Presenting and Reporting Impact: Top digital tools to try

with Partnership for Young London

superhighways
harnessing technology for community benefit

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

Nice and Serious

100 Volunteers

Nice and Serious

100 Volunteers

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

Nice and Serious

100 Volunteers

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

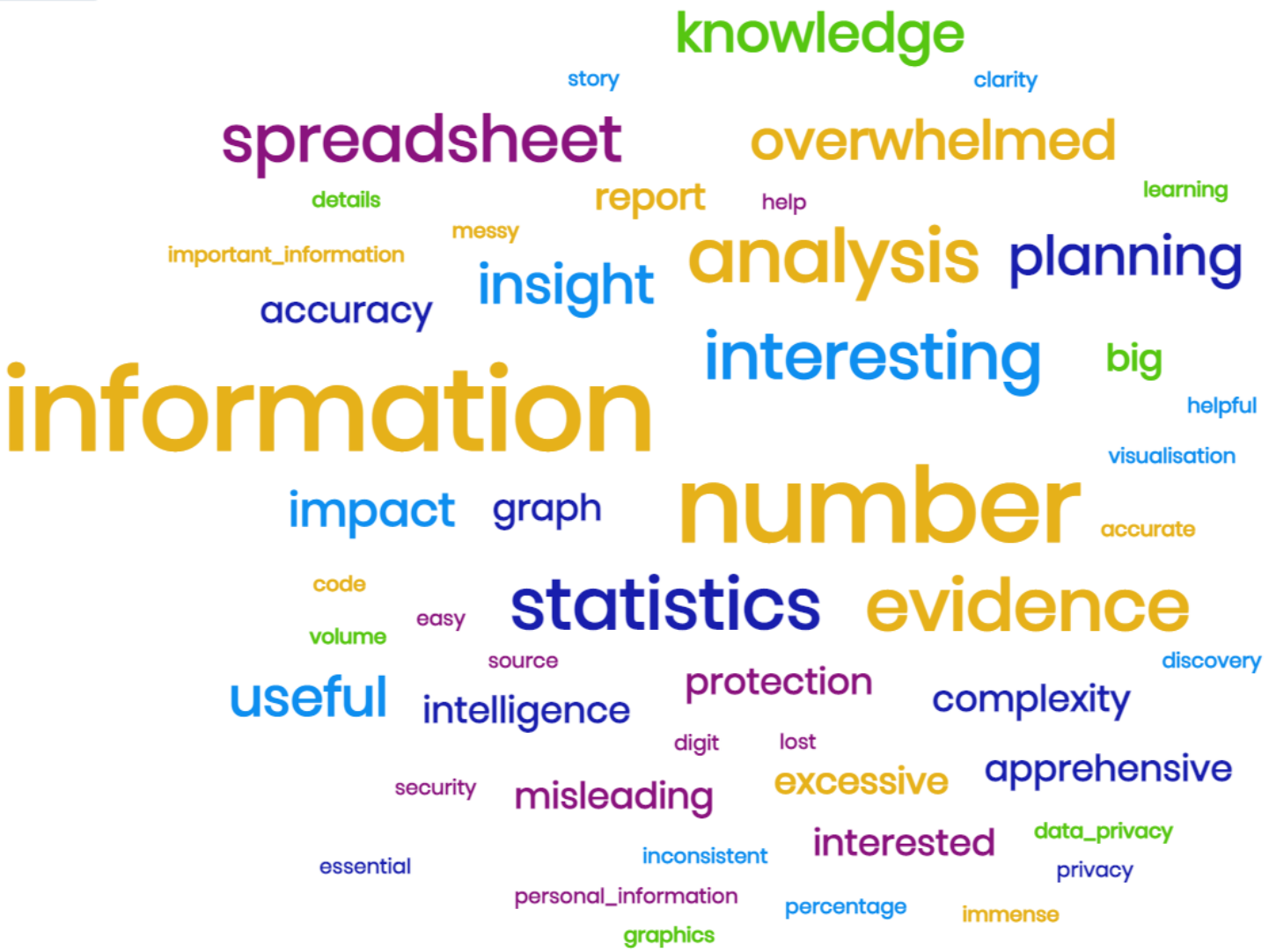
Nice and Serious

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.

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

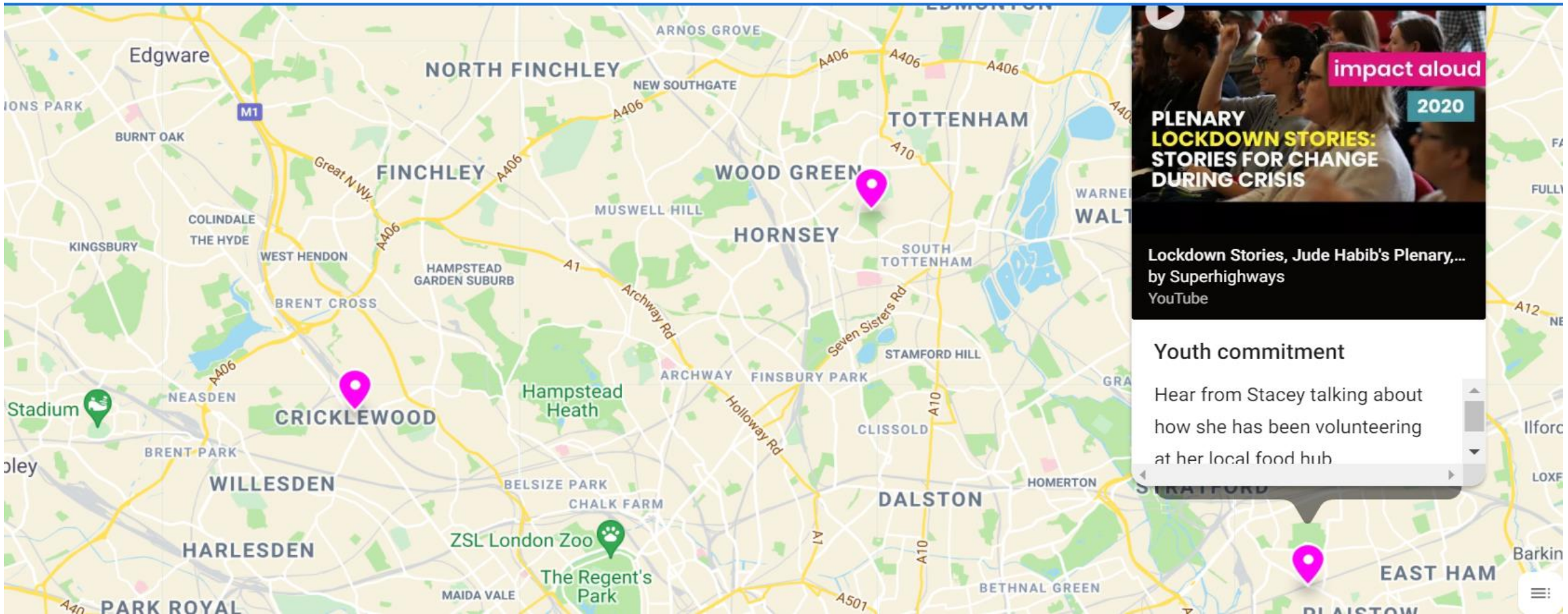
Fun, all in-one multi-media data collection and impact reporting

Padlet story map example

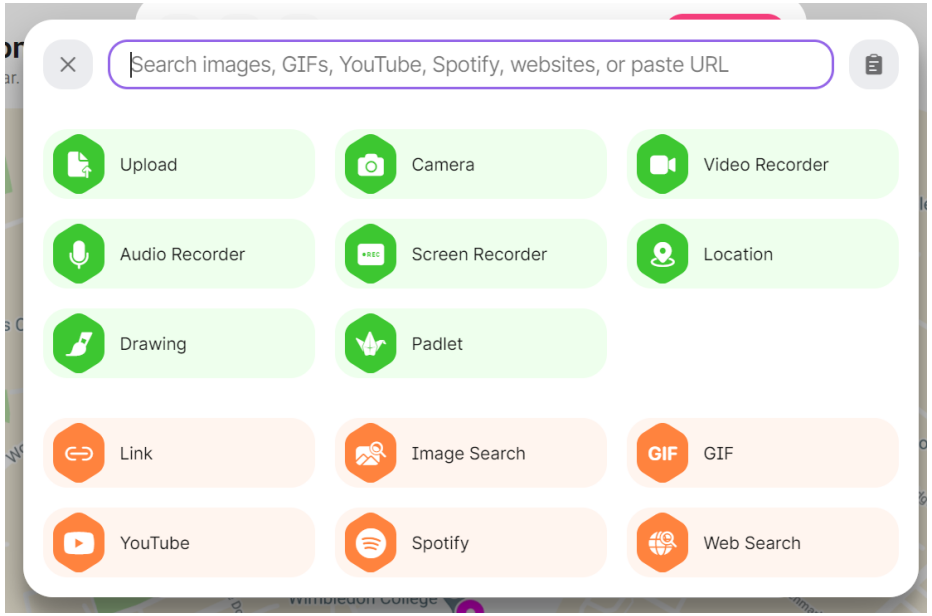
katewhite71 + 1 • 14d

London Stories

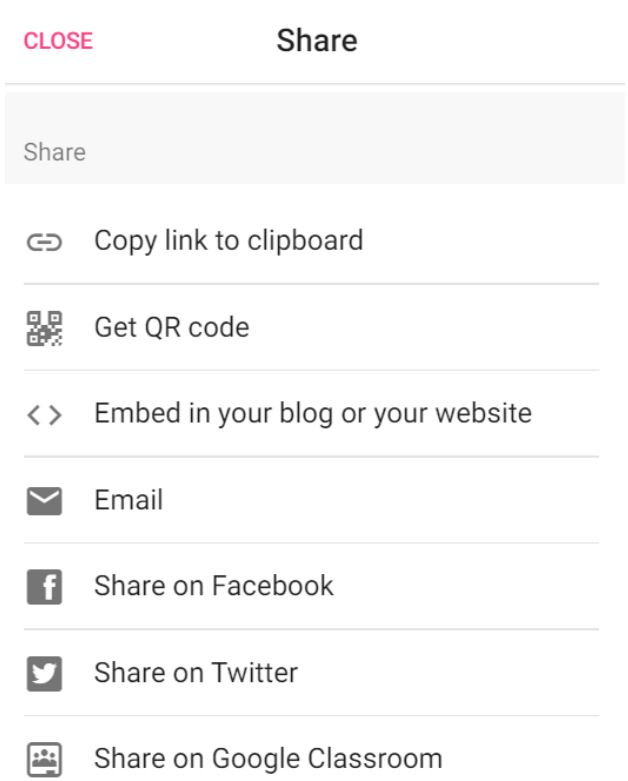
Made with panache



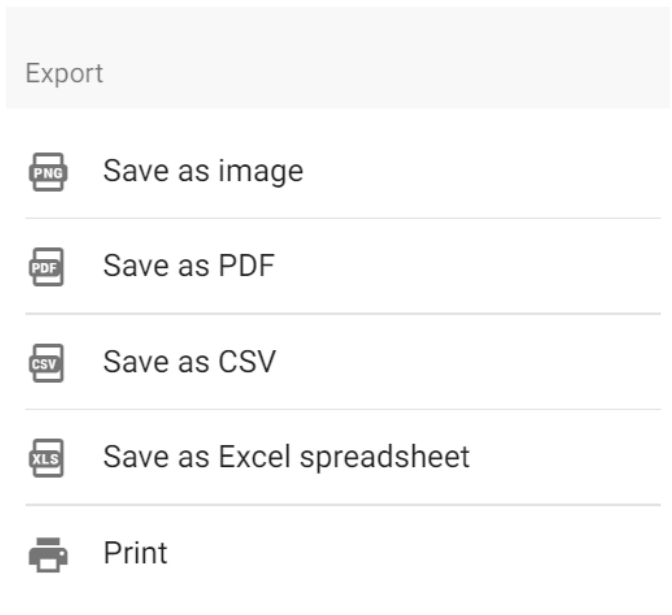
Add stories, share and export



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

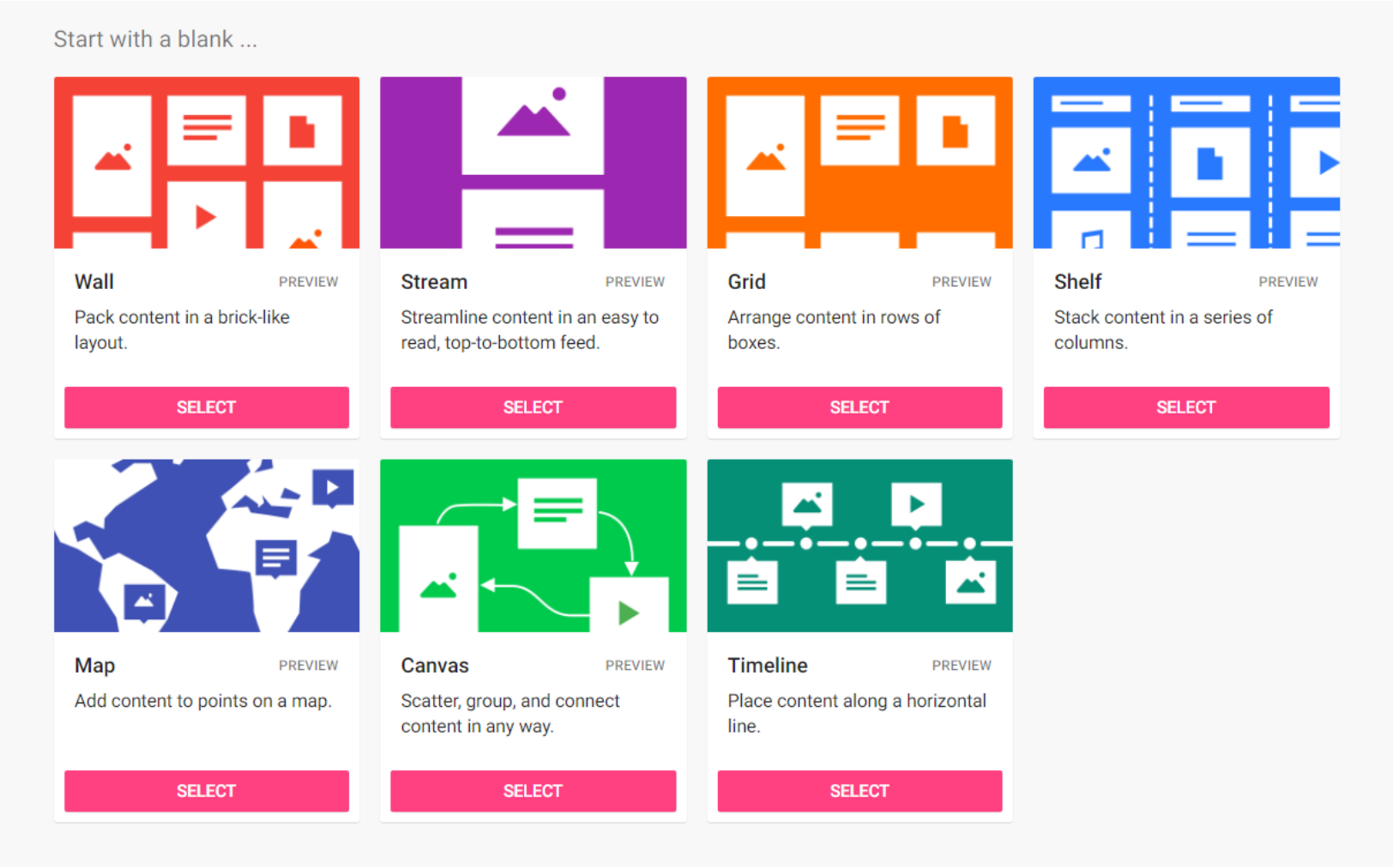


Multiple sharing options including embedding on your website.



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

Multi-media story collections



Let's have a go with Padlet

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

Create an easy map using Batchgeo

batchgeo

Paste data sets with postcodes & create a map using Batchgeo

- ✓Blue existing volunteers
- ✓Red new client referrals

Create a map using Community Lens

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

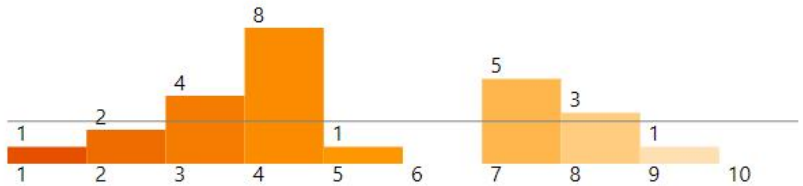
The Lens of Multiple Deprevation

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

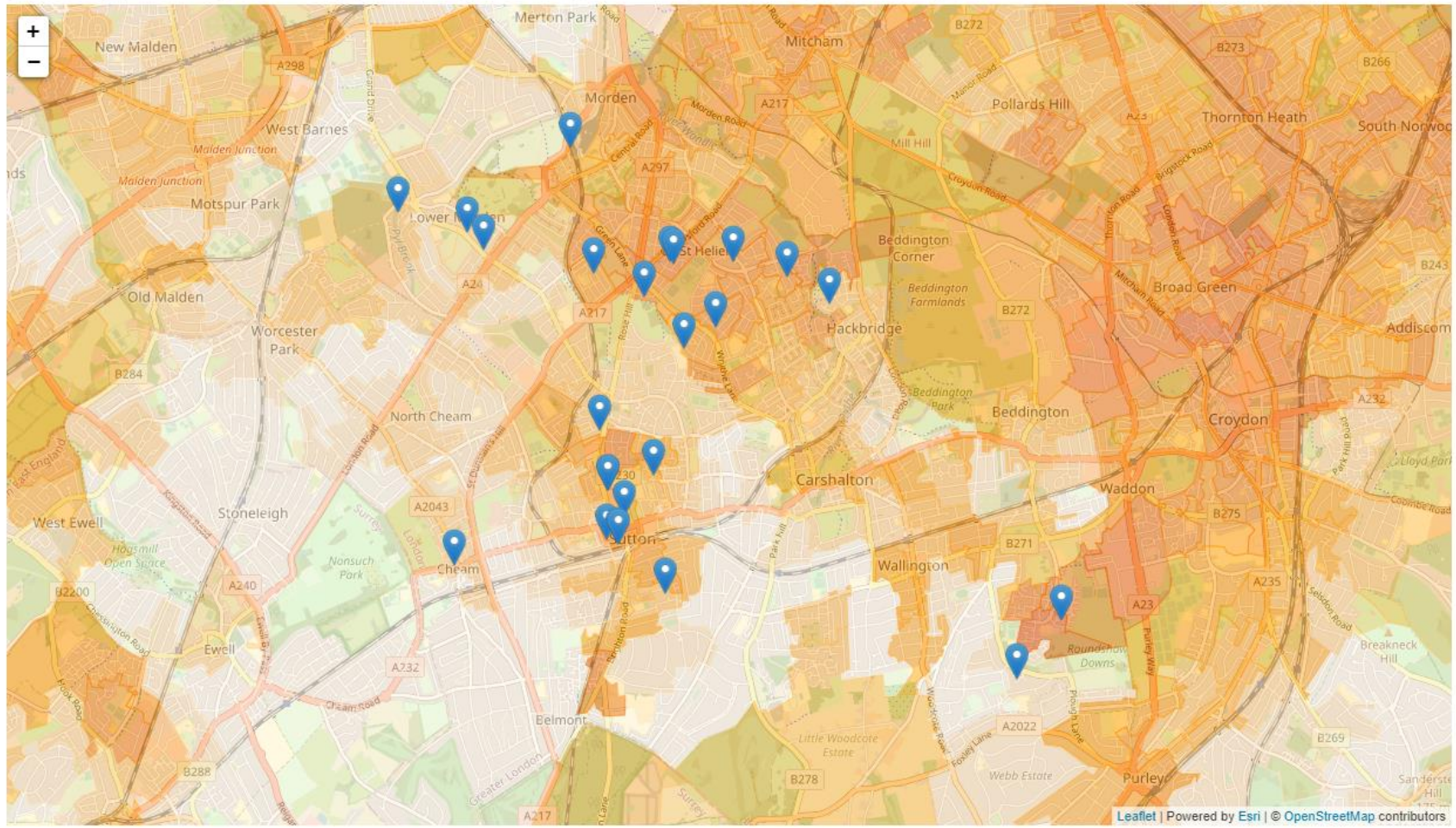
Definition

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



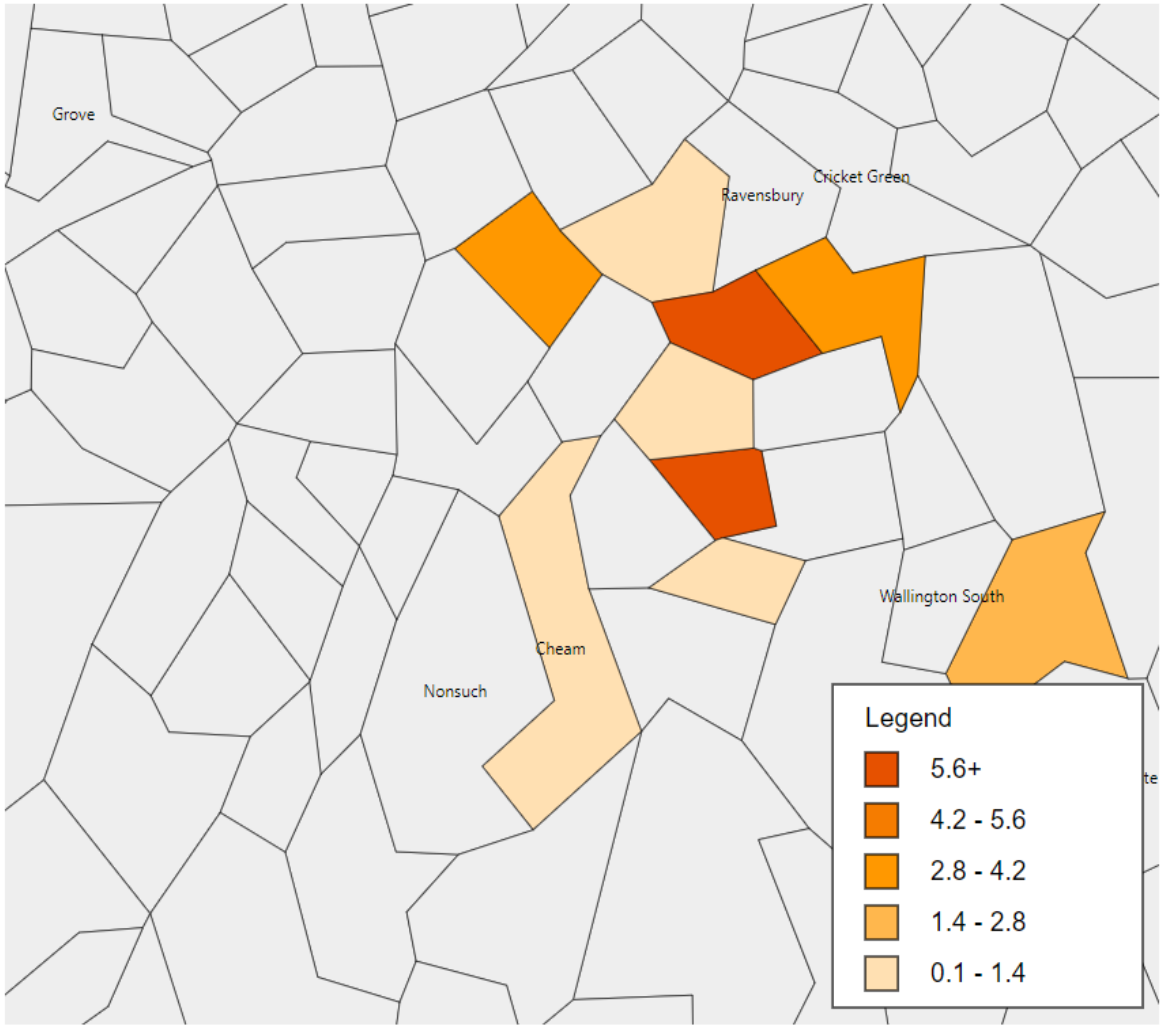
Create your map using AutoGeoMapper

Paste data sets with postcodes & create a choropleth map using AutoGeoMapper.

DEMO Recording

AutoGeoMapper V0.1

Feedback About



+ -

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: Map of client per area

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
info@consciouskitchen.org
@consciouskitchn

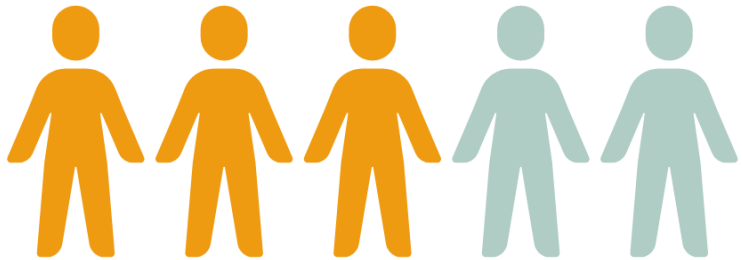
*information based on Conscious Kitchen data from March 25 – April 17, 2020

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

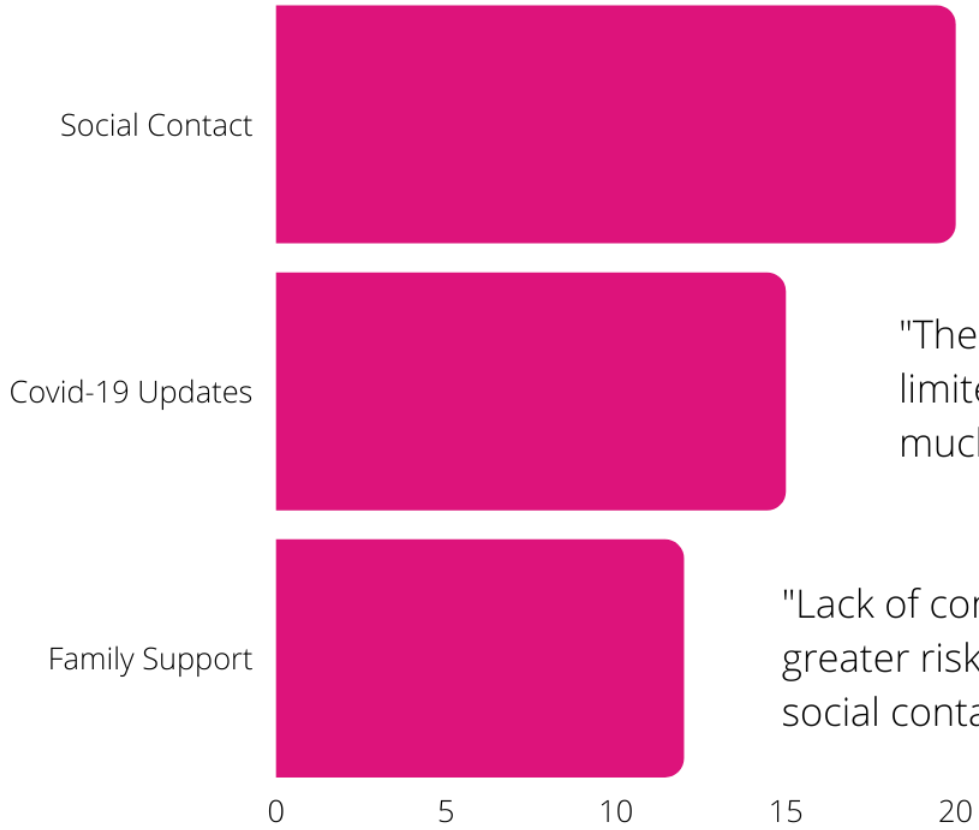
What opportunities do you feel your service users / communities are missing out on because of digital exclusion? (In other words - how are they being disadvantaged?)
Home Learning
Access to different services and support
Important updates on COVID-19 restrictions
Ways to support their own well beings in terms of staying connected
Communal support
Applying for funds or benefits
Local information about their community, what's on etc
Support to help fam
exercises but did nc
Home-schooling an
1. Children fall behi
2. Not being able to
they are failing thei
Reducing isolation,
connect.
Cognitive stimulatio
Online face to face
information via the
Not being able to jo
Not staying up to da

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

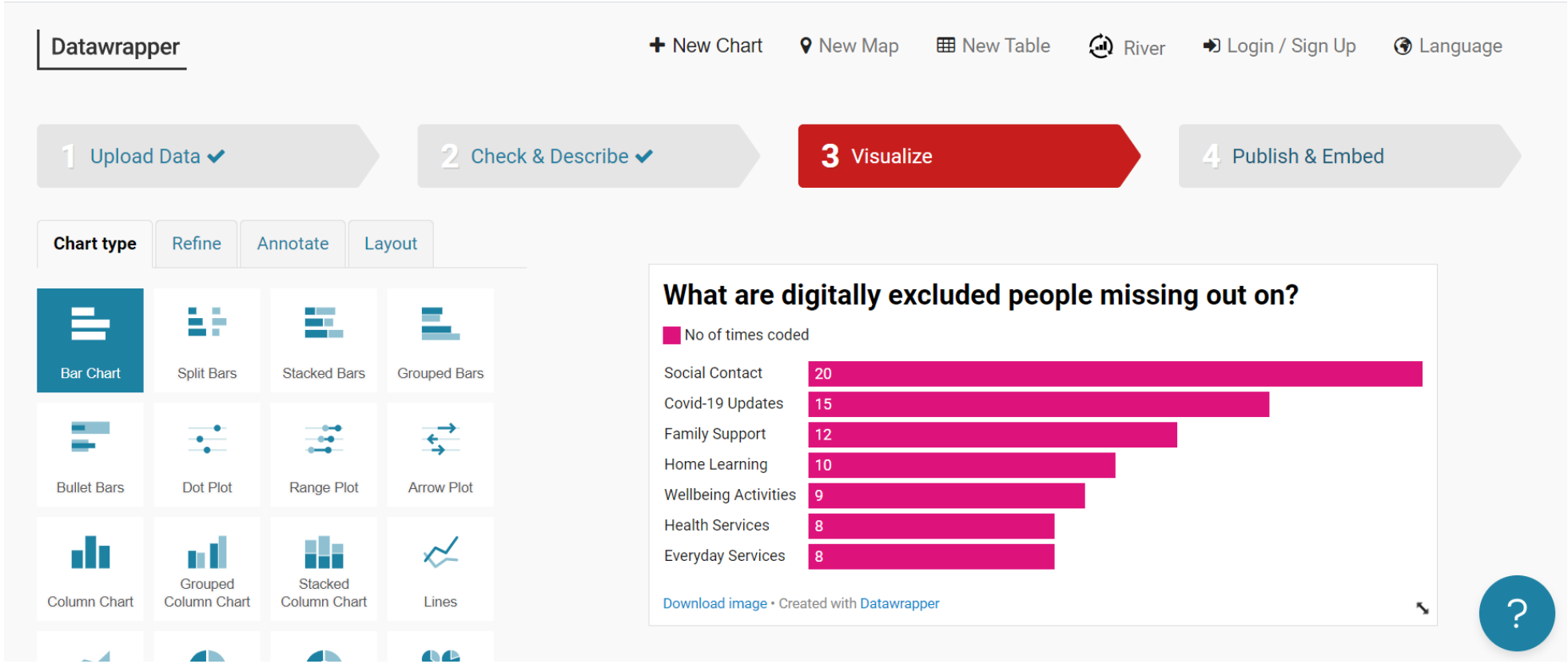


...people are extremely isolated and are missing friends. This may lead to poor mental health and depression"

"Their ability to communicate, and be communicated with is limited by a lack of access to things like email or texts. It's much much harder for them to receive updates of information."

"Lack of connection with friends and family puts the elderly at a greater risk of depression and anxiety as for most their only social contact is outside of their homes"

Using Datawrapper to create charts



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)

infogram

PIKTOCHART

Datawrapper

Canva

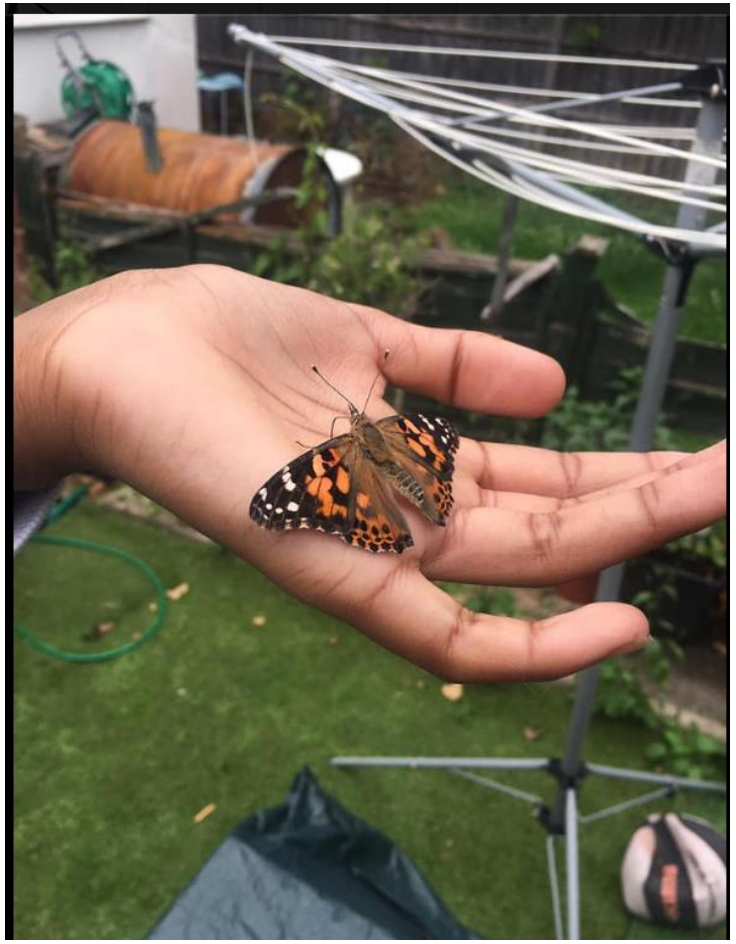
If you use others that are useful – let us know in chat...

Words and pictures

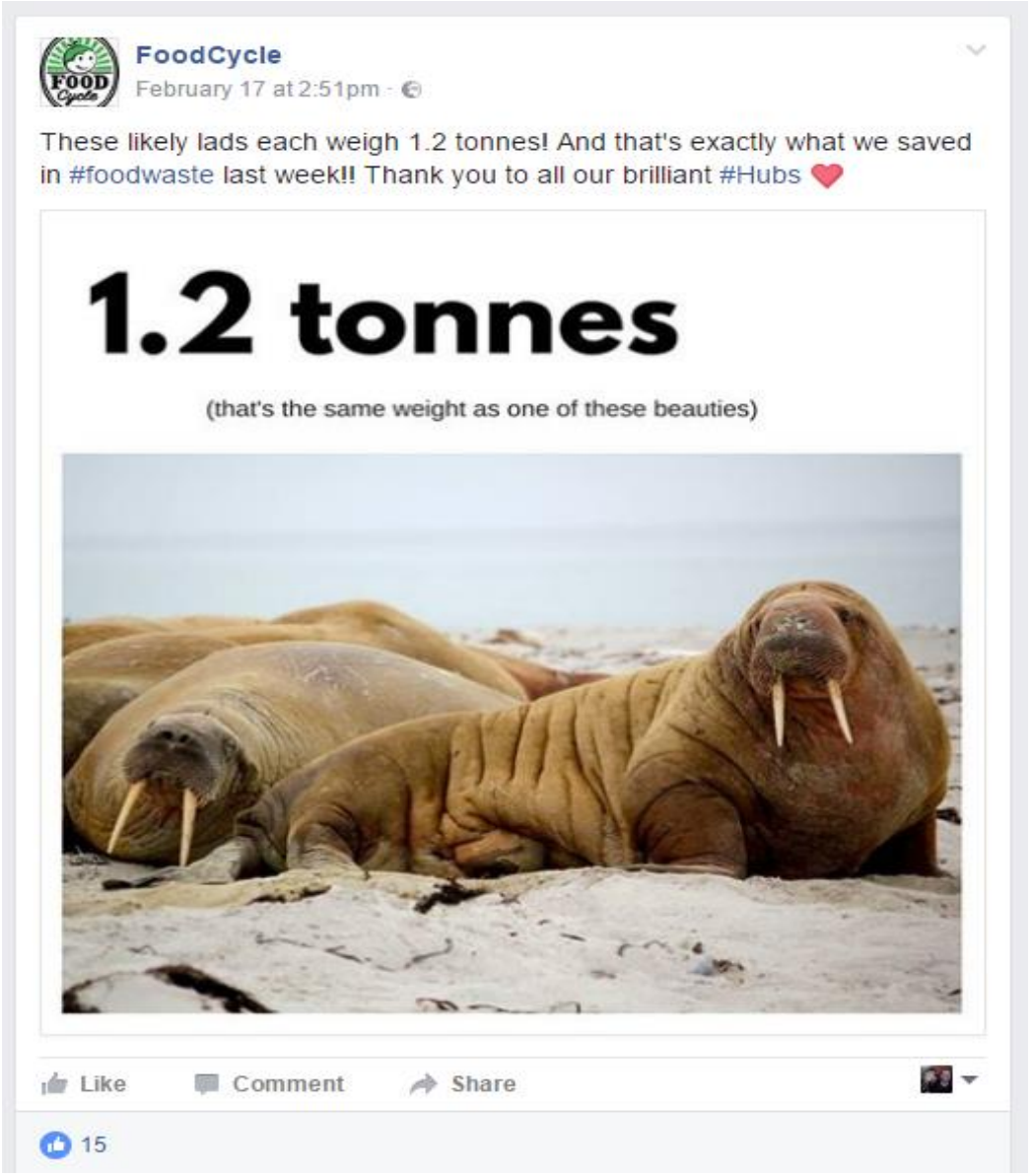
Websites – the heart of your story

Community Champions: A sustainability success story amidst a global pandemic

A picture tells a thousand words



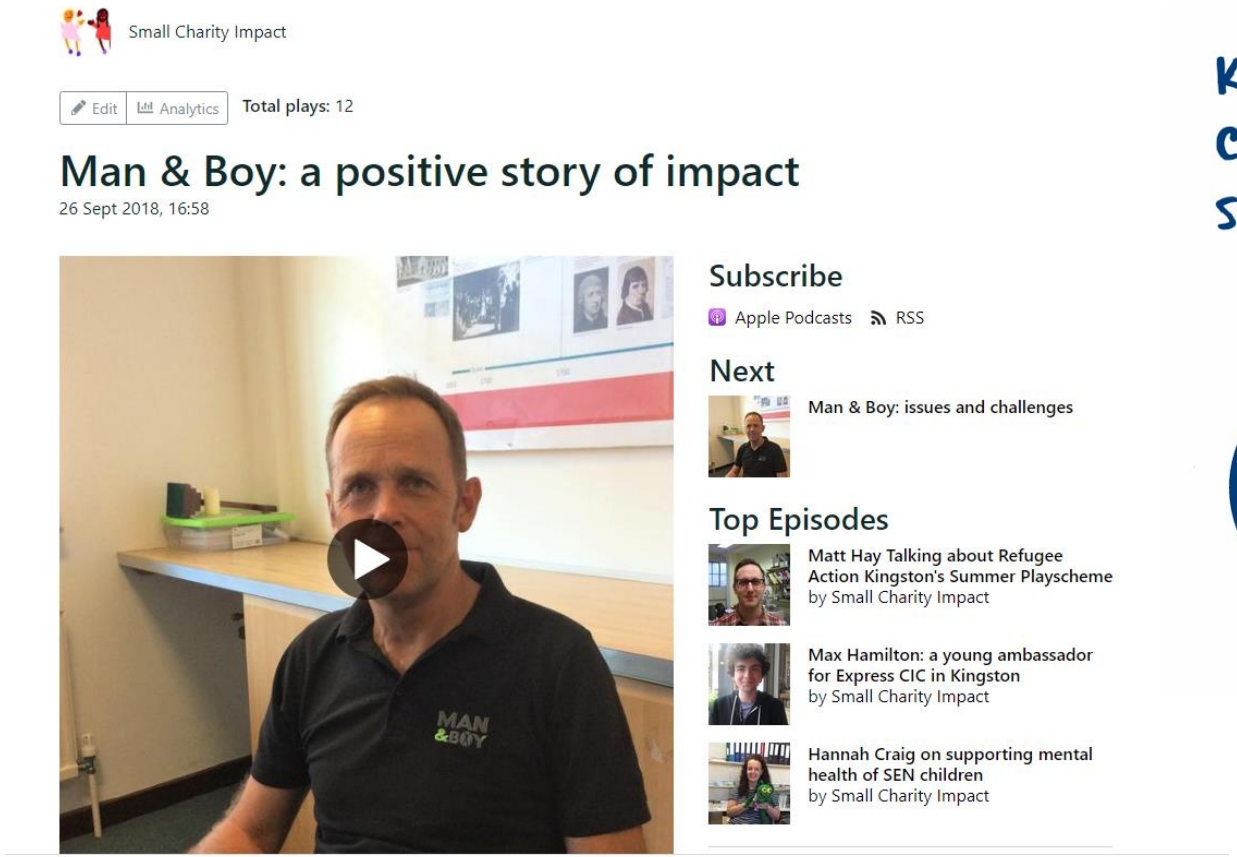
Sutton African and Caribbean Cultural Organisation



Even when using numbers!

Audio and video storytelling

Audio stories – giving voice to impact



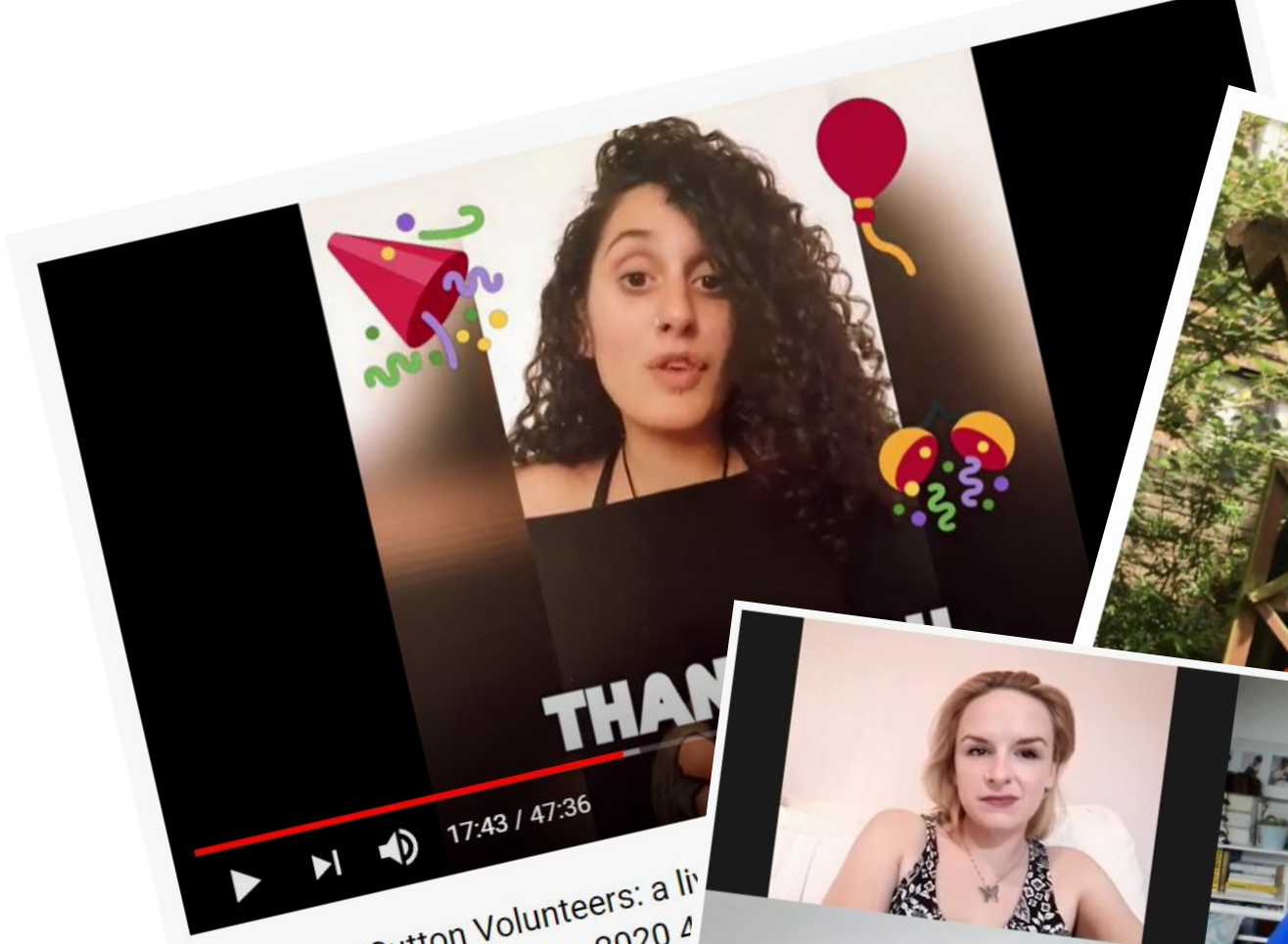
audioBoom

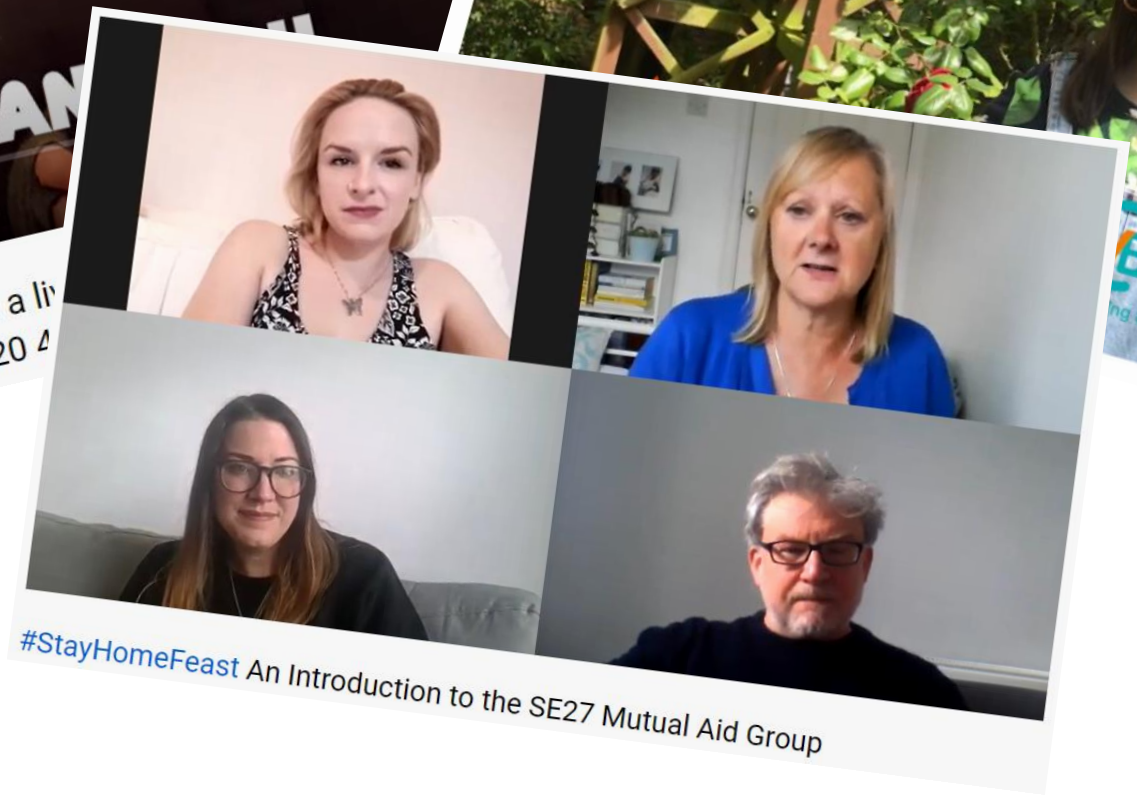
SOUNDCLOUD

Otter.ai

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.

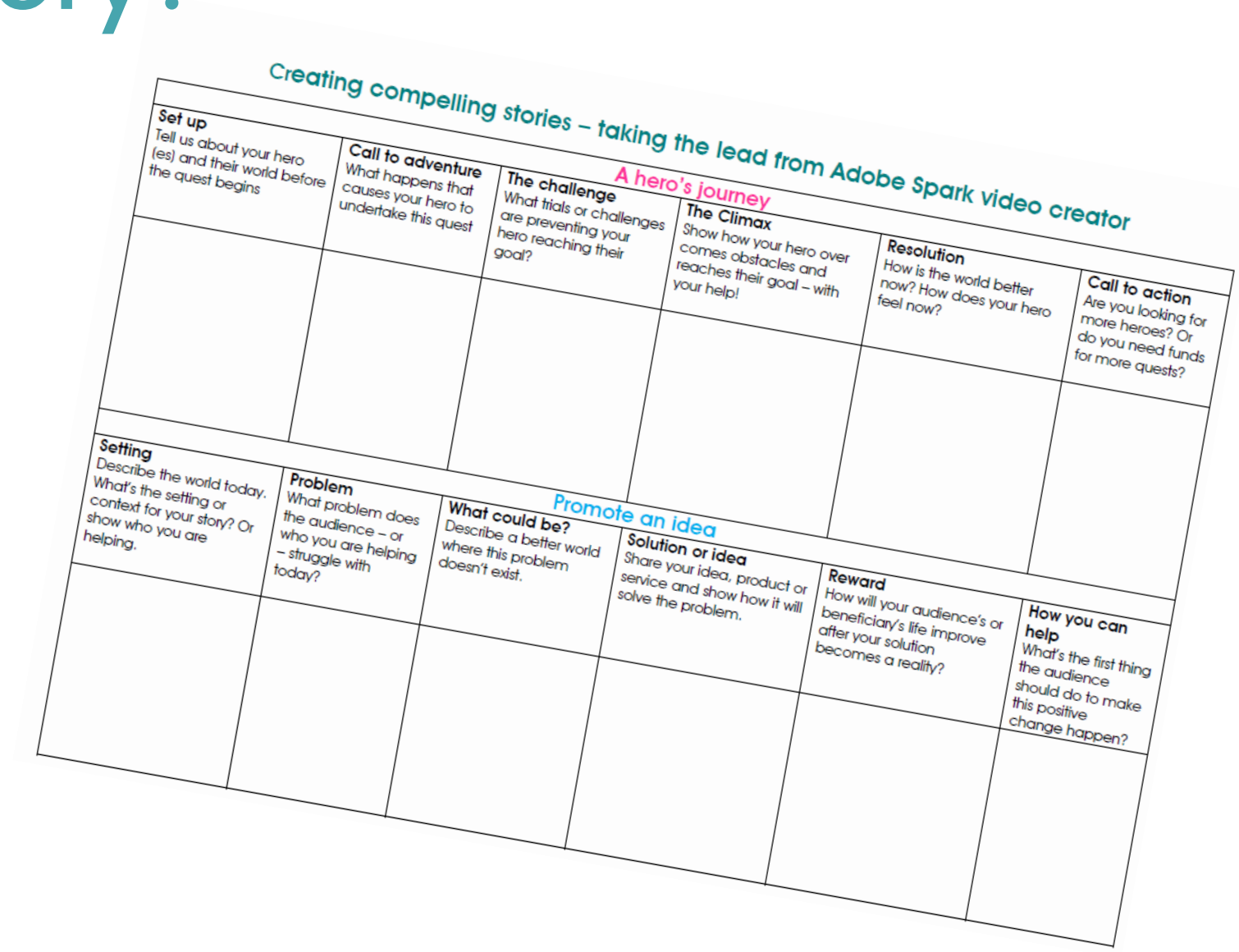
Adobe Spark Video is a free online and app based video creator with templates and tips to create well structured stories.

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

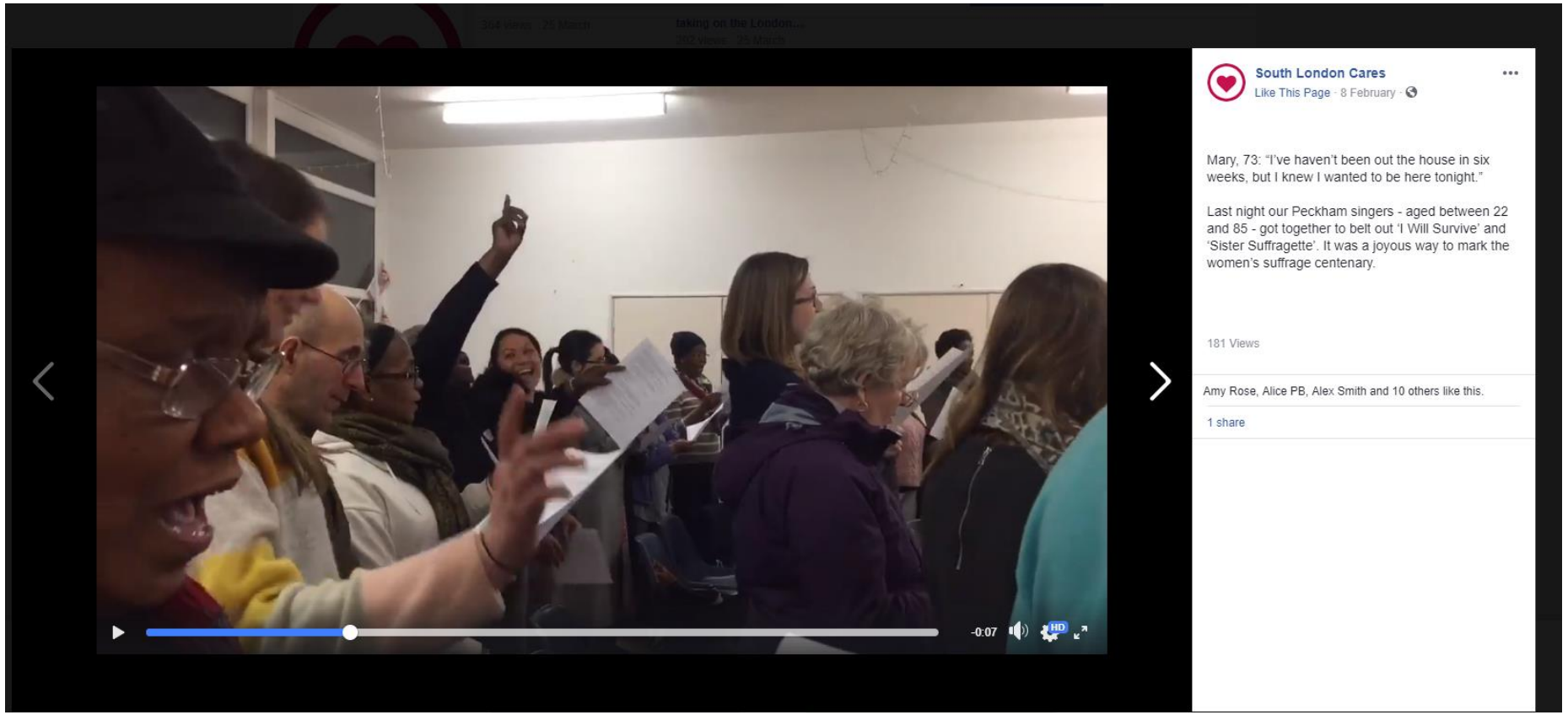
A hero's journey

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

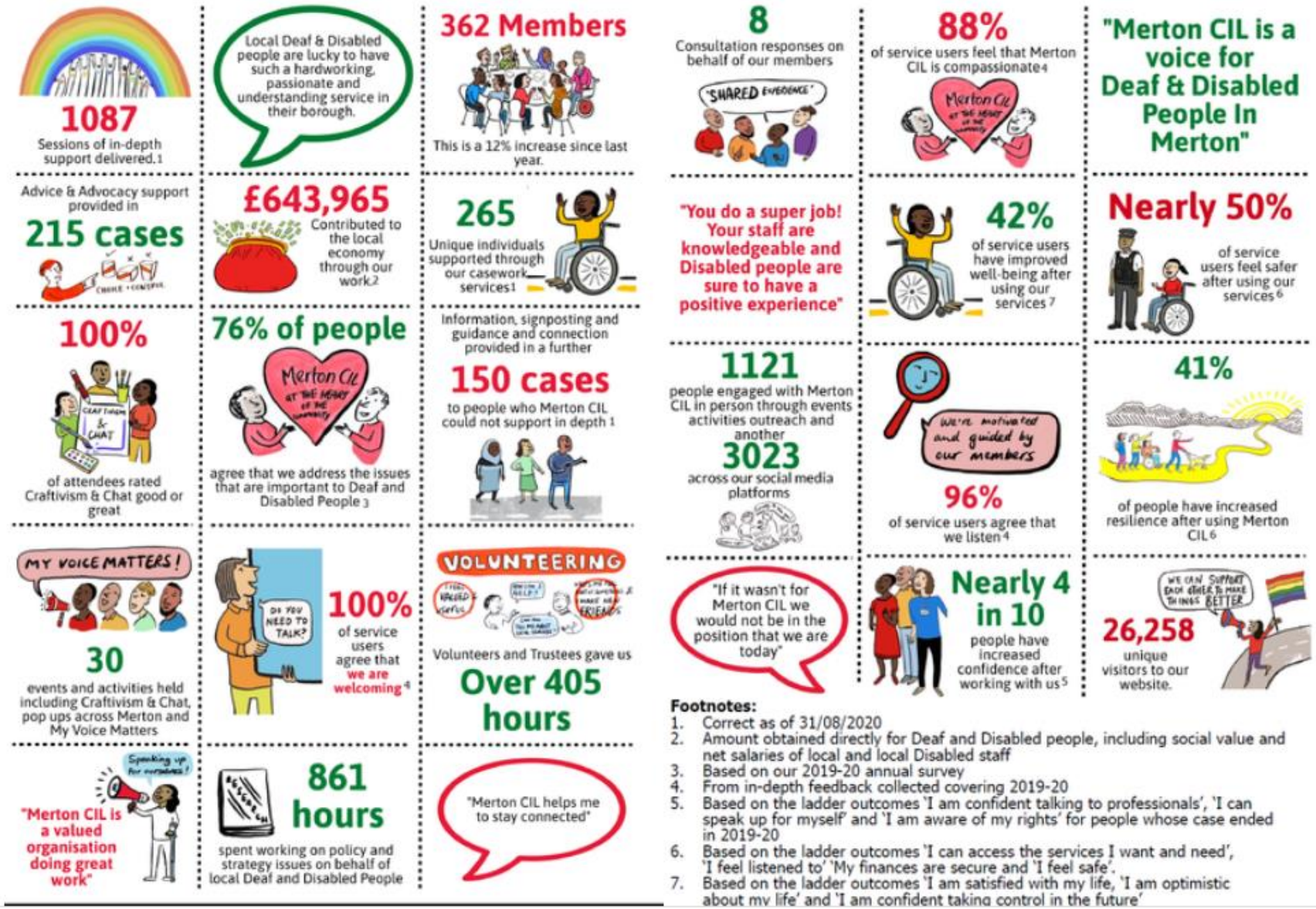
Setting Describe the world today. What's the setting or context for your story? Or show who you are helping.	**Problem** What problem does the audience – or who you are helping – struggle with today?	**What could be?** Describe a better world where this problem doesn't exist.	**Solution or idea** Share 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?

You don’t need feature films…



Creating impact presentations and reports

Illustrated Financial Statement here: Illustrated Financial Statement 2021920



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

CENTRE 70

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.

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

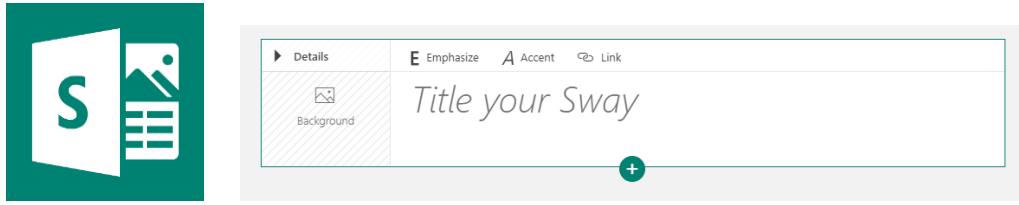
Sign up for free

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

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superhighways
harnessing technology for community benefit