

# Using your impact to tell your story

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# Introducing the FSI...and me!

## The FSI

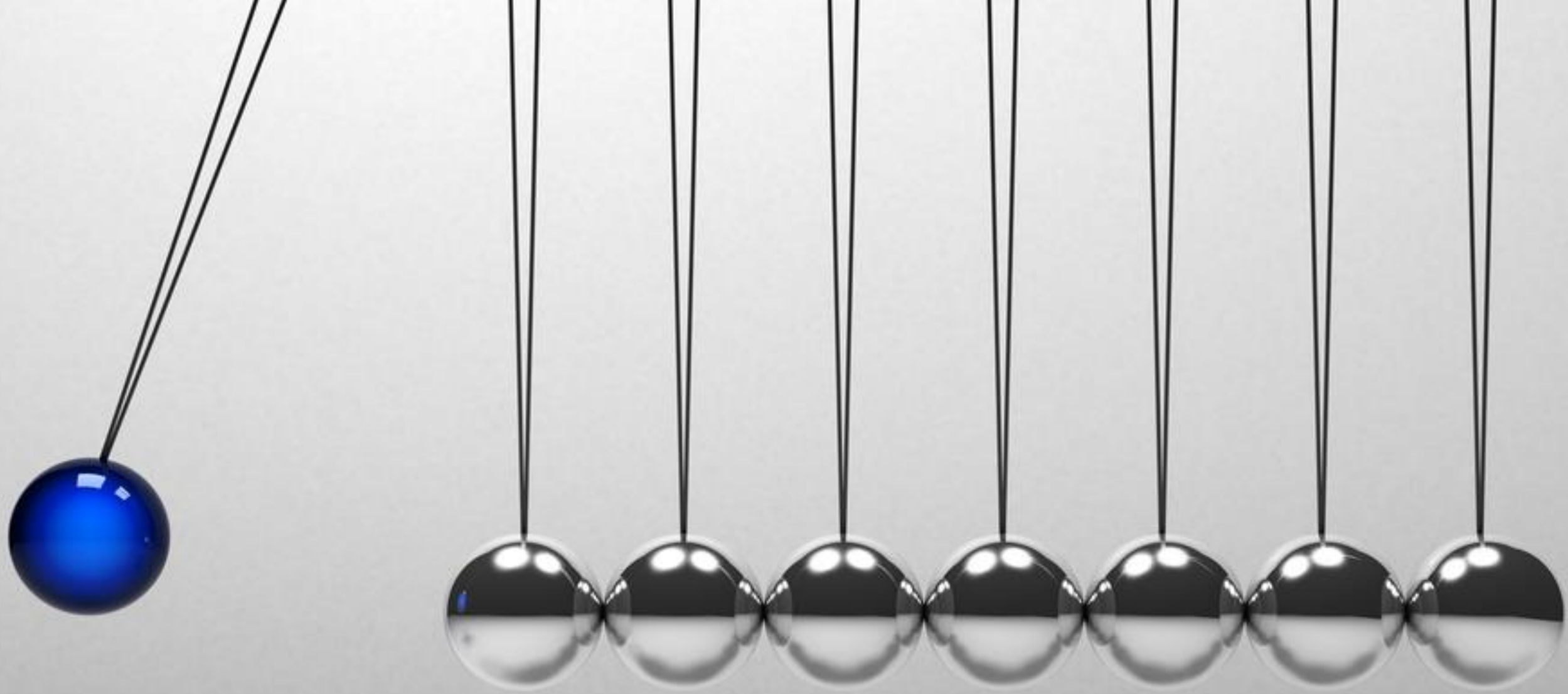
- ▶ 6,500+ small charity members across the UK
- ▶ Free membership for charities, CICs, voluntary/community groups with an income up to £1.5m; £215/year if £1.5-£5m.
- ▶ Free/heavily subsidised training, conferences, online learning, 1:1 advice.
- ▶ Fundraising Qualifications accredited by SQA and consultancy in impact, fundraising, governance and strategy.

## About me

- ▶ 12 years charity sector experience (prior to this in the private sector)
- ▶ Head of Consultancy & Development at the FSI
- ▶ Trustee of Gordon Moody Association
- ▶ Worked with charities, corporates and funders to improve impact practice
- ▶ Accredited SROI practitioner

# What I'll be covering

- ▶ The importance of impact – why it matters
- ▶ Case studies and research: using impact effectively to develop relationships with donors, funders, supporters and volunteers
- ▶ Key learning and reflections



# Why does it matter? NPC research

- ▶ 93% described vision, overview and activities
- ▶ 90% described outputs
- ▶ 65% identified the problem and need
- ▶ 41% described outcomes

# Fidelity: Overcoming Barriers to Giving

- ▶ 2/3 of donors wanted to give more
- ▶ 65% said understanding the impact of their gifts would influence them to give more
- ▶ 81% cited questions or concerns about impact.

## What are donors' top concerns?

① “I sometimes feel uneasy when I cannot determine a charity’s credibility or trustworthiness.”  
(67%)

② “I’m concerned that my charitable donations will not be put to good use.”  
(48%)

③ “I get frustrated if an organization does not tell me how my charitable donation was used.”  
(48%)

# Seek to understand...then be understood

- ▶ NPC research:
  - 25% of charities did not measure the impact of their work at all (50% of those with income less than £100K)
  - 52% increased their measuring to meet funders requirements
  - 22% increased to meet Board requirements
- ▶ FSI Skills Gap Survey: 48% require some or significant upskilling in impact measurement & reporting



# Case study: Northern Learning Trust

- ▶ Commissioned SROI report for 'through the gates' mentoring service.
- ▶ Needed to develop a shared understanding across the organisation about impact: 'what's the point?!'
- ▶ Only then could we develop measurement tools, collect data and (much later) analyse.
- ▶ Critical tool in securing contracts, grants – cited as best practice as a National Probation conference



# Reflections

- ▶ Does your understanding of your organisation's impact align with your service/project colleagues? Your CEO? Board? Beneficiaries?
- ▶ What one thing could help you to see this from their perspective?

# More than data...the importance of stories

- ▶ nfpSynergy: Charity Monitor report
  - ▶ Learning about impact 2<sup>nd</sup> most important factor in encouraging people to give (after desire for clarity about how donations are being spent)
  - ▶ 49% general public would be more likely to give if learned about impact of a charity's work
  - ▶ 40% are encouraged by case studies/stories about individuals who have been helped.

# Case study: Irise International

- ▶ Participated in the Big Give's Christmas Challenge Campaign 2016 – won the International Charity Best Practice Award.
- ▶ Spoke to supporters to find what stories and impact they found most inspiring.
- ▶ Key theme was link between donation and impact on women and girls' empowerment



Just **£6** provides Jane with the pads and information she needs to stay in school during her period.

**“because of the pads I got I can to do everything, even playing, jumping and sitting in class.”**



Just **£25** trains Deborah to earn an income selling pads in her community

**“It has helped me to earn a living from the profits that I gain from the business”**



**£100** helps one school support their girls long term

**“bringing the reusable pads to girls and parents has helped them go through their periods safely”**

# Case study: Barnardo's Scotland

Pinned Tweet



**Barnardo's Scotland** @BarnardosScot · 5h

Our team has been busy making change because we #BelieveInChildren. To read more, visit [bit.ly/2w1QBgG](https://bit.ly/2w1QBgG)



## 5 DIFFERENCES WE MADE IN SEPTEMBER



Welcomed the Scottish Government's support for **EQUAL PROTECTION** for children from assault



Contributed the views of our staff on the issues the **INDEPENDENT CARE REVIEW** should consider



Supported a young care leaver to speak about their experiences of accessing **MENTAL HEALTH** support at a national conference



Presented to the Respect UK conference on how we work with young fathers displaying **ABUSIVE BEHAVIOUR**



Contributed to the Scottish Learning Festival on our work to close the **ATTAINMENT GAP**



the **FSIO**

Small Charity  
BIG Impact Awards

# Reflections

- ▶ How well do you connect your supporter to the impact of their gift, at the time of asking?
- ▶ Do they feel the impact of their gift, after the act of giving, through effective stewardship?
- ▶ What one thing could you do differently to improve your supporter's connection to the impact of their gift?



# Maximising your efforts: a strategic approach

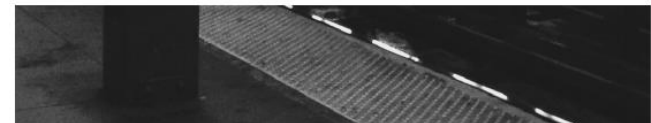
- ▶ Audience
- ▶ Purpose
- ▶ Message
- ▶ Means of communication

# Case study: National Ugly Mugs

- ▶ Identified a key audience: police forces
- ▶ Developed an impact report that focussed on:
  - Impact of their work
  - Safety of sex workers
  - Safety of the public



**IMPACT REPORT**



**NUM EVALUATION FOUND  
THAT 62.7% OF SEX  
WORKERS ARE MORE  
LIKELY TO REPORT  
VIOLENT CRIMES TO THE  
POLICE AS A DIRECT  
RESULT OF NUM**

**ONLY 25% OF THE VICTIMS ARE WILLING TO REPORT  
DIRECTLY TO THE POLICE.**

**MORE THAN 90% AGREE FOR US TO SHARE  
ANONYMOUSLY WHICH DEMONSTRATES THAT NUM  
IS PROVIDING THE POLICE WITH INTELLIGENCE  
ABOUT DANGEROUS PERPETRATORS THAT THEY  
WOULDN'T OTHERWISE HAVE ACCESS TO.**

□ Alex Hays



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**ASSISTANT CHIEF CONSTABLE  
CHRIS ARMITT, NATIONAL POLICE  
LEAD FOR PROSTITUTION, SAID:**

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*"Despite the remarkable success of the scheme in such a short time they still struggle to secure the funding they deserve. As well as the human cost of the serious offences which NUM helps to prevent which we should never forget, the financial cost of these crimes is also huge. I have no doubt that NUM has funded itself several times over in terms of the savings to the police and the taxpayer. I believe passionately that NUM is a vital scheme and it would be a tragedy if the scheme did not secure the funding to continue to grow and save lives."*

- Highlights sex worker safety



- Highlights public safety





**AWARD WINNER**  
**A SMALL CHARITY WITH AN INCOME**  
**BETWEEN £500,001 – £1.5 MILLION**

# Reflections

- ▶ Do you consider your audience and purpose when developing tailored impact reports or updates?
- ▶ Do you know what donors/supporters are engaging via different channels and their motivations?
- ▶ What one thing could you do differently to maximise your efforts and resources in communicating your impact?

# Final thoughts

- ▶ Good impact practice is so much more than raising funds – but it helps!
- ▶ Supports strategic development and prioritising, learning and improvement and builds trust and credibility.
- ▶ Focus on those stories and stats that demonstrate the difference you are making – move beyond outputs and satisfaction.



**NOT EVERYTHING THAT CAN BE COUNTED COUNTS, AND  
NOT EVERYTHING THAT COUNTS CAN BE COUNTED.**

*Albert Einstein*





# Stay in touch!

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