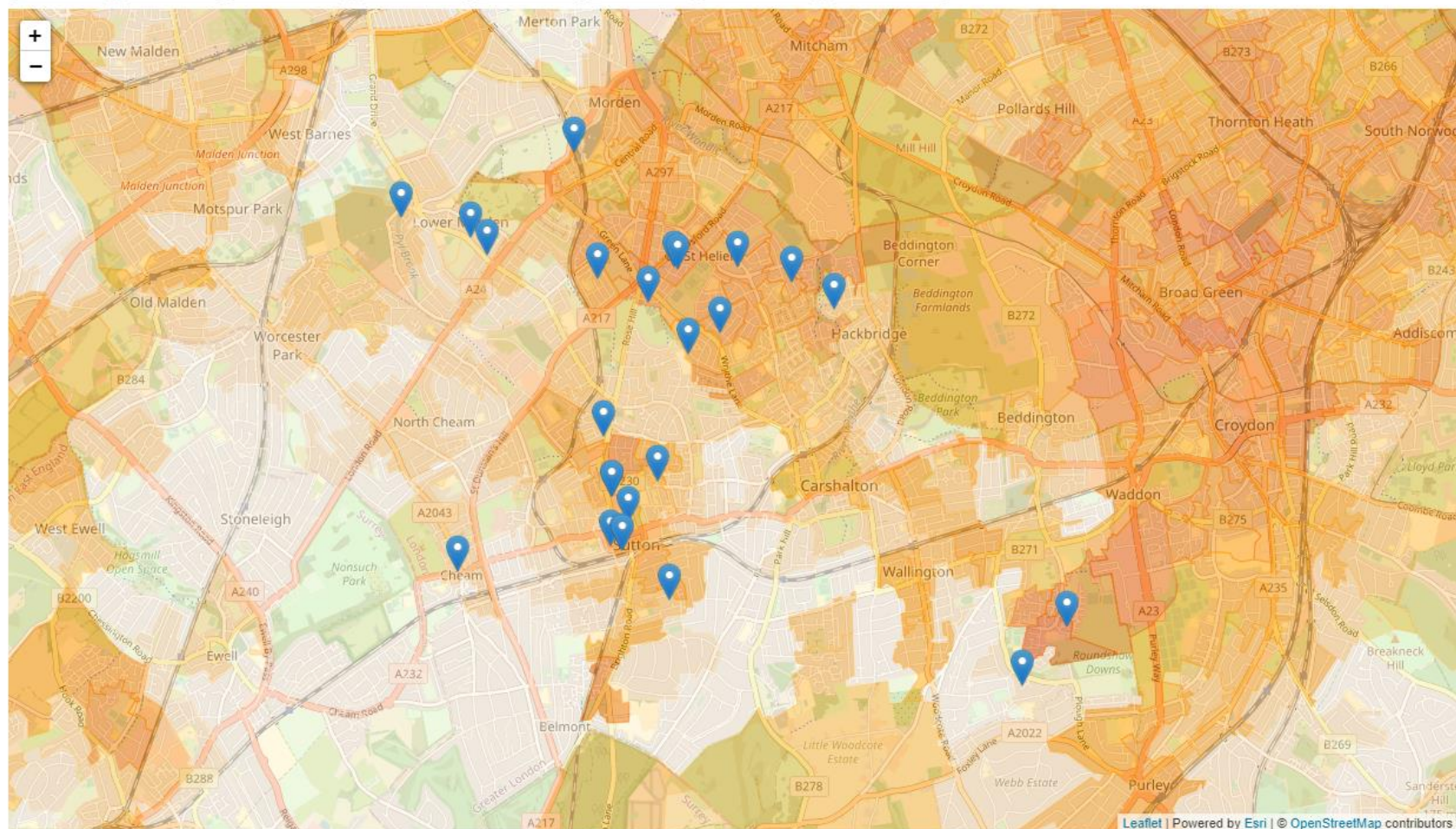
### Definition

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.

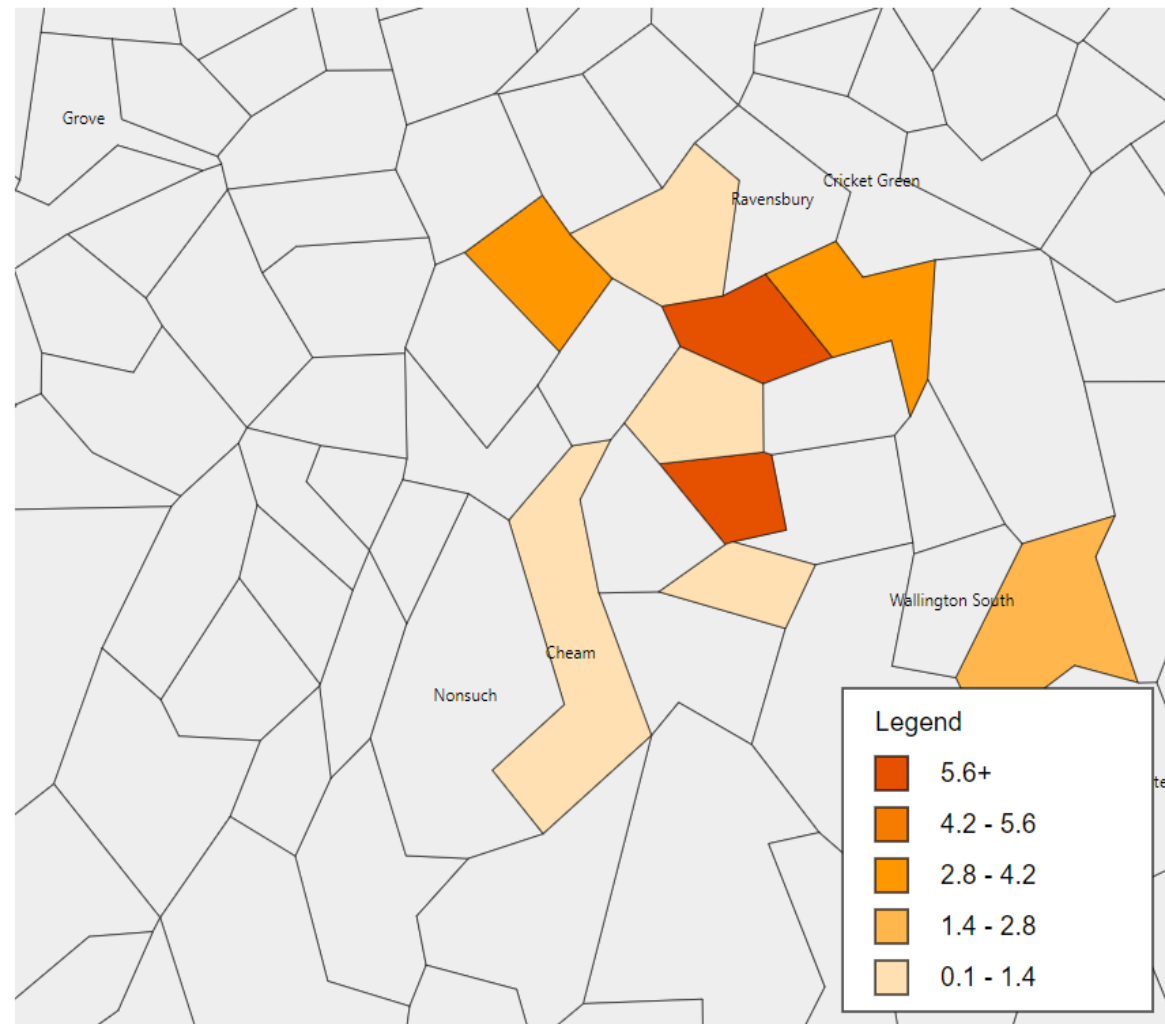
[Learn More](#)

[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](#)





# Quick break





**Turning numbers  
into visuals**

# 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](https://consciouskitchen.org/covid)  
[info@consciouskitchen.org](mailto:info@consciouskitchen.org)  
[@consciouskitchn](https://www.instagram.com/consciouskitchn)



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



# Let's create a mini graphic

Have you got a brief impact story or number you can share?

In chat please.

And I'll try and turn one into a graphic!



Balance Due

£499.38

**77%**

of people currently  
claiming Universal Credit  
are **struggling to pay bills**





nearly **8 out of 10** of people currently  
claiming Universal Credit are  
**struggling to pay bills**

**700,000**

people say its 'very likely' they  
**won't be able to cook food**  
because they  
**can't afford to use the oven**



# Turning text into numbers

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, schools, etc.

Support to help families

exercises but did not

Home-schooling and

1. Children fall behind

2. Not being able to

they are failing their

Reducing isolation, and

connect.

Cognitive stimulation

Online face to face

information via the

Not being able to join

Not staying up to date

Theme	No of times coded	Percentage
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





# WHAT ARE DIGITALLY EXCLUDED PEOPLE MOSTLY MISSING OUT ON?

Digital Exclusion Survey Jan 2021



# Using Datawrapper to create charts

The screenshot shows the Datawrapper interface with a navigation bar at the top containing '+ New Chart', 'New Map', 'New Table', 'River', 'Login / Sign Up', and 'Language'. Below the navigation bar is a progress bar with four steps: '1 Upload Data', '2 Check & Describe', '3 Visualize' (highlighted in red), and '4 Publish & Embed'. The main area is divided into 'Chart type', 'Refine', 'Annotate', and 'Layout' tabs. The 'Chart type' tab is active, showing a grid of chart options including 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. The main visualization area displays a horizontal bar chart titled 'What are digitally excluded people missing out on?' with a legend for 'No of times coded'. The chart shows the following data:

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

At the bottom of the chart area, there is a 'Download image' link 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](#)



# Turning numbers into visuals Some useful tools

(click on the logo for the link)



If you use others that are useful – let us know in chat...





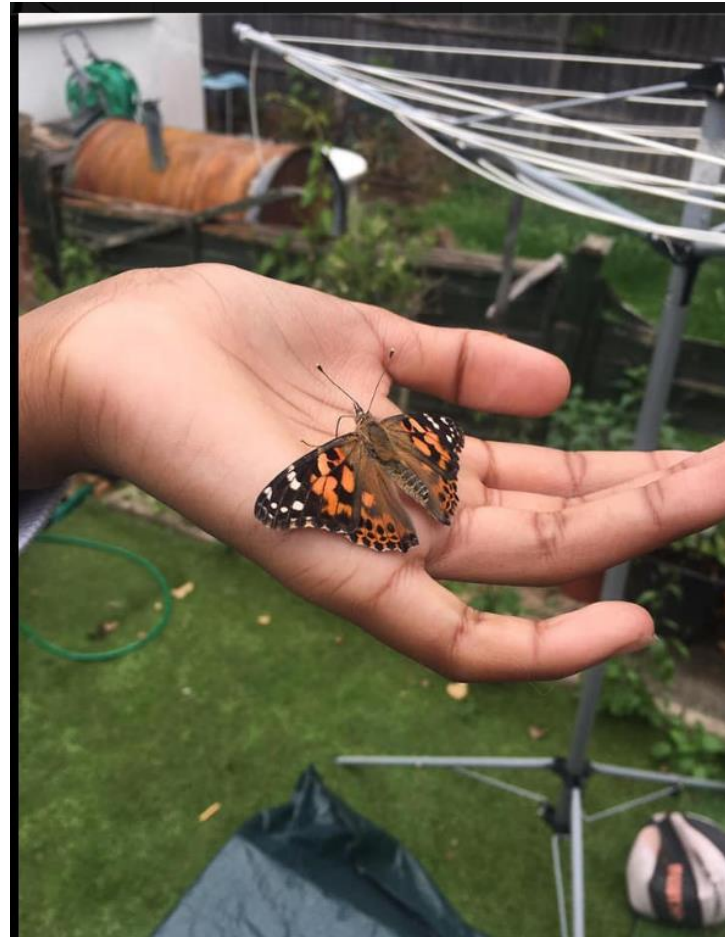
**Words and  
pictures**

# 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





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!





# Audio and video storytelling



# Audio stories – giving voice to impact



Edit Analytics Total plays: 12

## Man & Boy: a positive story of impact

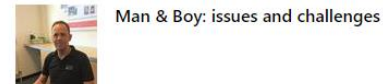
26 Sept 2018, 16:58



### Subscribe

Apple Podcasts RSS

### Next

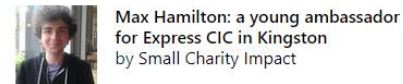


Man & Boy: issues and challenges

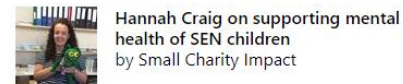
### Top Episodes



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

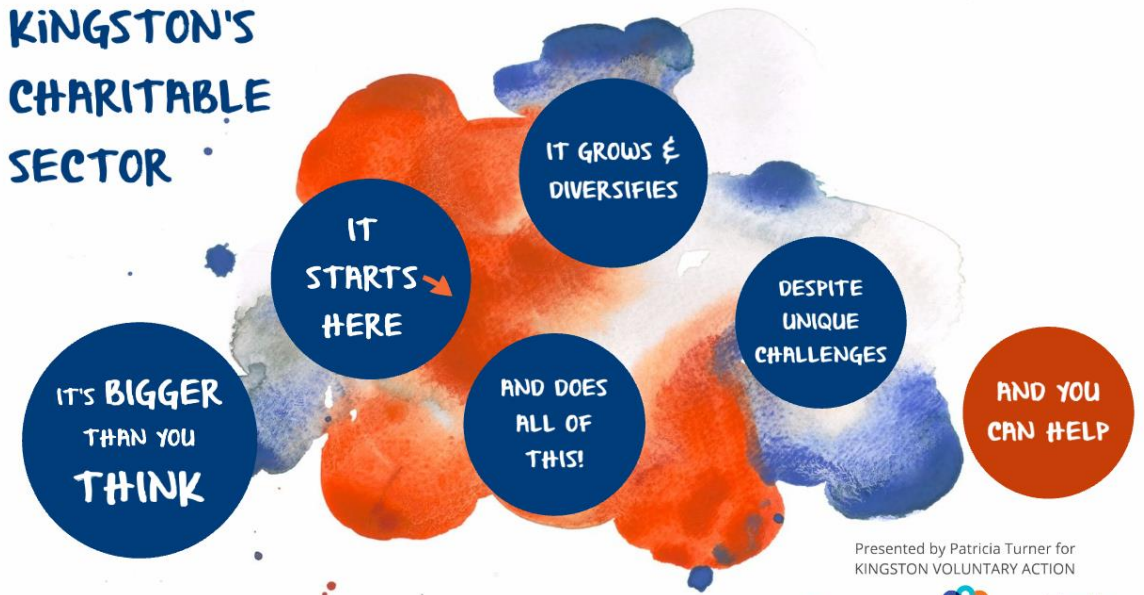


Max Hamilton: a young ambassador for Express CIC in Kingston by Small Charity Impact



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

## KINGSTON'S CHARITABLE SECTOR



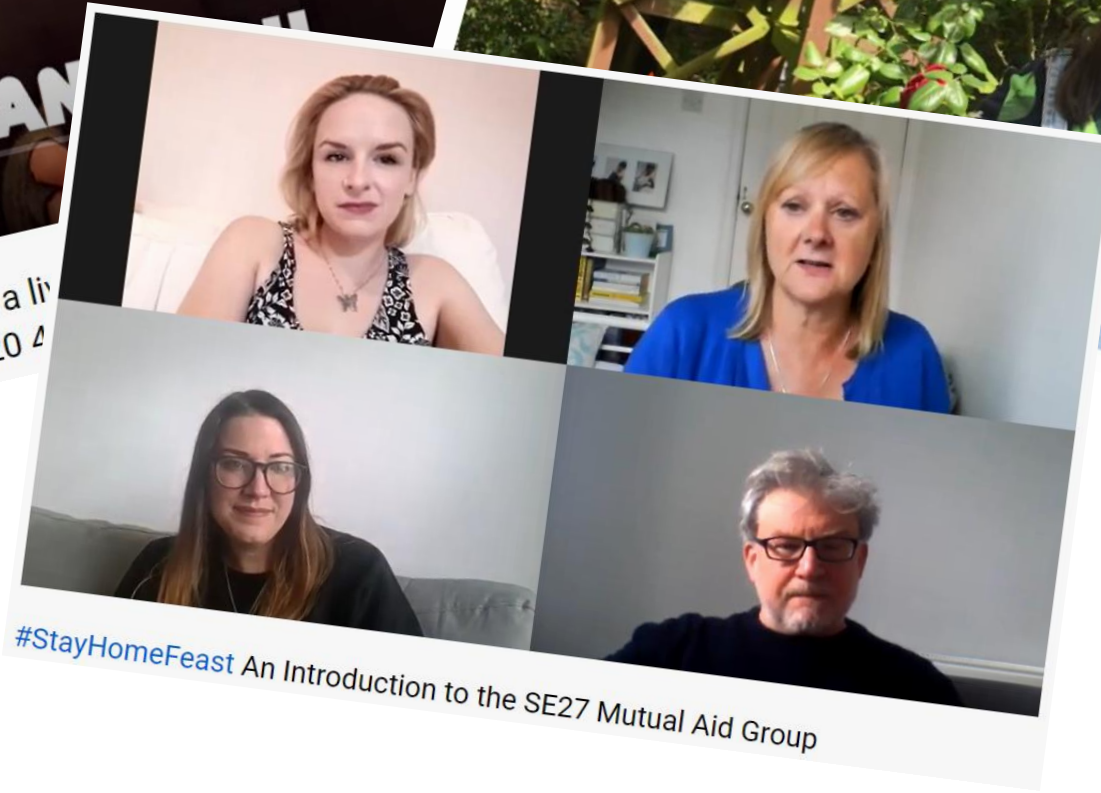
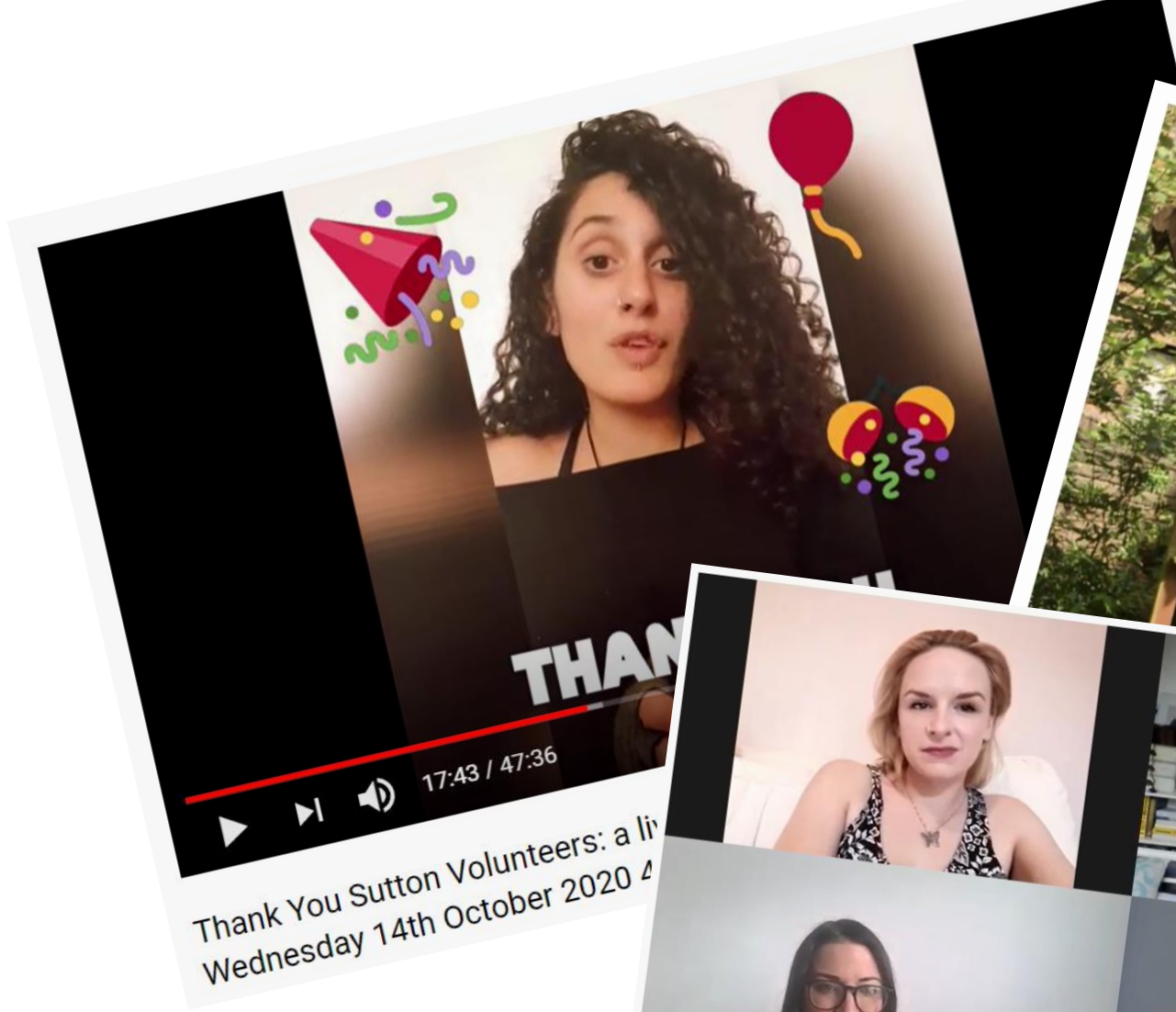
Presented by Patricia Turner for KINGSTON VOLUNTARY ACTION



Quick tools share in chat..

What tools have you used to create videos?





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's your story?

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

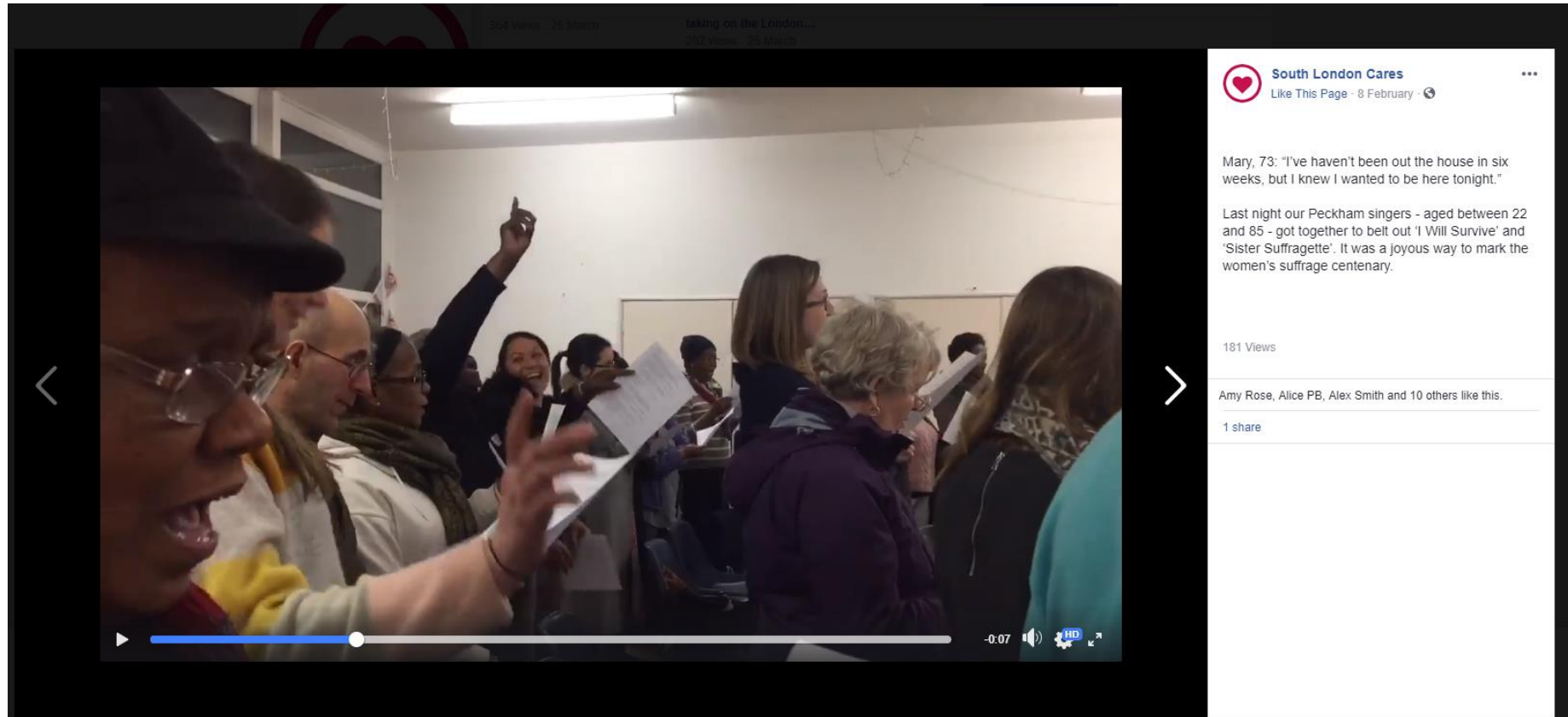
Creating compelling stories – taking the lead from Adobe Spark video creator

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

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

# 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





**Creating impact  
presentations and  
reports**

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



**1087**

Sessions of in-depth support delivered.<sup>1</sup>

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.<sup>2</sup>

**76% of people**



agree that we address the issues that are important to Deaf and Disabled People<sup>3</sup>



**100%**

of service users agree that we are welcoming<sup>4</sup>



**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 services<sup>1</sup>

Information, signposting and guidance and connection provided in a further

**150 cases**

to people who Merton CIL could not support in depth<sup>1</sup>



**VOLUNTEERING**



Volunteers and Trustees gave us

**Over 405 hours**

"Merton CIL helps me to stay connected"

**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



"If it wasn't for Merton CIL we would not be in the position that we are today"

**88%**

of service users feel that Merton CIL is compassionate<sup>4</sup>



**42%**

of service users have improved well-being after using our services<sup>7</sup>



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

**Nearly 50%**



of service users feel safer after using our services<sup>6</sup>

**41%**



of people have increased resilience after using Merton CIL<sup>6</sup>



"We're motivated and guided by our members"

**96%**

of service users agree that we listen<sup>4</sup>

**Nearly 4 in 10**

people have increased confidence after working with us<sup>5</sup>



**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



# Annual Review 20/21



Advice, counselling &  
wellbeing during a pandemic

Providing vital support to our community when it  
was needed most

This service has changed  
my life. It's not been easy  
by any stretch but I'm glad  
I did it and I've gained so  
much confidence as well as  
a lot of peace.

Restore

## Phil's Story

After years in a high-pressured corporate environment, Phil felt burnt out and needed a complete change of direction. He ended up working as a carer - a job he really loved.

But the pandemic hit and his hours were dramatically reduced. This meant Phil couldn't afford the high cost of rent in Kingston.

After a spell of house sitting and sofa surfing, Phil was put in touch with KCAH and offered a place on the Access Project.



"When lockdown happened, my hours literally went down to about an hour a day, because the man I care for has multiple sclerosis and is very, very vulnerable. Normally I take him out to lots of places, but because he had to shield, I was only able to spend about an hour with him each day, helping him in and out of bed. I was really struggling then, with almost no work.

The support that I received from KCAH has just been absolutely brilliant. During lockdown, I once only had £10 to last me two weeks. KCAH arranged for food to be delivered to me by volunteers. They were delivering so much food, I had to ask them to deliver every other week! It was such a great thing and I'm truly grateful! I can just say that despite a really stressful situation, the support that I've been given

## HCIS in Numbers\*

\* between April 2019 and March 2020

1789

repeat visits dealt with



332

new clients

211

clients who declared themselves homeless were accommodated

838

food vouchers distributed



£134,322

Income recovered for clients (back-dated benefits etc.)

# Restore

A Year In Review  
from April 2019 into 2020



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

# Long form reporting: events, reports & sub sites!

# wakelet

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

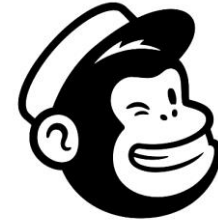
**Sign up for free**

**Create a quick collection**

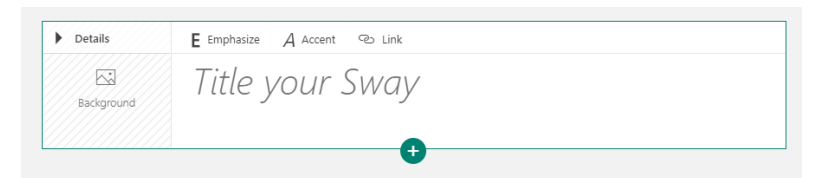
It's a tool to turn many links into one  
No sign up needed



Spark Page



**mailchimp**





Final  
thought...

What will  
you try  
next??

# Related training & extra resources

- ✓ [Book a Datawise London Ask the Expert 1:1](#)
- ✓ [Look at our current training offer](#)
- ✓ And our [Trust for London training offer](#)
- ✓ [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



# 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/>



# Thank you for taking part today

**Kate White & Sorrel Parsons**

[info@superhighways.org.uk](mailto:info@superhighways.org.uk)

[www.superhighways.org.uk](http://www.superhighways.org.uk)

@SuperhighwaysUK

