

# Demonstrating your impact

**Make your Mark**



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



**Community  
Southwark**



# What we'll cover today

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



# Your name and organisation...

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

#impactstories



# 1000 Volunteers



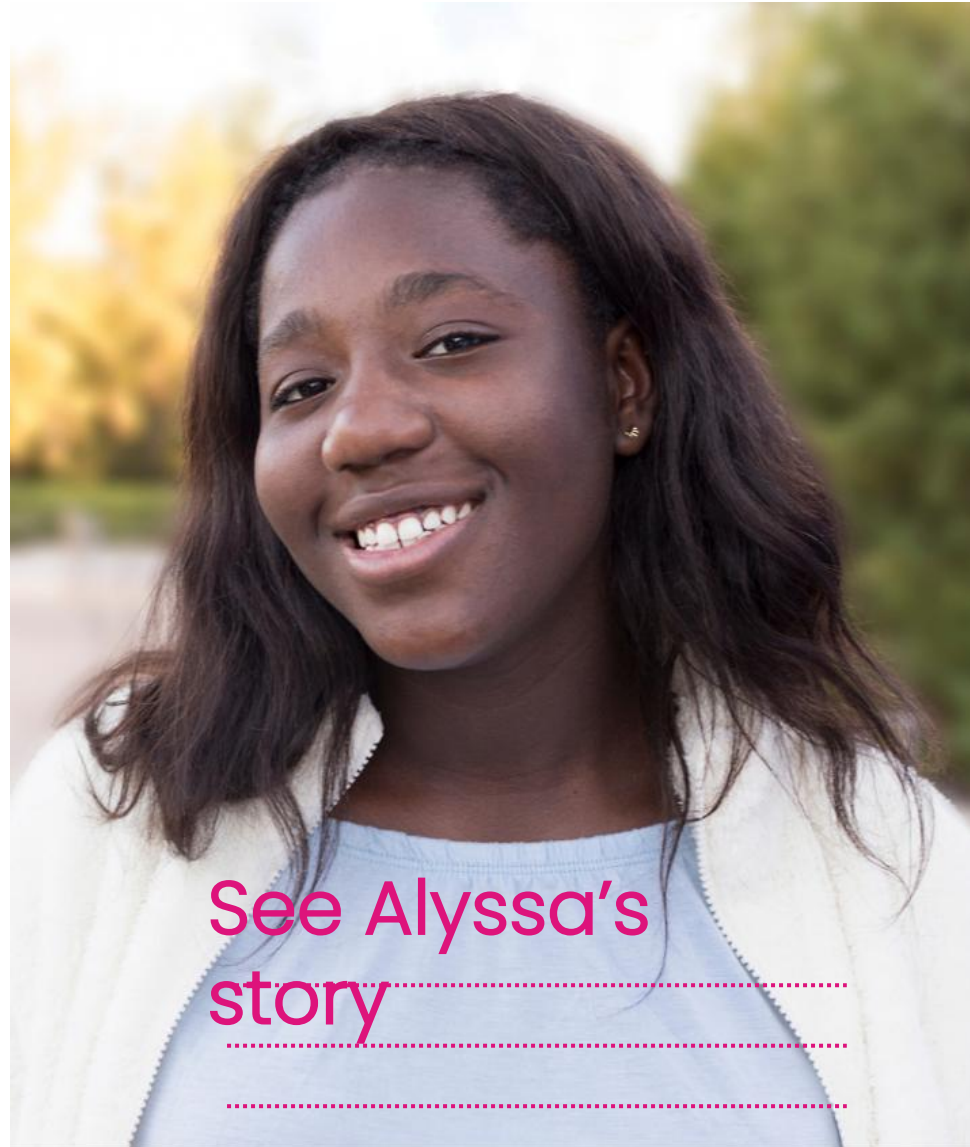
# 1000 Volunteers



**1000 Volunteers**  
got out of bed on  
a Saturday  
morning



**1000 Volunteers**  
got out of bed on  
a Saturday  
morning



See Alyssa's  
story

Nice  
and  
Serious



# Folder of resources for today

Go to



<https://bit.ly/ReportingImpact2025>

Or scan the QR code







# 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, pivot tables & summary sheets
- ✓ Database – queries & reports
- ✓ Exporting as csv files & importing to Excel
- ✓ Data visualisation tools & dashboards



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

[Join our PowerBI user group](#)





# Geo 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





# 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](#)





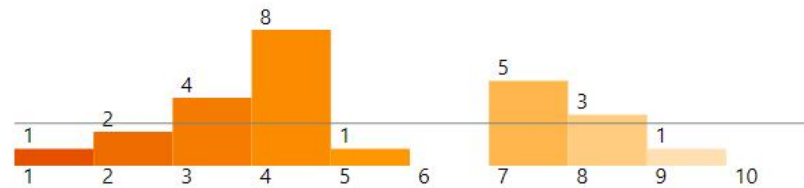
## The Lens of Multiple Deprivation

### 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

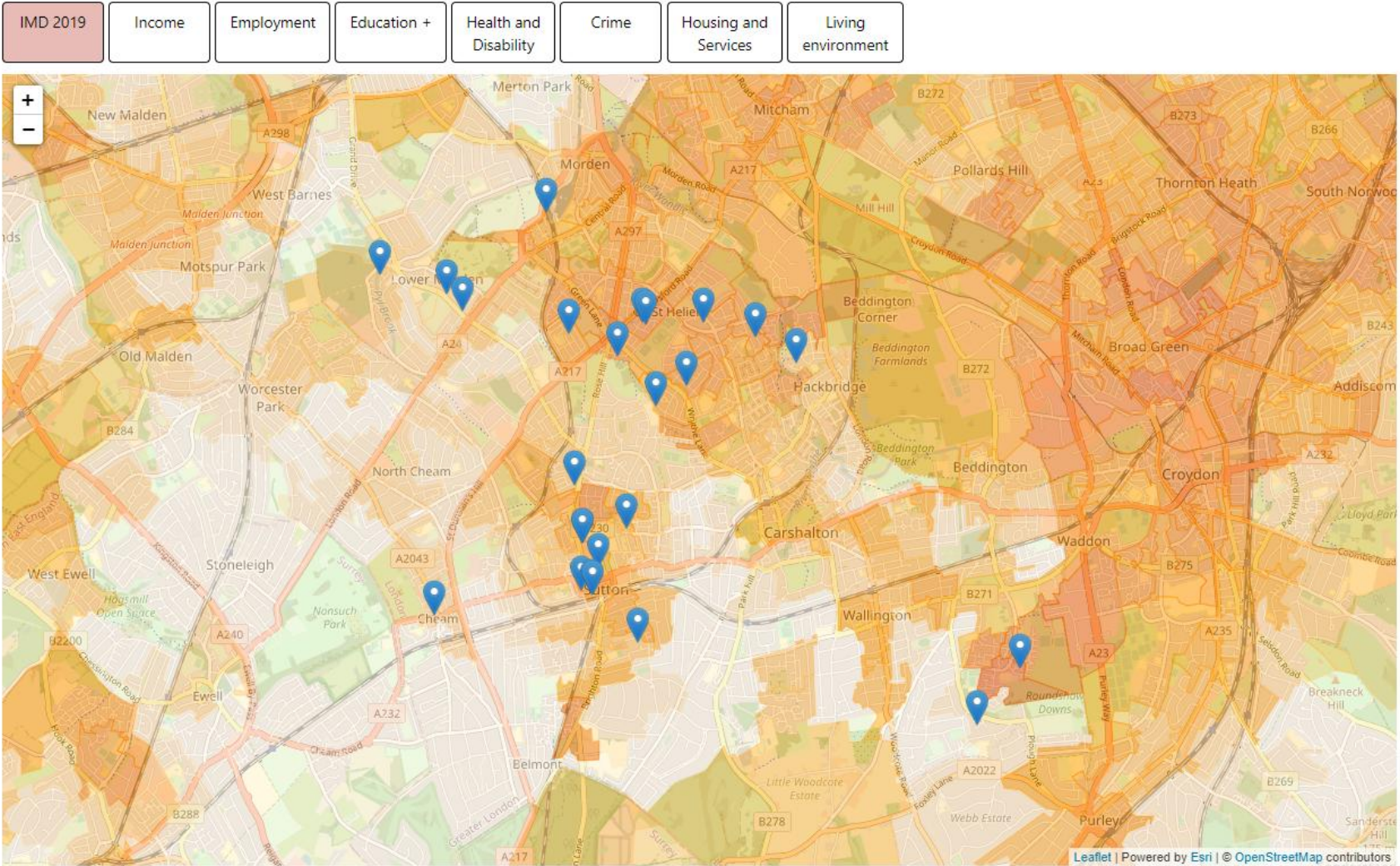


### Definition

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](#)





# 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.

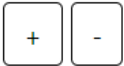
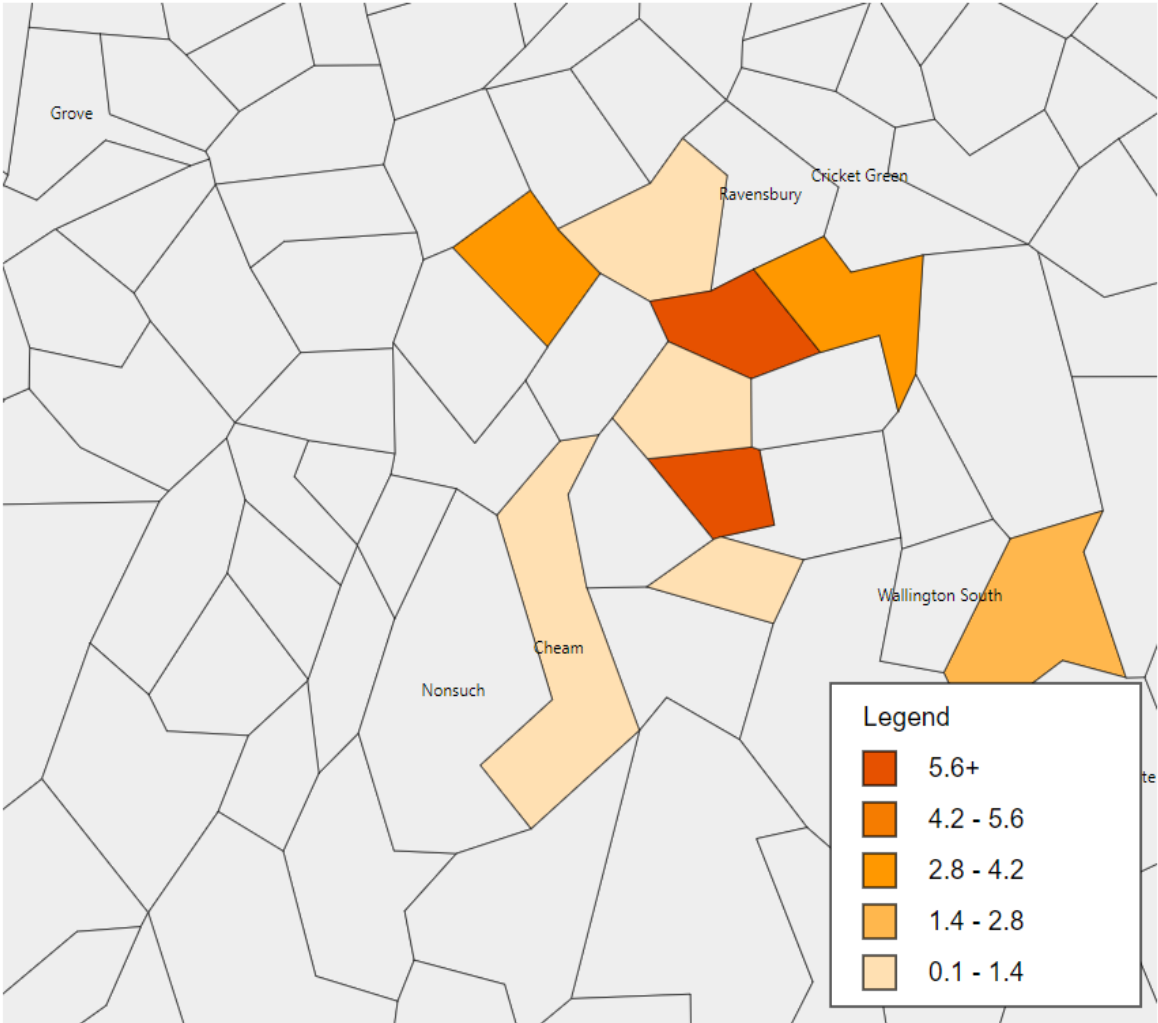
[Learn More](#)

[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

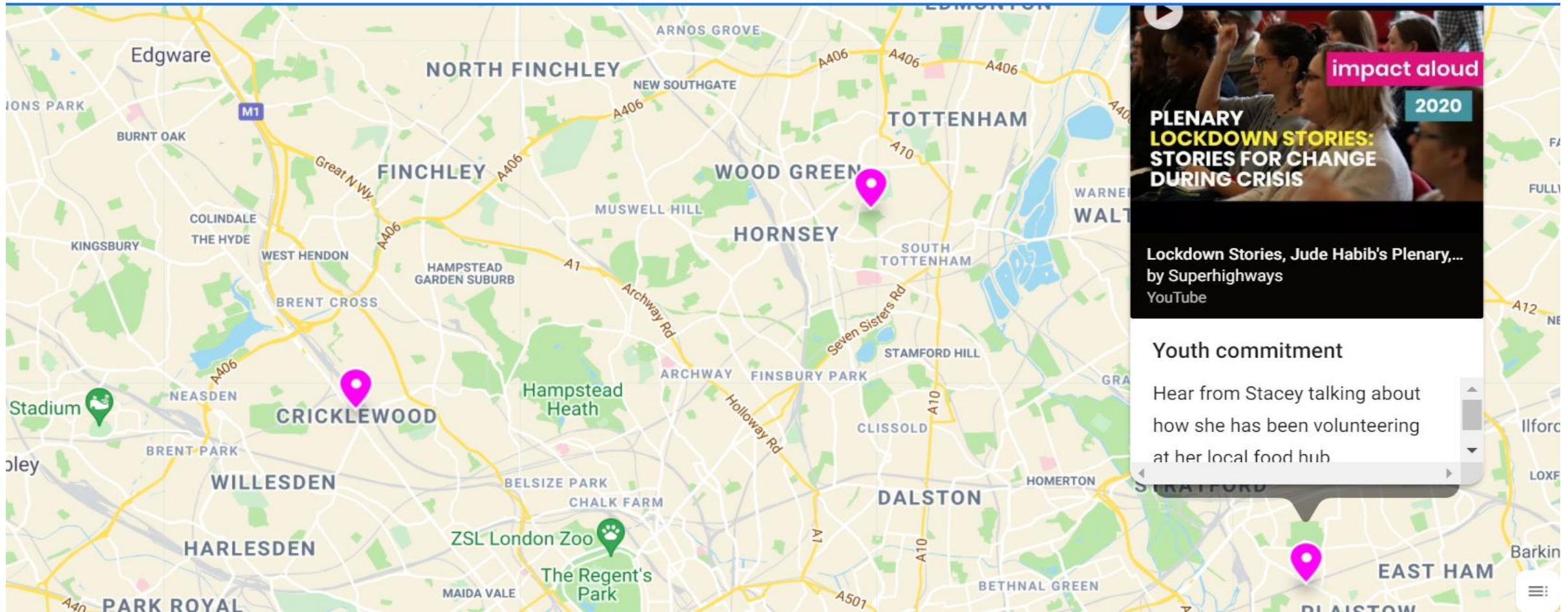


# Padlet story map example

 katewhite71 + 1 • 14d

## London Stories

Made with panache





# **‘Soft’ theming**

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



# Audio stories example



Small Charity Impact

Edit Analytics Total plays: 12

## Man & Boy: a positive story of impact

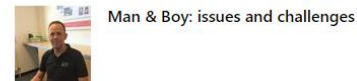
26 Sept 2018, 16:58



### 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



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:**

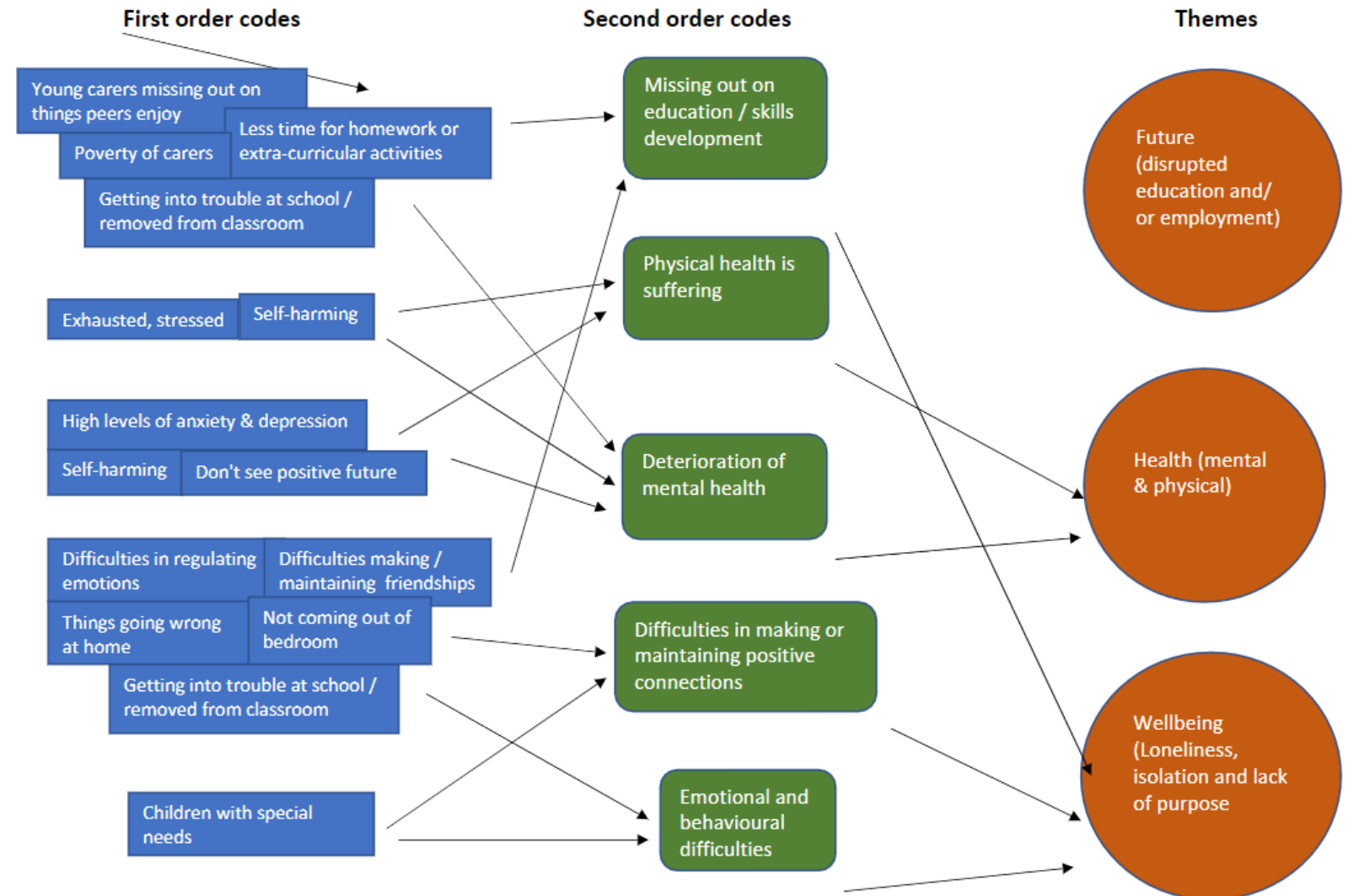
"We've got loads of stories of the impact that we've had. One in particular, I remember is a family who I went to visit on a visit every family beforehand. But I think that's the key with engaging with the families is to engage with the man and get alongside them, to encourage them to start the programme. 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

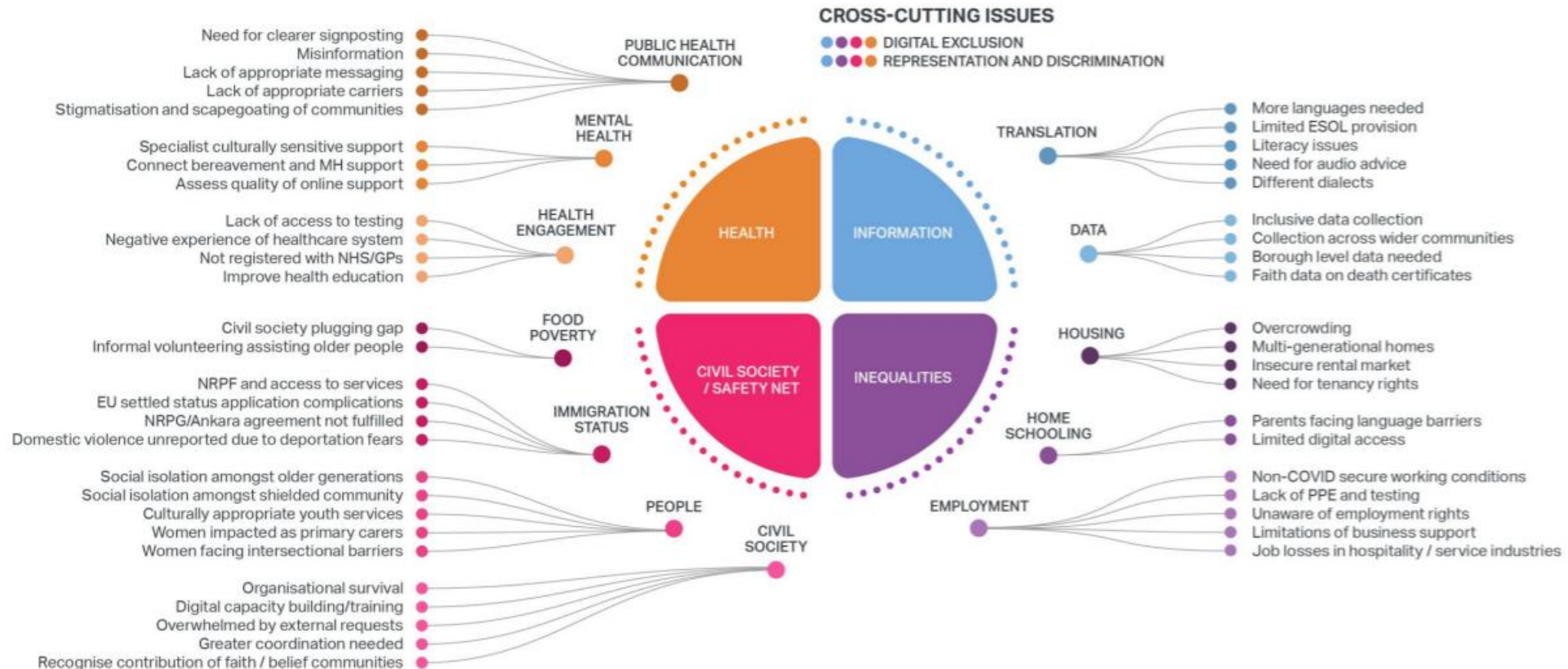
Now you can start grouping what people say.



# GLA Community Engagement Team

## MAP OF COMMUNITY VIEWS: COVID-19

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







# **'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

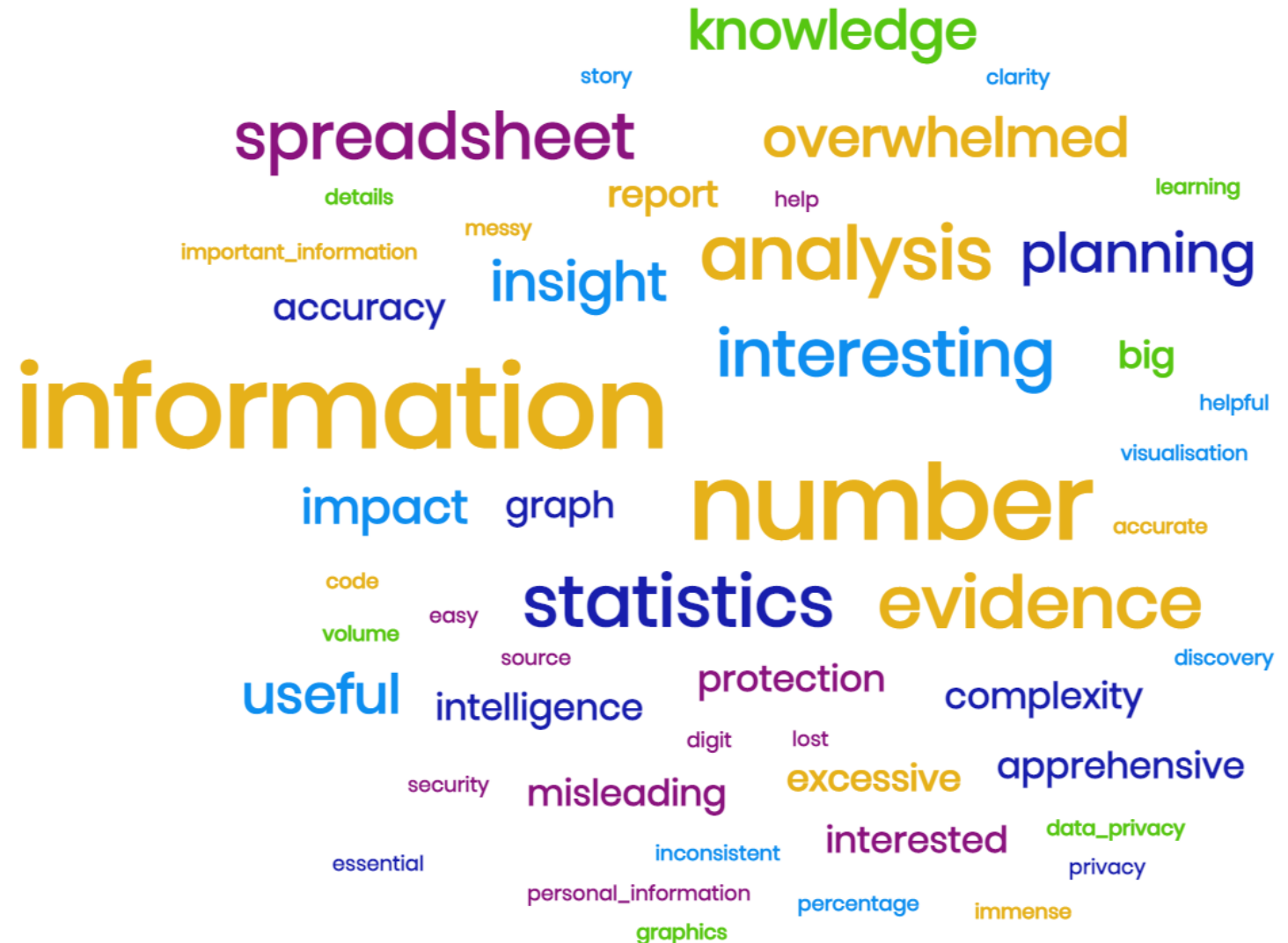
scary research



# 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](#))



# Should I use a word cloud?

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



# Your Wordcloud task

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





# 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.

Home-schooling and/or regular homework:-

1. Children fall behind

2. Not being able to support their children's education can impact parents as they feel

they are failing their children

Reducing isolation, especially connect.

Cognitive stimulation and soc

Online face to face calls, grou

information via the internet a

Not being able to join online

Not staying up to date with s

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%

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







# Turning numbers into visuals

Simple charts and  
maps

# Some useful tools

(logos are links)

Datawrapper



 PIKTOCHART

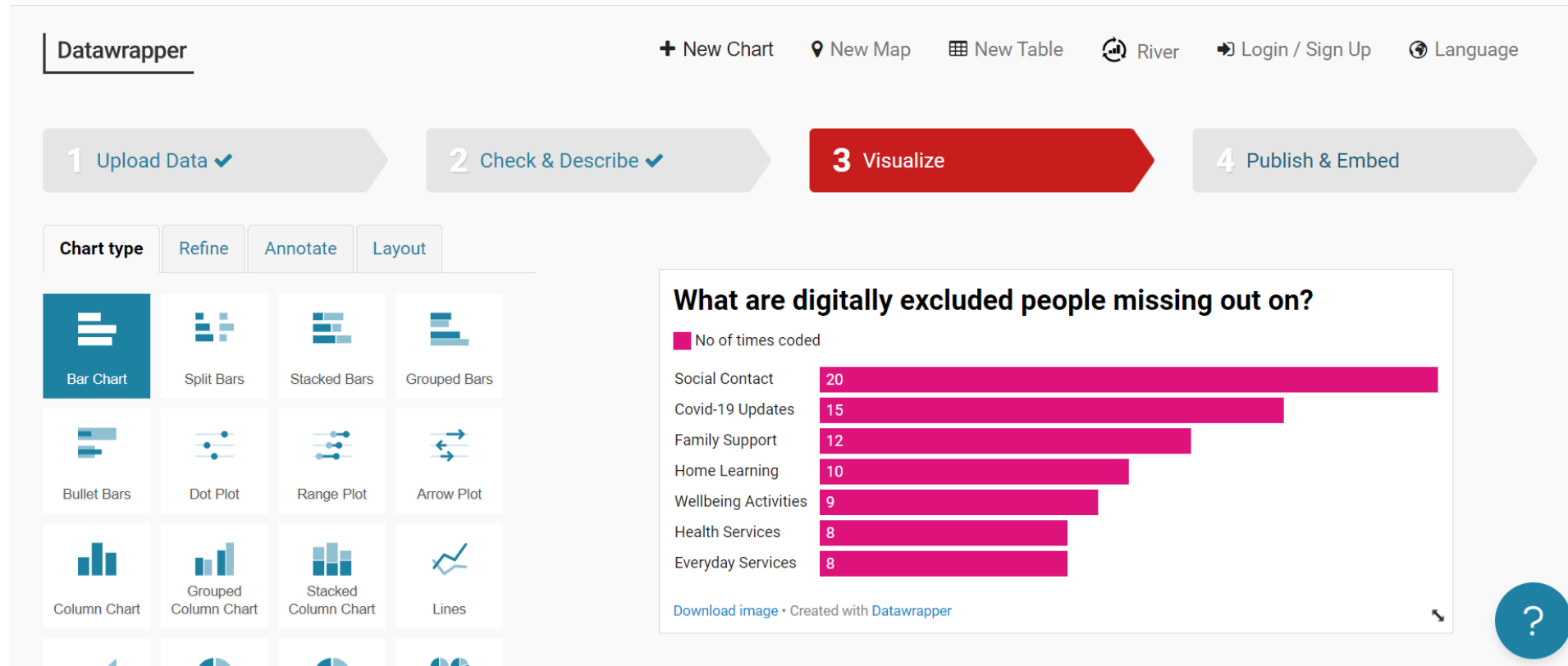
infogram

# WHAT ARE DIGITALLY EXCLUDED PEOPLE MOSTLY MISSING OUT ON?

Digital Exclusion Survey Jan 2021



# Using Datawrapper to create charts



Your task will be to recreate this chart using the Music Mentors data & [Datawrapper](#) ([Watch our video demo here](#))



# Embed on your website?

See Work Rights Centre 's [Impact & Outcomes pages](#)

## WoRC Clients' Outcomes in cases of Professional (im)mobility

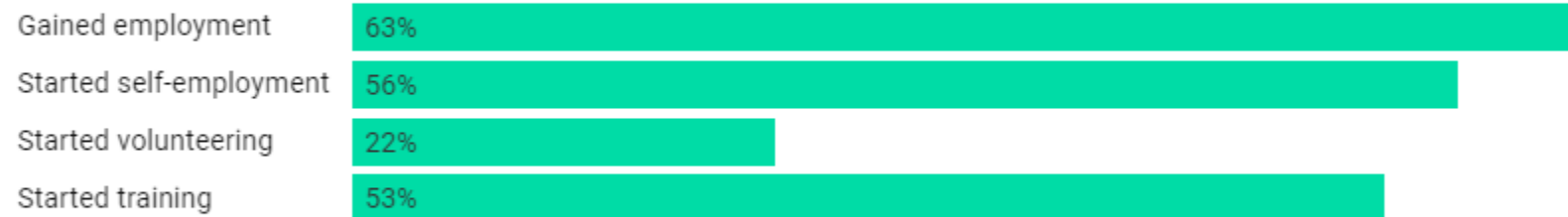


Chart: Work Rights Centre • Source: [Client monitoring survey](#). Published November 2022. • Created with [Datawrapper](#)

## WoRC clients' outcomes in gaining civic knowledge

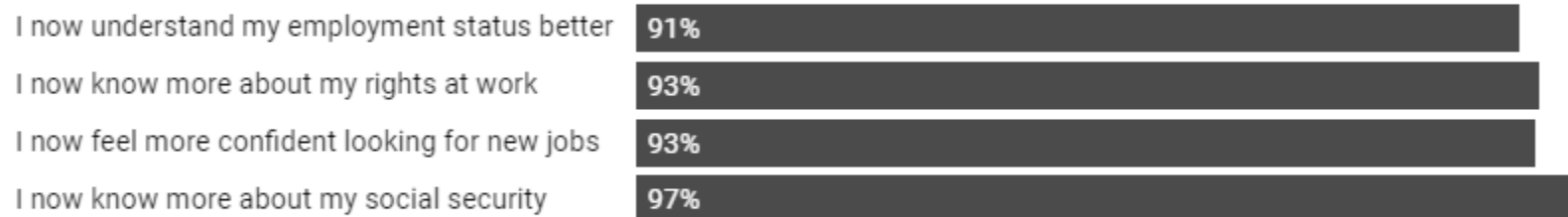


Chart: Work Rights Centre • Source: [Client monitoring survey](#). Published November 2022. • Created with [Datawrapper](#)



# Break



# 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

Maya Angelou







**“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 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**

<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?



# Multi-media

Make it easy for  
someone to  
understand your  
impact and engage  
with it

# Websites – the heart of your story



[MS Society Community Blog](#)

## Representation matters

Much like growing up Queer, my MS diagnosis makes me feel different and isolated. Seeing that an MS charity cares enough to represent people like me means the world.

**Much like growing up Queer, my MS diagnosis makes me feel different and isolated. Seeing that an MS charity cares enough to represent people like me means the world.**

I'm not a person who cries easily. Life events and strong emotions usually leave me dry-eyed. Give me a tragic film, a sad drama or even a poignant TV advert and the tears roll but real life? That's another story.

I have, however, cried twice at the Pride in London parade. The first time was in the 90s, visiting Pride for the first time. I was in my early 20s, down from the Midlands where I'd grown up. It was often lonely being queer in 90s Britain and the sight of so many people like me was new and overwhelming. Tears of joy ran down my face.

# 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 stories – giving voice to impact

## Man & Boy: a positive story of impact

Sep 26, 2018, 4:58 PM



+ Playlist </> Embed

Trevor Quay 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.'

### 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

Report this episode

Download audio

QRCode



# 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, Canva or Clipchamp if you are new to video especially if you prefer desktop...







# Infographics and graphics

Sometimes we need more than a chart. How can graphics help?

# Quick warm-up...

Grab your paper and pen

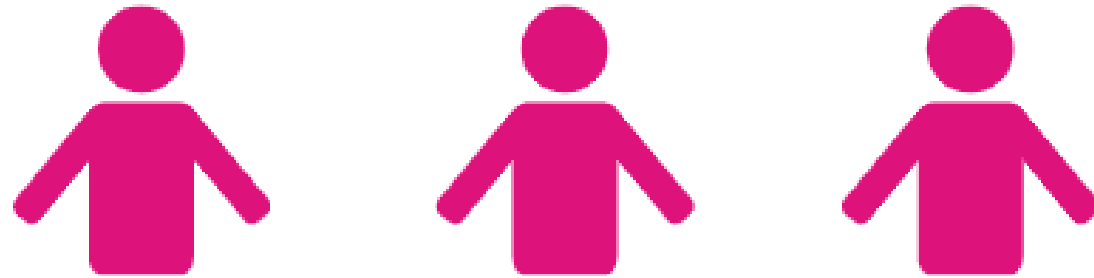
Close your eyes

Draw a camel

# Infographics for impact



What could be improved in this graphic?



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



# What story are you telling?



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



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



# CONSCIOUS KITCHEN



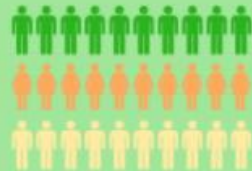
nourishes students and the community by serving fresh, local, organic, scratch-cooked, nutritious meals and recommitting to food equity, education and access

## 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





# Quick sketch

1. Think about your story
2. What icons or graphic could you use to help people understand your numbers?
3. Sketch on your paper



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





# **Presentations and reports**

Bringing it all together  
can be creative & fun

# Impact Reports



[Kingston Churches Action on Homelessness](#)

storytelling  
annual reviews  
follow a theme  
every year and  
are introduced by  
a client, volunteer  
or stakeholder  
(using Canva)

# 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

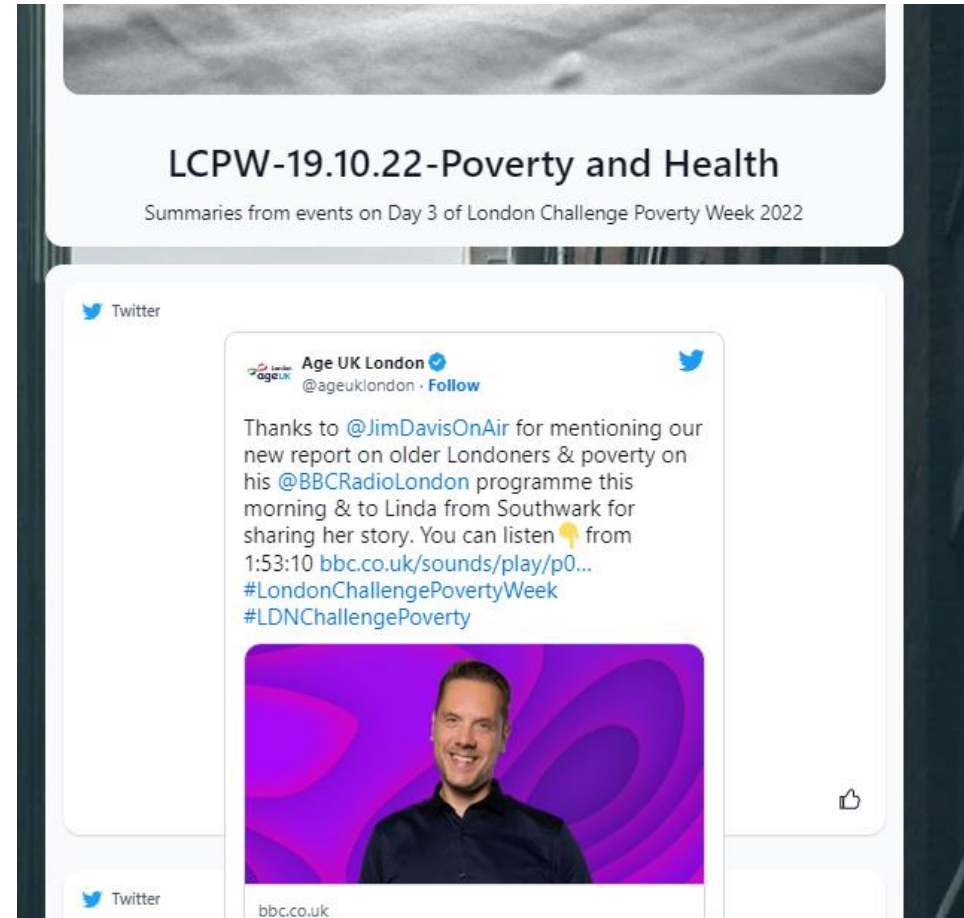
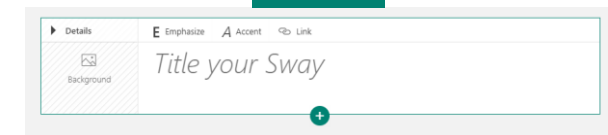
The logo for Wakelet, featuring the word "wakelet" in a blue, lowercase, sans-serif font. The letter "a" is stylized with a white swoosh that extends from the top of the letter and curves around the "k".

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

**Sign up for free**

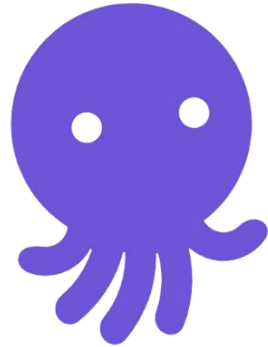
**Create a quick collection**

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

The Adobe Express logo, featuring the Adobe logo (a colorful 'A' icon) followed by the text "Adobe Express" in a bold, black, sans-serif font.The iSSUU logo, featuring a red circular icon with a white bullseye-like pattern, followed by the text "iSSUU" in a bold, black, sans-serif font.



# Don't hide reports in PDFs



[Email Octopus](#)

Or other formats /  
[tools for email](#)

## 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 into more formal partnership working, delivering new projects and services.

We are a small team (only 5 of us to be precise!) and our organisations helps us do so much more. It can broaden organisations across London, offer additional expertise, 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.

### 'One more sleep' we cried

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

[Download resources to use with you](#)

### We'd walk 2,000 miles for DataKind UI

From the Windrush scandal to deportations of rough sleepers, the challenges facing our communities are many and varied. It's a time of year when we reflect on the past and look forward to the future. We've been lucky to have some amazing partners who have helped us navigate these challenges and we're proud to have been part of their journey.

## 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.

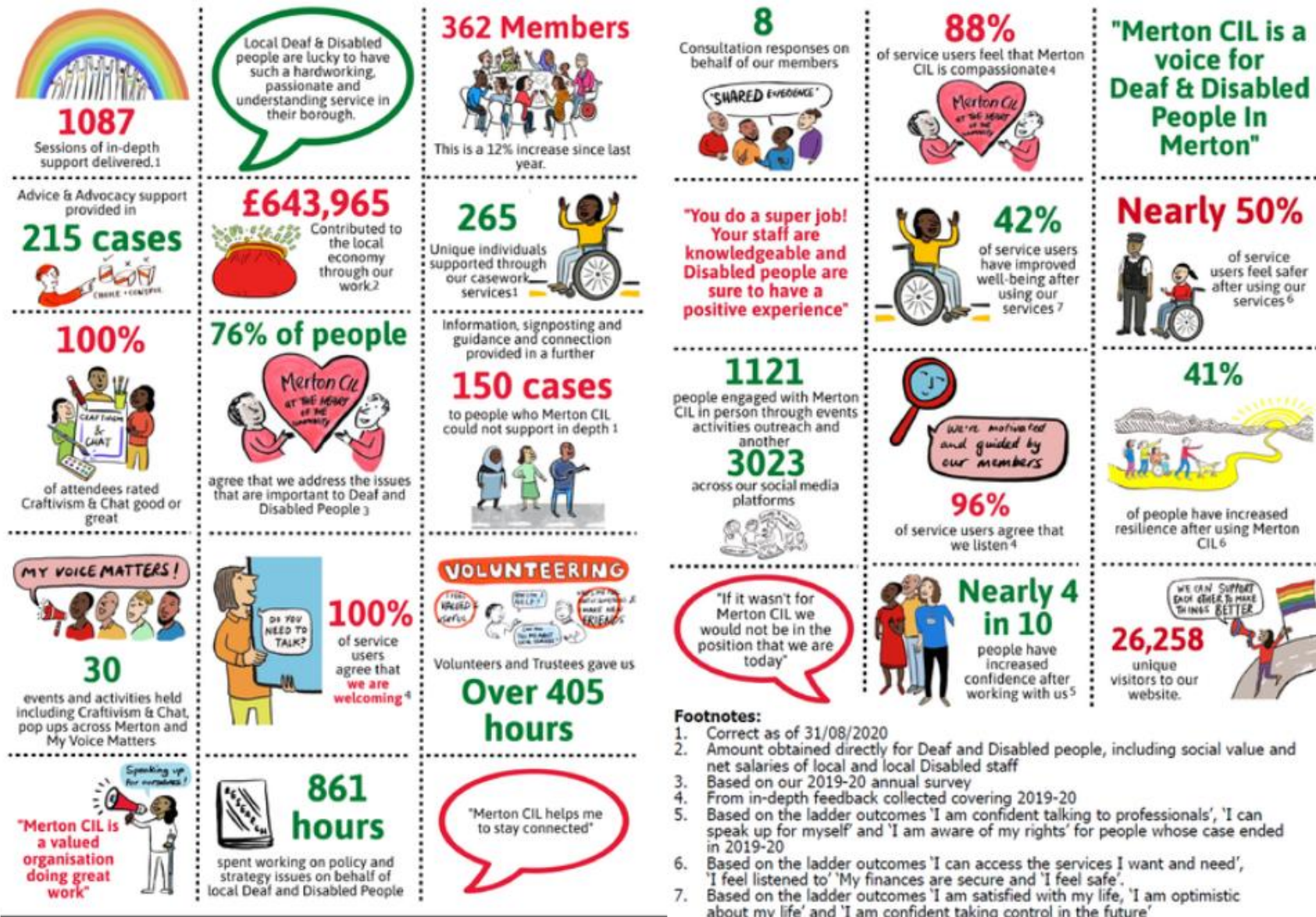
[Get yourself listed on Connected Kingston](#)

## 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](#)

# Illustrated Financial Statement here: Illustrated Financial Statement 202120



## 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



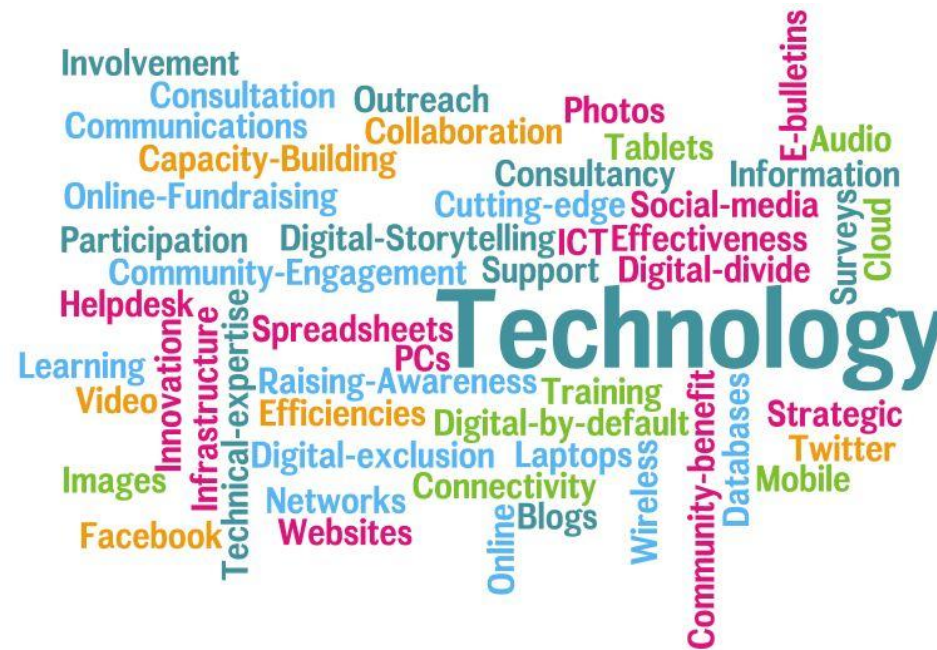
Final  
thought...



# About Superhighways....

Providing tech support to the sector for 25 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 you 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

**Clare Chamberlain**

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

