Digital tools for communicating impact

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?
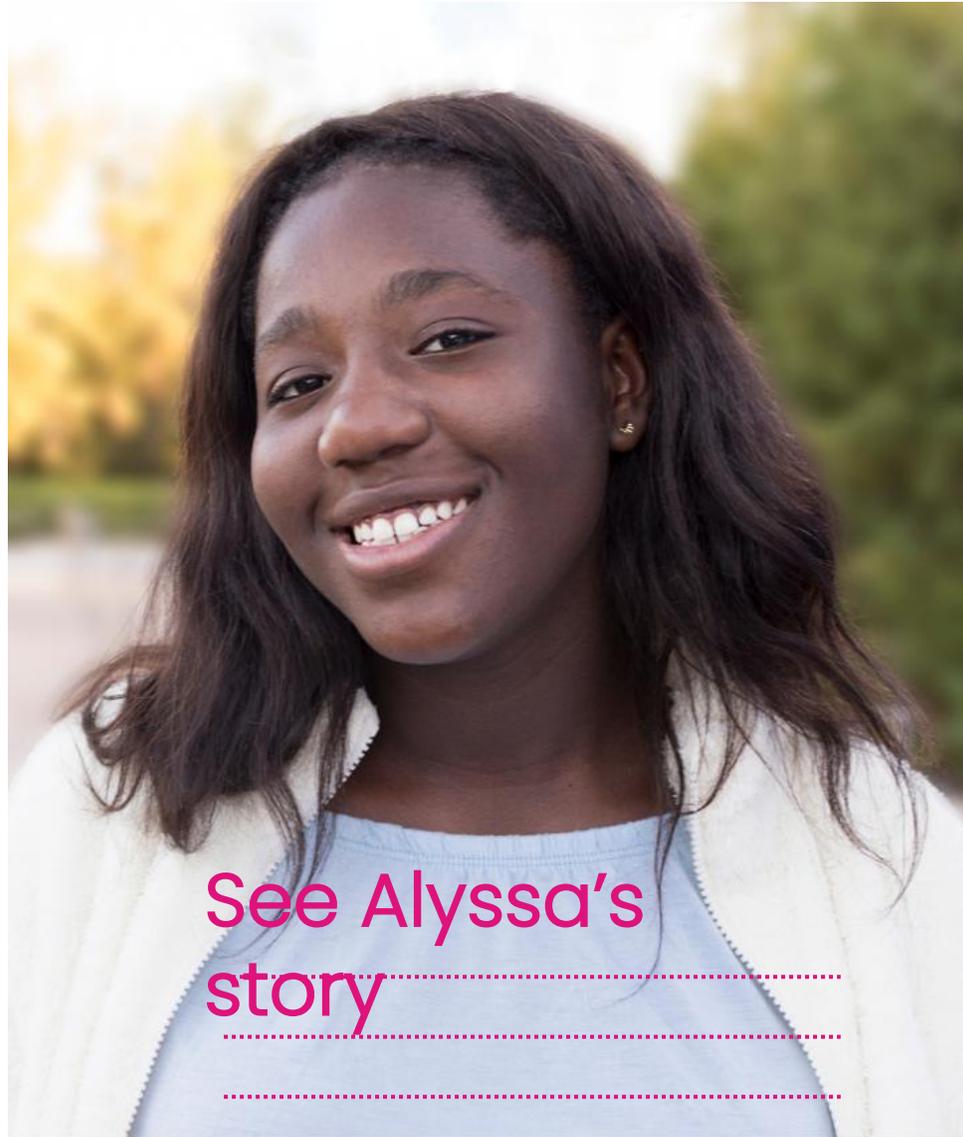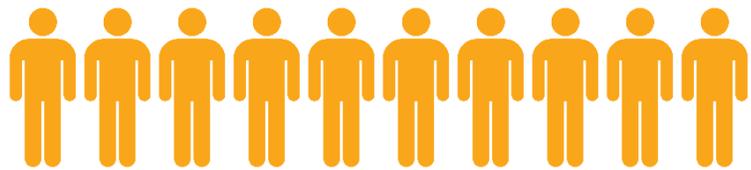
#impactstories

1000 Volunteers

1000 Volunteers

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

"no numbers without stories, no stories without numbers"

Stories and Numbers: Collecting the right impact data, New Philanthropy Capital

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

✓ Data dashboards e.g. Power BI (Microsoft)

✓ Mapping tools?

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

batchgeo

Paste data sets with postcodes & create a map using Batchgeo

✓ Blue pins = existing volunteers
✓ Red pins = 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
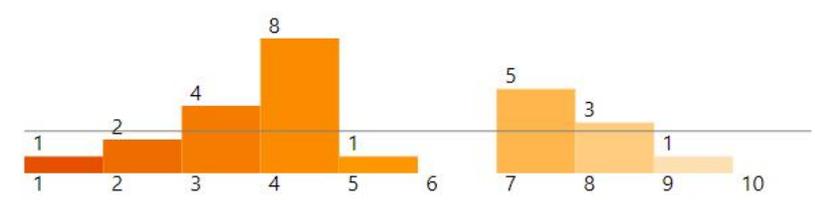
DEMO recording

The Lens of Multiple 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 |

Leaflet | Powered by Esri | © OpenStreetMap contributors
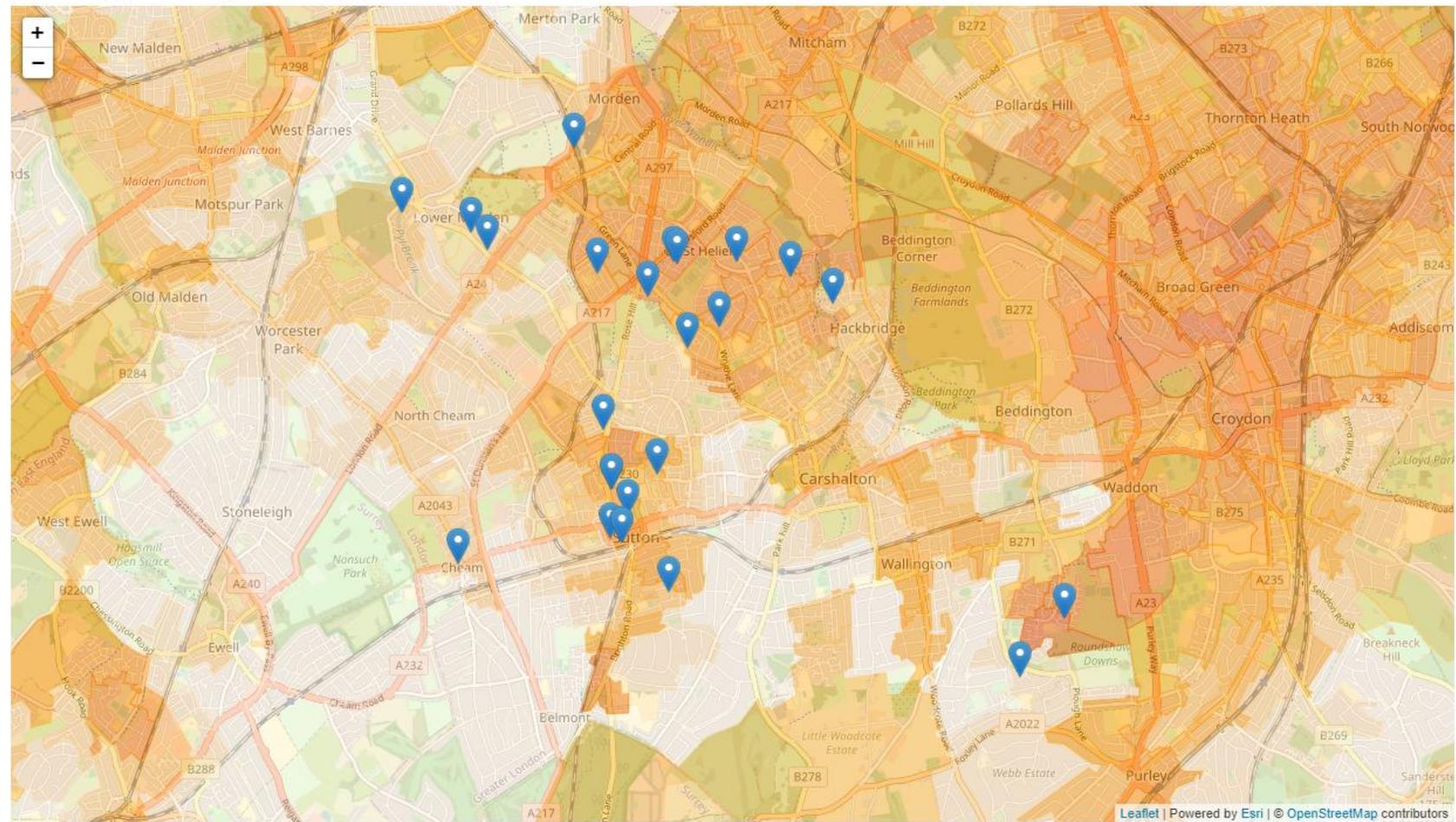
Create your map using AutoGeoMapper

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.
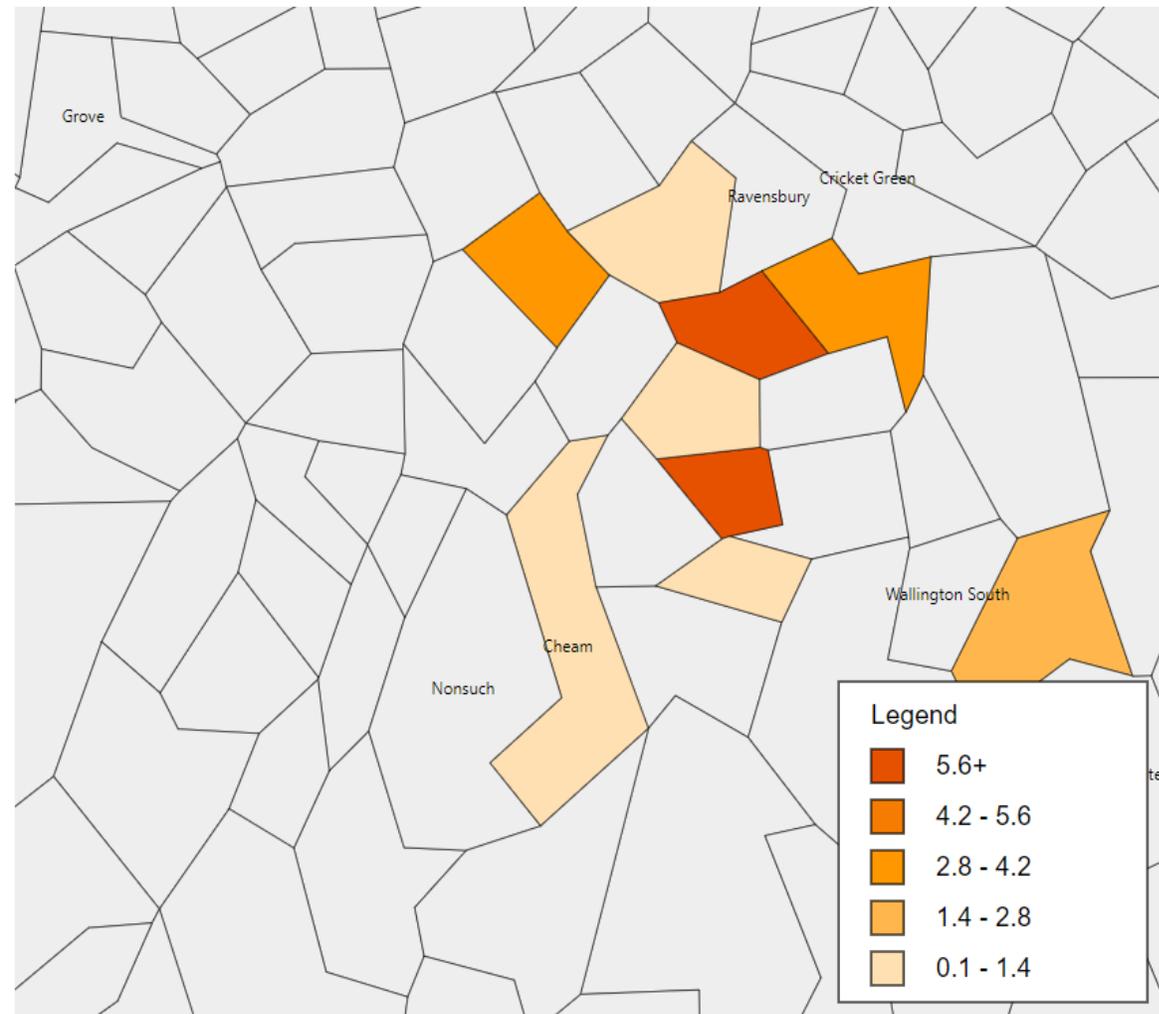
Learn More   Use now

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

DEMO Recording

Grove

Cricket Green

Ravensbury

Wallington South

Cheam

Nonsuch

te

Legend

■	5.6+
■	4.2 - 5.6
■	2.8 - 4.2
■	1.4 - 2.8
■	0.1 - 1.4

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]

'Soft' theming

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

Audio stories example

Series of interviews recorded with Audioboom (you might want to use Otter.ai or Soundcloud)

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.
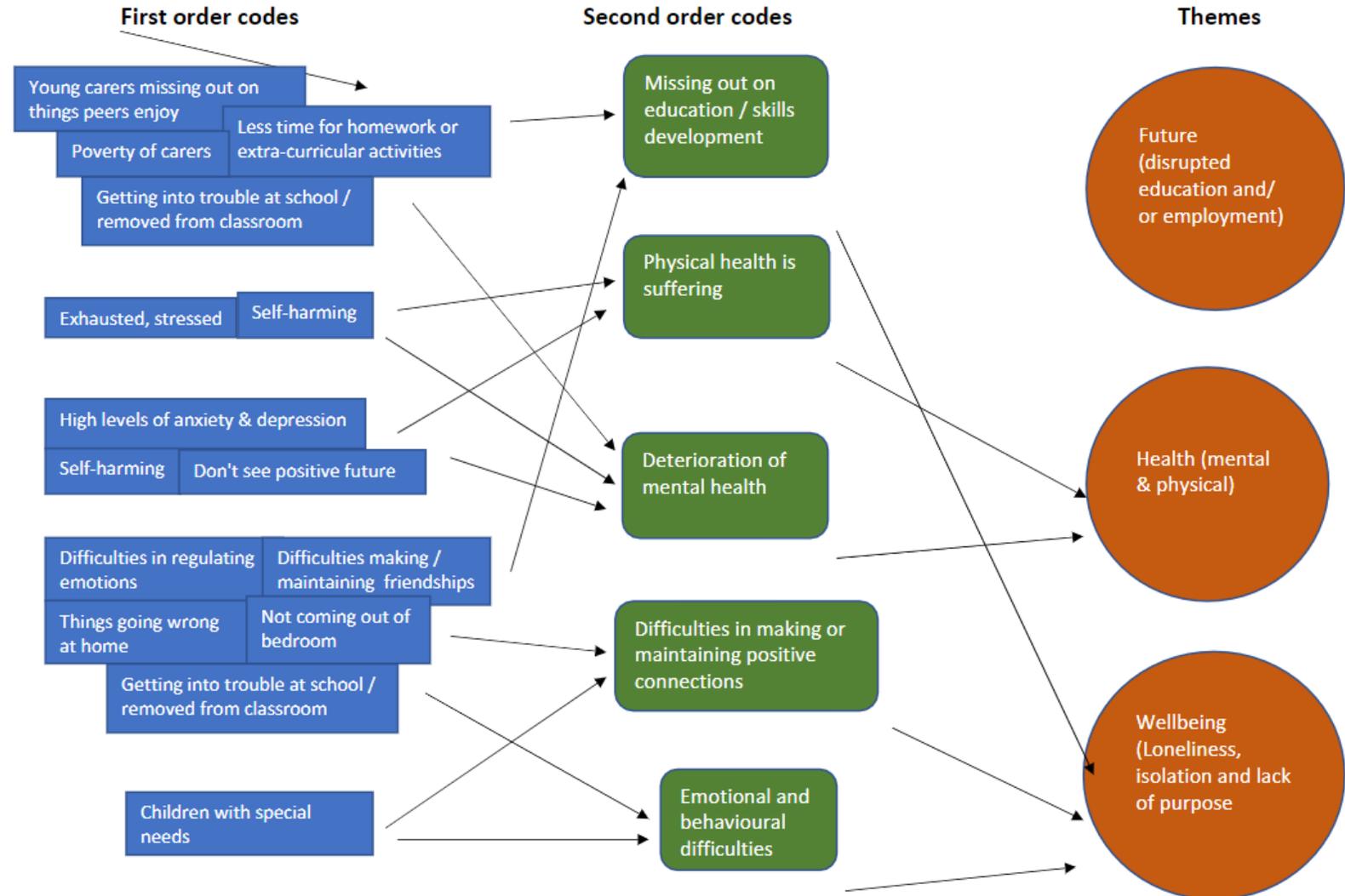
Example: Coding qualitative data

Ref	What barriers do you face to attending our sessions?
1	Travel costs to the venue
2	I sometimes have anxiety in larger groups but you were very welcoming
3	Caring responsibilities for my husband
4	Social anxiety around lots of people
5	Mobility issues and stairs at the venue
6	Transport costs are high
7	Too cold in winter to go out
8	Budget is tight at the moment but I'll come if I can
9	I'm not confident to travel when it's too wet and windy
10	Childcare availability
11	I can't speak English well

Potential codes identified

Travel (Cost/weather/mobility)
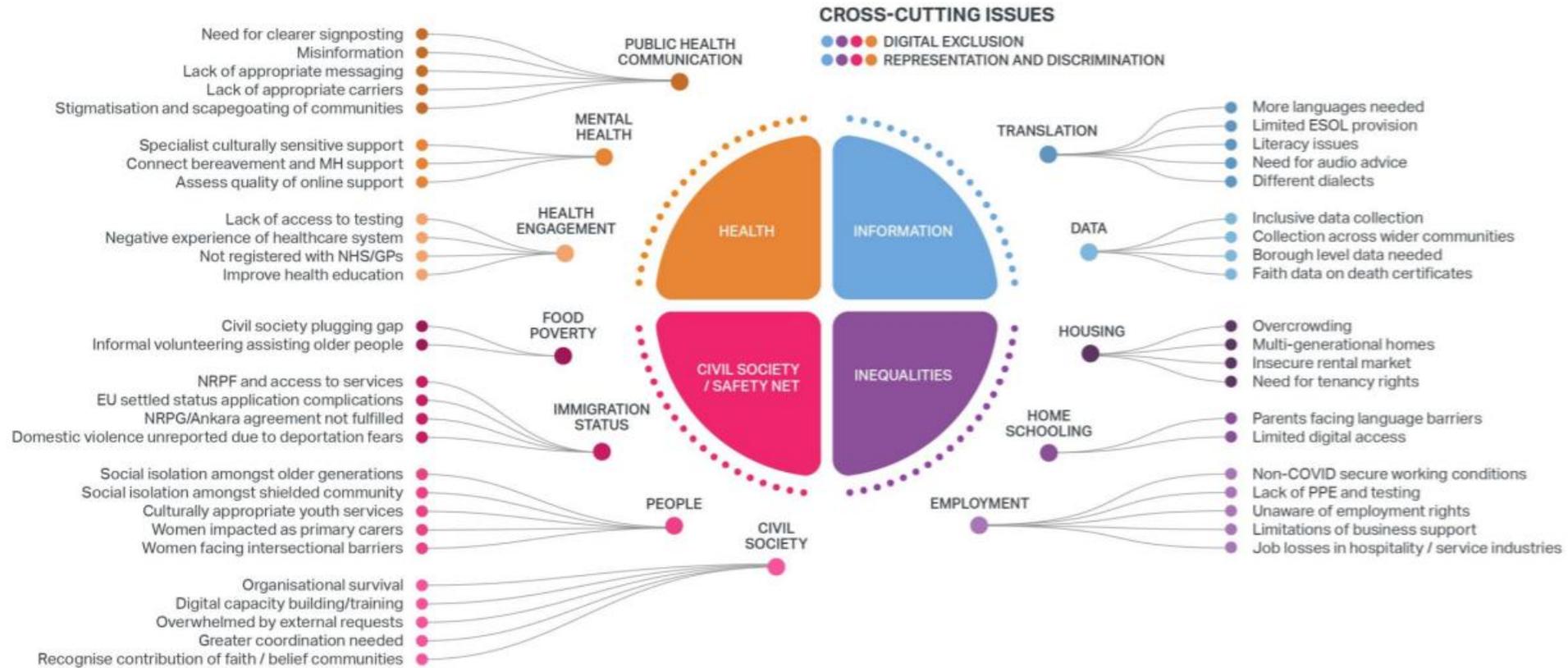
Anxiety

Caring responsibilities

Accessibility

Language

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

PUBLIC HEALTH COMMUNICATION
- Need for clearer signposting
- Misinformation
- Lack of appropriate messaging
- Lack of appropriate carriers
- Stigmatisation and scapegoating of communities

MENTAL HEALTH
- Specialist culturally sensitive support
- Connect bereavement and MH support
- Assess quality of online support

HEALTH ENGAGEMENT
- Lack of access to testing
- Negative experience of healthcare system
- Not registered with NHS/GPs
- Improve health education

FOOD POVERTY
- Civil society plugging gap
- Informal volunteering assisting older people

IMMIGRATION STATUS
- NRPF and access to services
- EU settled status application complications
- NRPG/Ankara agreement not fulfilled
- Domestic violence unreported due to deportation fears

PEOPLE
- Social isolation amongst older generations
- Social isolation amongst shielded community
- Culturally appropriate youth services
- Women impacted as primary carers
- Women facing intersectional barriers

CIVIL SOCIETY
- Organisational survival
- Digital capacity building/training
- Overwhelmed by external requests
- Greater coordination needed
- Recognise contribution of faith / belief communities

HEALTH
INFORMATION
CIVIL SOCIETY / SAFETY NET
INEQUALITIES

TRANSLATION
- More languages needed
- Limited ESOL provision
- Literacy issues
- Need for audio advice
- Different dialects

DATA
- Inclusive data collection
- Collection across wider communities
- Borough level data needed
- Faith data on death certificates

HOUSING
- Overcrowding
- Multi-generational homes
- Insecure rental market
- Need for tenancy rights

HOME SCHOOLING
- Parents facing language barriers
- Limited digital access

EMPLOYMENT
- Non-COVID secure working conditions
- Lack of PPE and testing
- Unaware of employment rights
- Limitations of business support
- Job losses in hospitality / service industries

'Hard' theming

Finding and sharing patterns from lots of text with Word Clouds

What is 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.
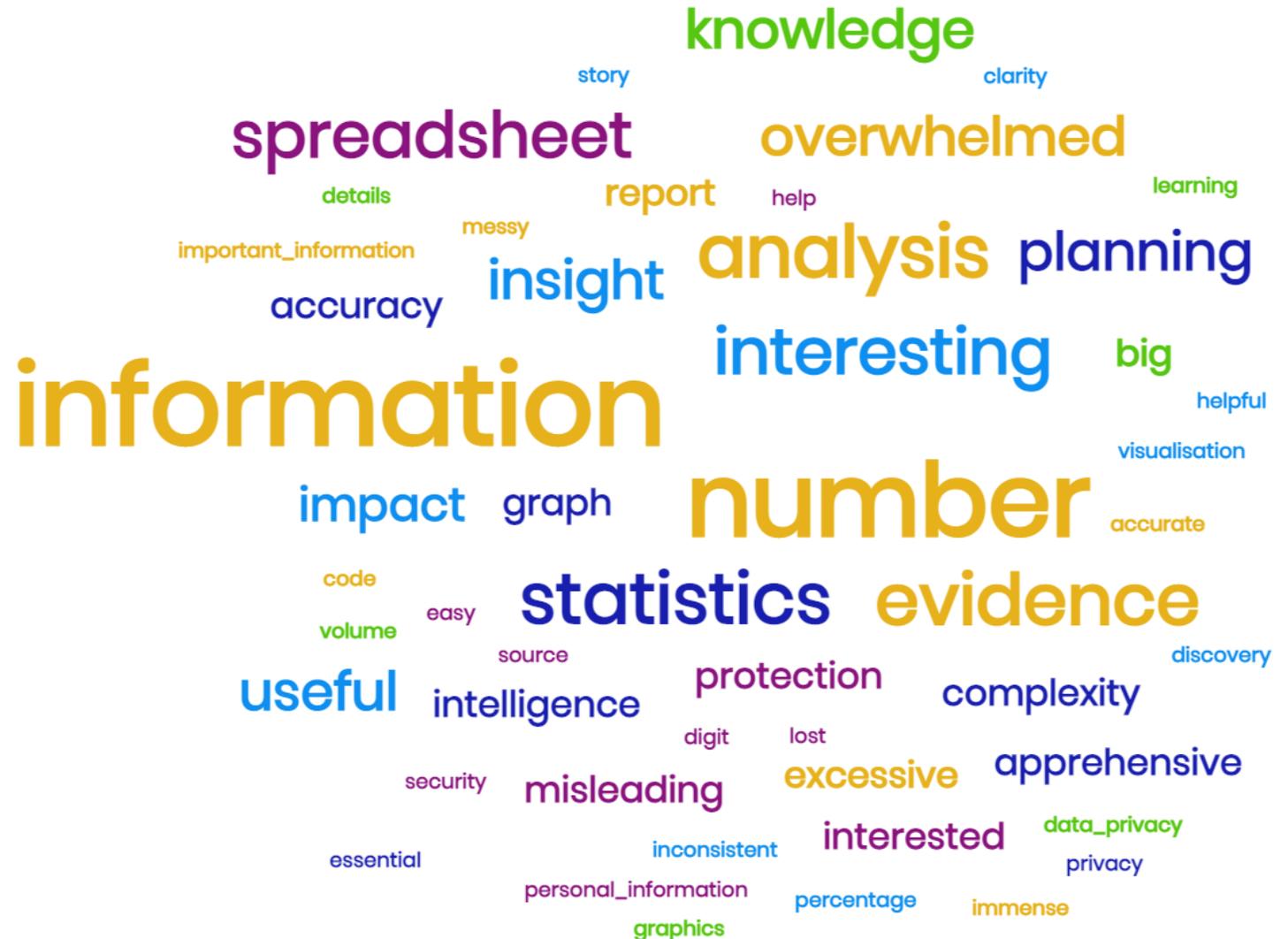
information

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])

knowledge

story   clarity

spreadsheet   overwhelmed

details   report   help   learning

messy

important_information   analysis   planning

insight

accuracy

interesting   big

information   helpful

visualisation

impact   graph   number

accurate

code

easy   statistics   evidence

volume   discovery

source

useful   intelligence   protection   complexity

digit   lost   apprehensive

security   misleading   excessive

interested   data_privacy

essential   inconsistent   privacy

personal_information   percentage   immense

graphics

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

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 some 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 childr
Reducing isolation, especia
connect.
Cognitive stimulation and
Online face to face calls, g
information via the intern
Not being able to join onli
Not staying up to date wit

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

Wellbeing activities
Covid-19 updates
Job serach
Decision making
Employment
Family support
Benefits
Social contact
Online shopping
Funding
Everyday services
Consultations
Health services
Home learning

Break

Grab a pen and some blank paper for part 2!

Some useful tools

(logos are links)

Datawrapper

Canva

P PIKTOCHART

infogram

WHAT ARE DIGITALLY EXCLUDED PEOPLE MOSTLY MISSING OUT ON?

Digital Exclusion Survey Jan 2021

Social Contact

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

Covid-19 Updates

"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."

Family Support

"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"

0   5   10   15   20

Canva

Using Datawrapper to create charts

Your task will be to recreate this chart using a dataset from the resources folder & [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
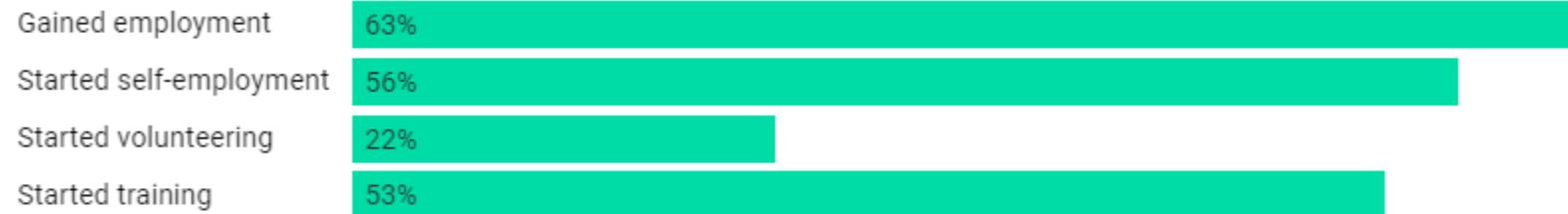
Gained employment	63%
Started self-employment	56%
Started volunteering	22%
Started training	53%

Chart: Work Rights Centre • Source: Client monitoring survey. Published November 2022. • Created with Datawrapper

WoRC clients' outcomes in gaining civic knowledge
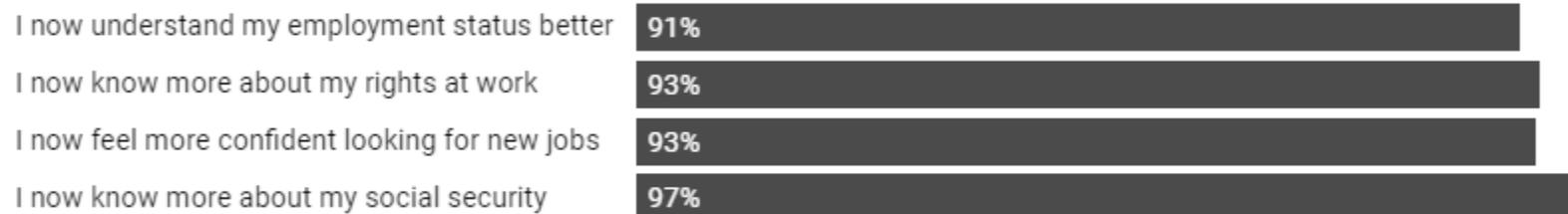
I now understand my employment status better	91%
I now know more about my rights at work	93%
I now feel more confident looking for new jobs	93%
I now know more about my social security	97%

Chart: Work Rights Centre • Source: Client monitoring survey. Published November 2022. • Created with Datawrapper

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

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

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?

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.

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](#)

Even when using numbers!

Audio stories – giving voice to impact

Man & Boy: a positive story of impact

Sep 26, 2018, 4:58 PM
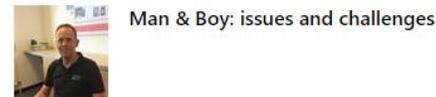
0:30   2:12
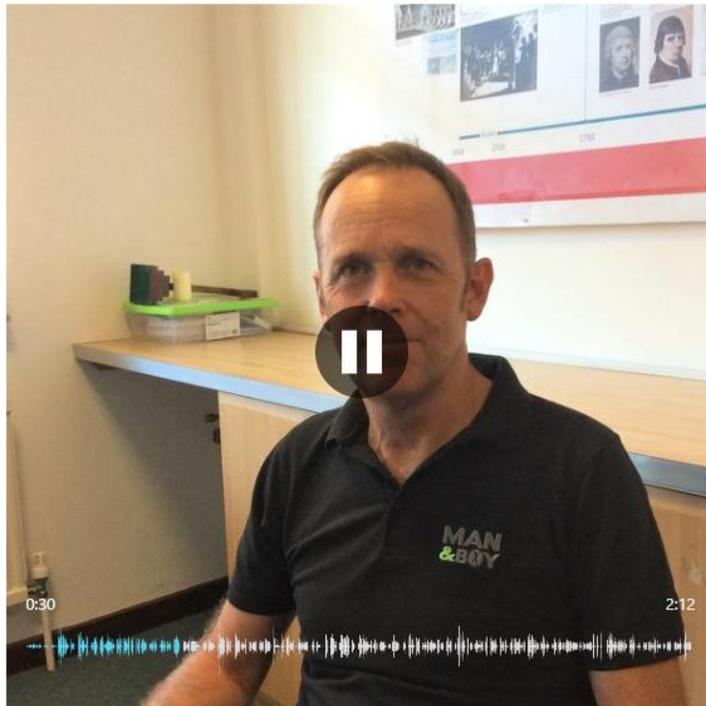
+ Playlist   </> Embed

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.'
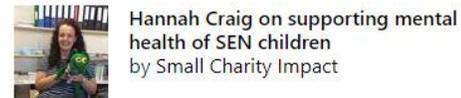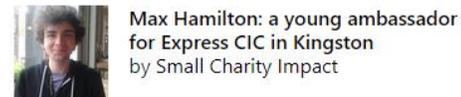
Subscribe

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

SOUNDCLOUD

audioBoom

Otter.ai

Using audio stories for quotes

"We did some engagement work with the Council around the environment and Camden's Climate Action Plan, and I recorded what one of the members thought about that and put that into our newsletter.

Rather than just a standard write up on the piece of engagement, it had the voice of the member there [...] it gave the whole thing some authenticity.

It's a simple thing, but it makes it more powerful – being able to hear a member talk and hear their voice in it – it just brings the whole thing to life."

Getting started with video

Adobe Express

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…

Using Headliner

New Episode Out Now!

This box shows the amount of text that fits into one

✓ Create an audiogram to embed on your website
✓ You could use audio collected in a Padlet which you can download and import
✓ See our demo of this great free tool

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

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

Thanks to all our volunteers!

easelly
create and share visual ideas online

infogr.am

Piktochart

P

Canva

What could be improved in this graphic?

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
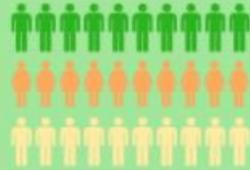
STUDENT BREAKFASTS AND LUNCHES 4,094
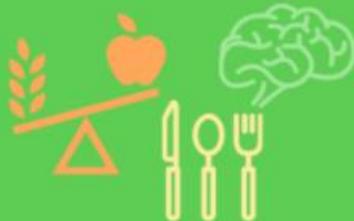
healthy, delicious meals available daily for pickup outside of Bayside MLK Academy for all students and anyone under age 18

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
info@consciouskitchen.org
@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

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

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?

Padlet story map example
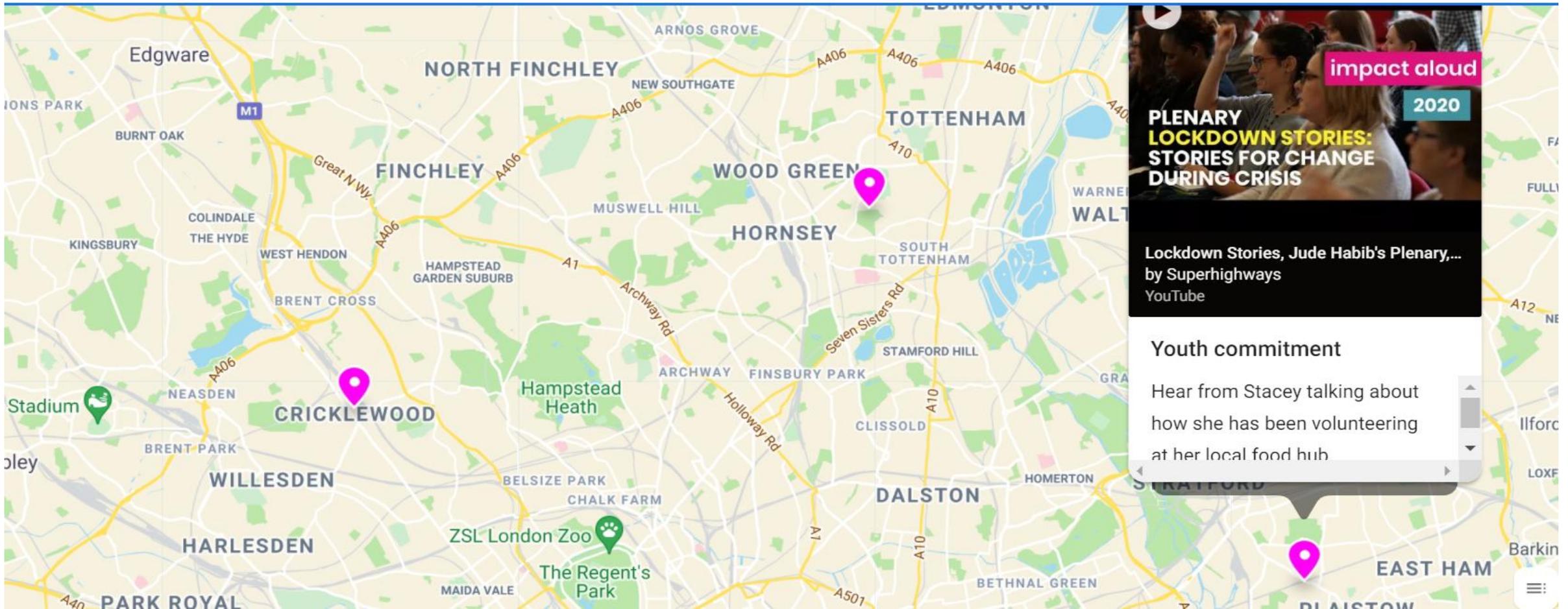
Long form webpages – events, reports & sub sites

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...
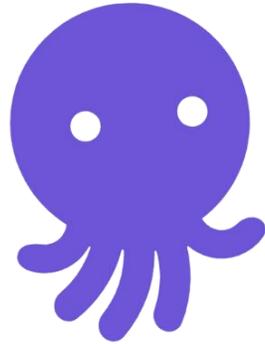#LondonChallengePovertyWeek
#LDNChallengePoverty

bbc.co.uk

Twitter

Adobe Express

issuu

Details   E Emphasize   A Accent   🔗 Link

Background   *Title your Sway*

Don't hide reports in PDFs

mailchimp

[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 w organisations helps us do so much more. It can broade organisations across London, offer additional expertise new funding opportunities and widen our offer and imp

So here's our Christmas ode to some of the great organ have been working with, with an accompanying resour

'One more sleep' we cried

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

Download resources to use with yo

We'd walk 2,000 miles for DataKind UI

From the Windrush scandal to deportations of rough s

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

HOW WE HAVE KEPT COUNT OF, SPENT AND RAISED MONEY IN 2023-2024

The board of trustees presents the report and financial statement of Merton CIL at year end 31st March 2024

Company law requires the trustees to prepare financial statements to give a true and fair view of the state of affairs of Merton CIL, and the surplus or deficit each year

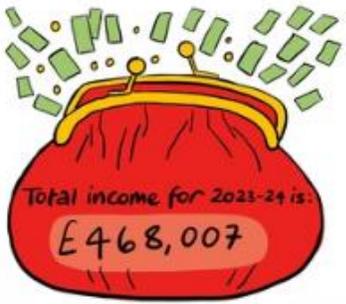Lesley Cornwell of Cornwell & Cornwell → CORNWELL & CORNWELL independently examined our accounts for 2023-24

We brought forward unrestricted funds of £130,327 and restricted funds of £159,055 from the previous accounting period. Final balances to carry forward on 31st March 2024: £289,382

Total income for 2023-24 is: £468,007

We received money from: South West London, Trust for London, MERTON, City Bridge Trust, The Henry Smith Charity, The London Community Foundation, Lloyds Bank Foundation, Wimbledon Foundation

We raised £5280 in donations ...and £12,645 in other income which is made up of things like contributions for consultation involvement, service fees and more.

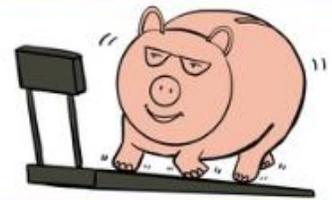Total expenditure for 2023-2024 is: £315,535

Cost of Charitable Activities:

	NOTE	£
Independence & Inclusion	4e	209,563
Challenging Discrimination	4g	38,185
Achieving Change Locally	4f	67,787
Total Cost of Charitable Activities		£315,535

Total reserves: £289,382 Yippee! This includes £130,327 unrestricted funds and £159,055 restricted funds

Reserves help to cover future running costs in the event of lack of funding. The board has set aside £13,600 to secure immediate business continuity

Merton CIL will hold unrestricted funds to meet at least 4 months running costs and aim towards holding 5 months by 2024-25. SAFETY NET This will enable provision of services over the long term as well as a safety net

[Merton Centre for Independent Living](#) create illustrated financial statements to make the information more accessible

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/

Thank you for taking part today

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