

Demonstrating your impact Part 2

Make your Mark



Your name and...

What story have
you heard or seen
that moved you, or
you enjoyed

#impactstories



What we'll cover today

- ✓ Turning talk into data
- ✓ Finding patterns & sharing evidence
- ✓ Creating visuals
- ✓ Your 1 page impact report
- ✓ Free and affordable digital tools





Analysing what we have

There are techniques and tools to help you understand what's happening in your projects, create visuals and share your findings with others

Analysing data

- ✓ Spreadsheets – filtering, sorting, formulae & functions, pivot tables etc.
- ✓ Database – queries & reports
- ✓ Exporting as csv files & importing to Excel
- ✓ Data visualisation tools & dashboards





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





Southwark Community Engagement Map

Added a year ago

 [Add contribution](#)

Categories

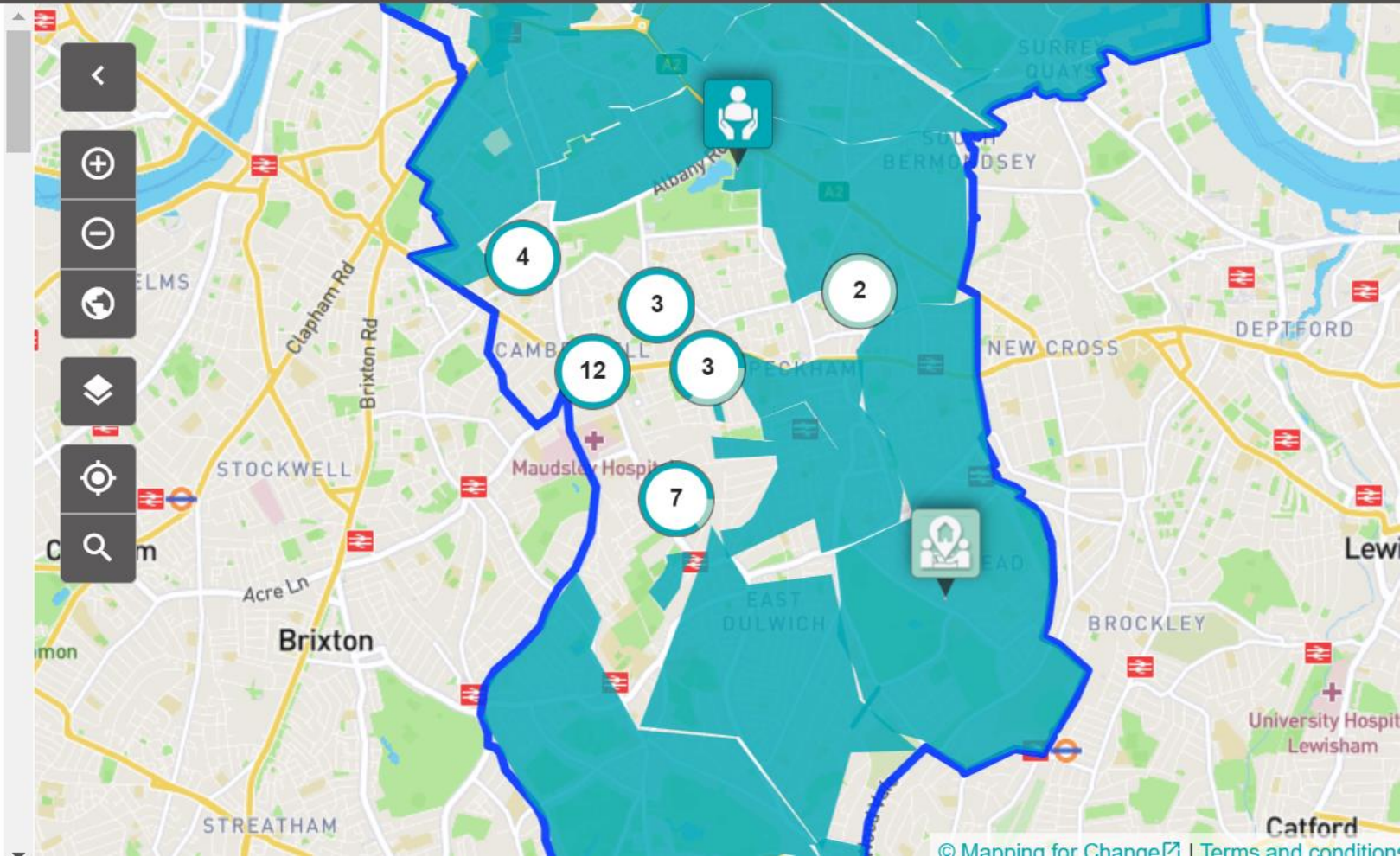
- Toggle all
-  Tenants and Residents Associations (Coming Soon)
-  Mutual Aid Groups

Contributions

No subset selected ▾

Find contributions

Clear



Lewisham Community Food Projects Map

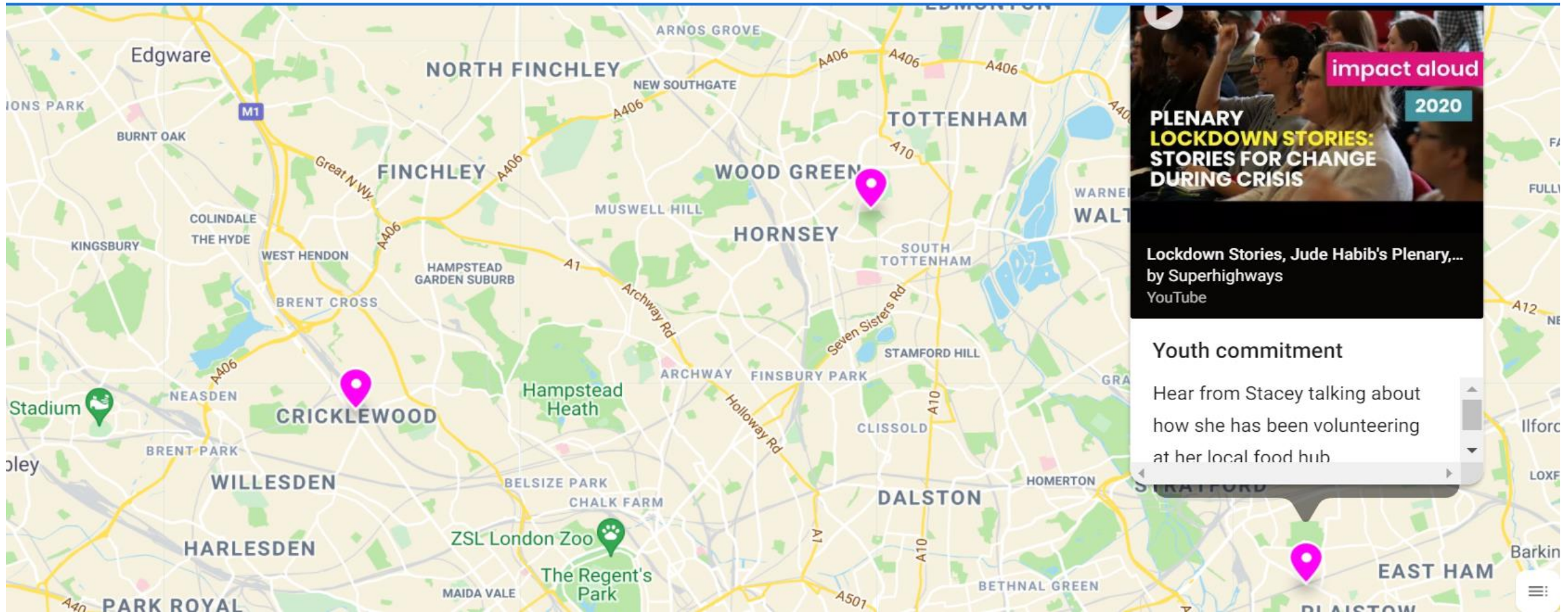


Padlet story map example

 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

Introduction to analysing qualitative data

Gathered:

"Dismal"
○○○○○ Reviewed 14 May 2010

A barman appeared and we asked if we could get a drink. A stunned look crossed his face, as though this was a ludicrous question that hadn't been covered in Bar Keeping 101. He consulted another member of staff then turned to us. 'No', was his reply, 'the bar doesn't open until 6pm!' But we countered, 'your sign downstairs says you serve food'.

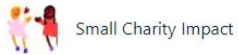
assimilated this complex data, solved a particularly tricky question that must be an old sign!



Generated:



Recap on transcription with Otter.ai



Edit Analytics Total plays: 12

Man & Boy: a positive story of impact

26 Sept 2018, 16:58



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Apple Podcasts RSS

Next

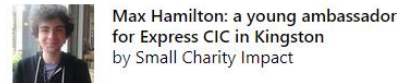


Man & Boy: issues and challenges

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



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

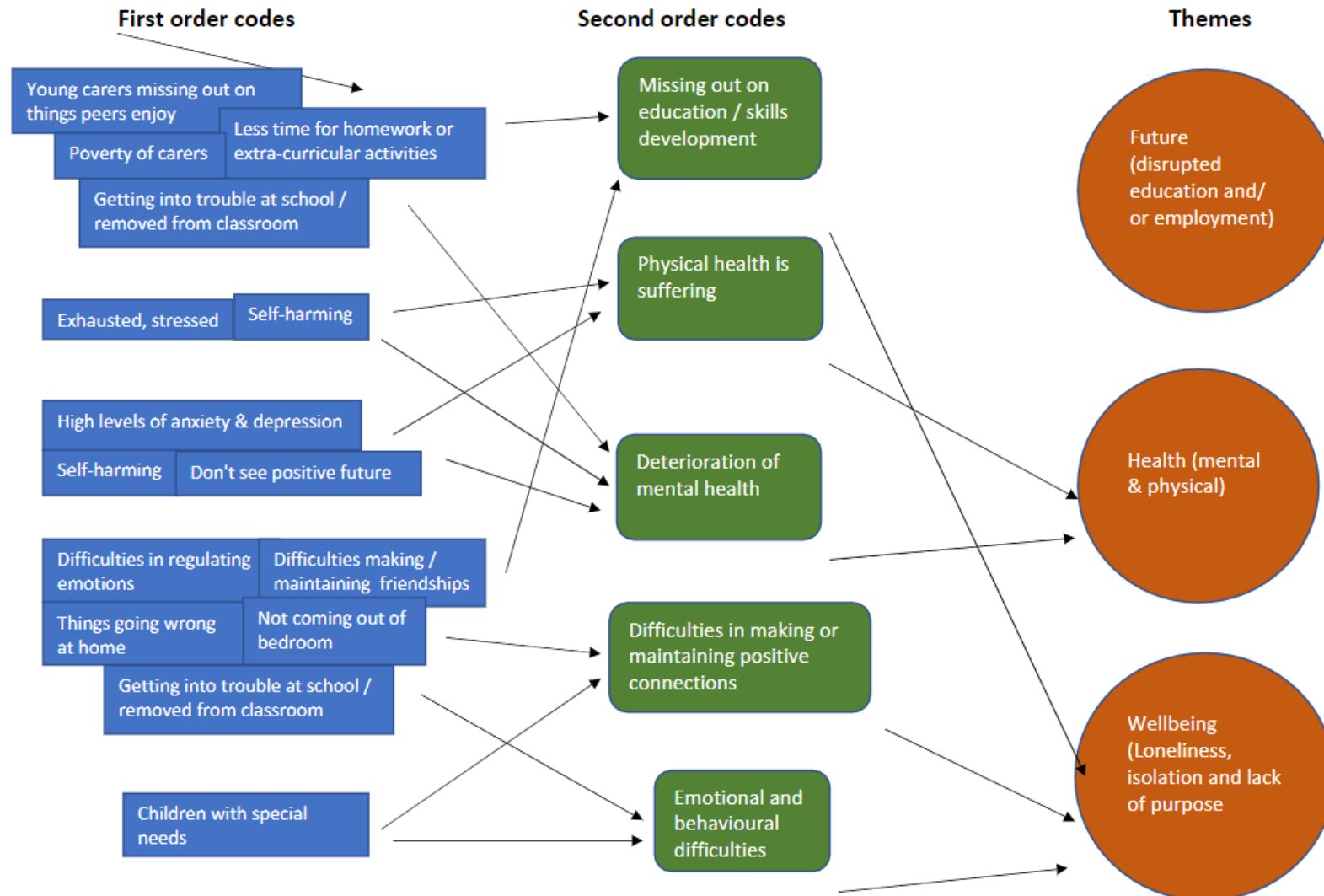
Man and Boy:

"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



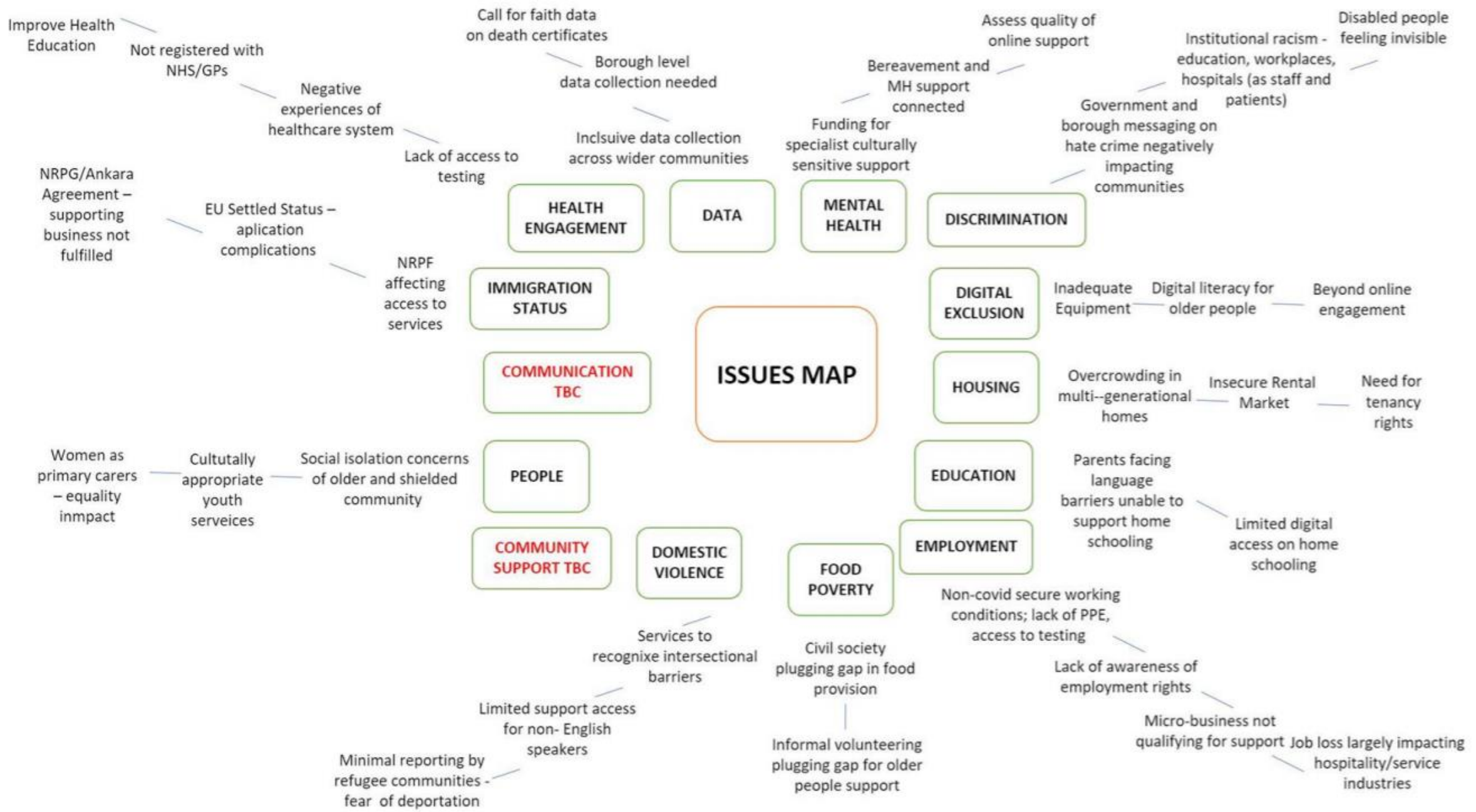
Now you can start grouping what people say. It's good to review this not just go on first instinct



GLA Community Engagement Team

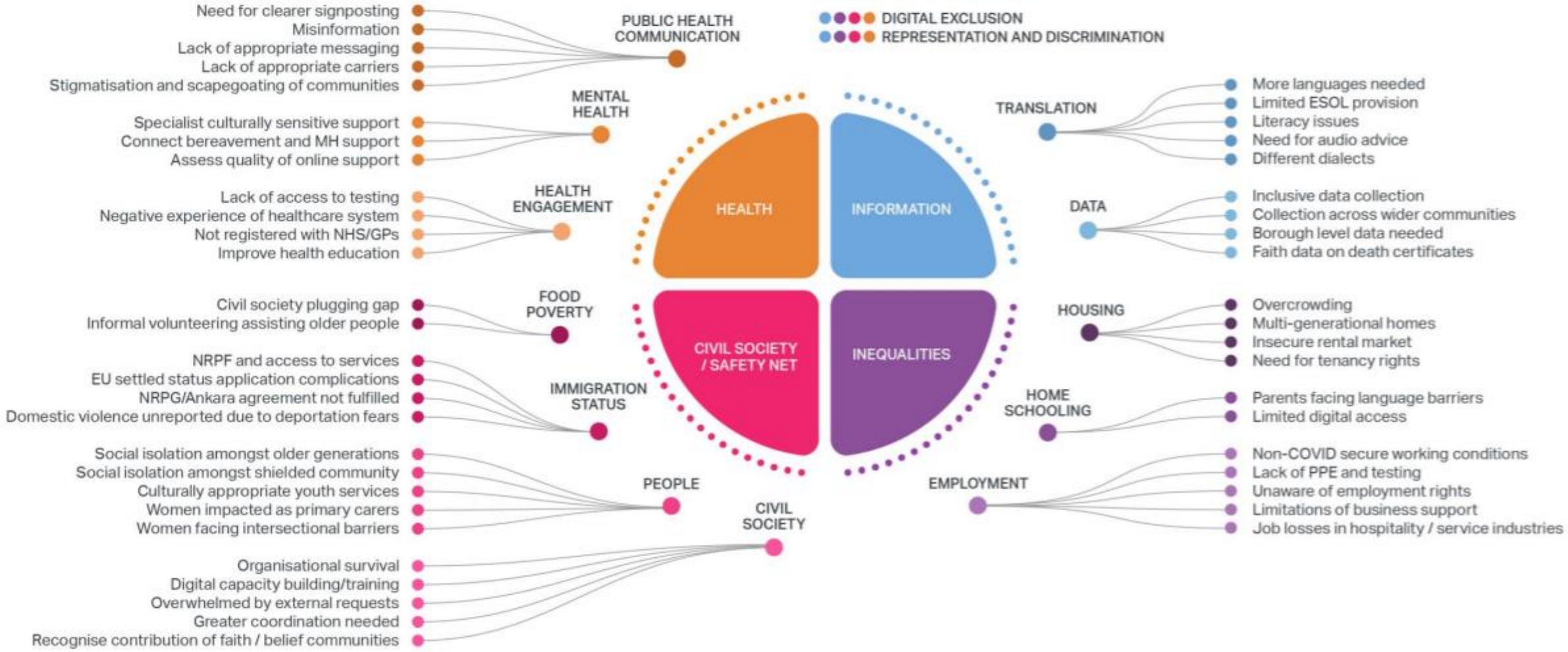
MAP OF COMMUNITY VIEWS: COVID-19

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



CROSS-CUTTING ISSUES

- ● ● ● DIGITAL EXCLUSION
- ● ● ● REPRESENTATION AND DISCRIMINATION





Finding patterns 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](#))



Your Wordcloud tasks

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.



Limitations



Should I use a word cloud?

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



Superhighways roundtable example

Describe **positive and negative** experiences where you learned something new about digital.

What helped you to learn? What were the challenges?



Frequency plotting



What's the problem here?





Turning talk into numbers

Finding and 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.

Theme	No of times coded	Percentage
Home-schooli 1. Children fal		
2. Not being a		
they are failin		
Reducing isola		
connect.		
Cognitive stim		
Online face to		
information v		
Not being able		
Not staying up		
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	



**Turning numbers
into visuals**

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



Using Datawrapper to create charts

The screenshot shows the Datawrapper interface with a progress bar at the top indicating four steps: 1. Upload Data (checked), 2. Check & Describe (checked), 3. Visualize (highlighted in red), and 4. Publish & Embed. Below the progress bar are tabs for 'Chart type', 'Refine', 'Annotate', and 'Layout'. 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 area displays a horizontal bar chart with 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 a note '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)



WHAT ARE DIGITALLY EXCLUDED PEOPLE MOSTLY MISSING OUT ON?

Digital Exclusion Survey Jan 2021



Quick break





Your impact – storytelling

Digital tools to help you tell the story of your volunteering and other programmes



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





“no numbers without stories, no stories without numbers”

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



1000 Volunteers



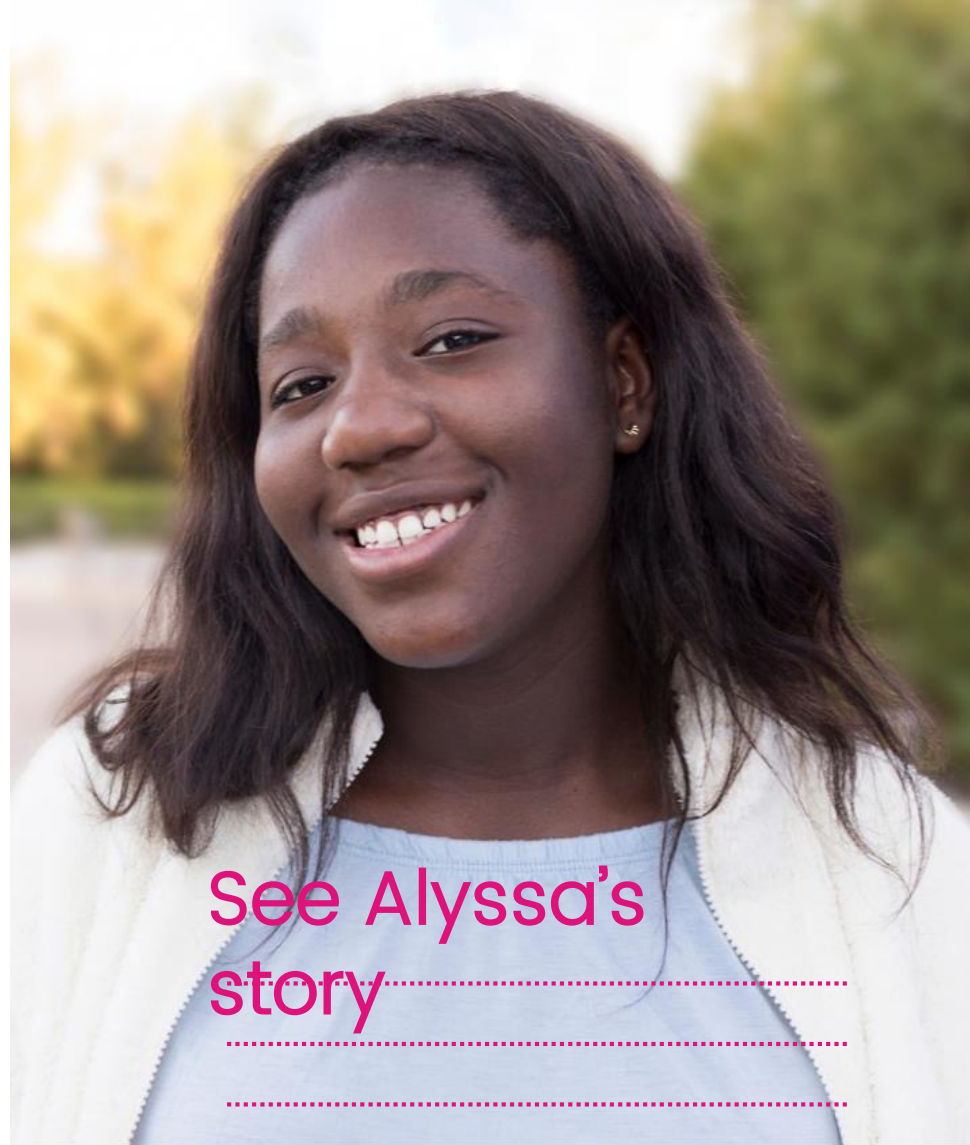
1000 Volunteers



1000 Volunteers
got out of bed on
a Saturday
morning



1000 Volunteers
got out of bed on
a Saturday
morning



See Alyssa's
story



Storytelling essentials



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?



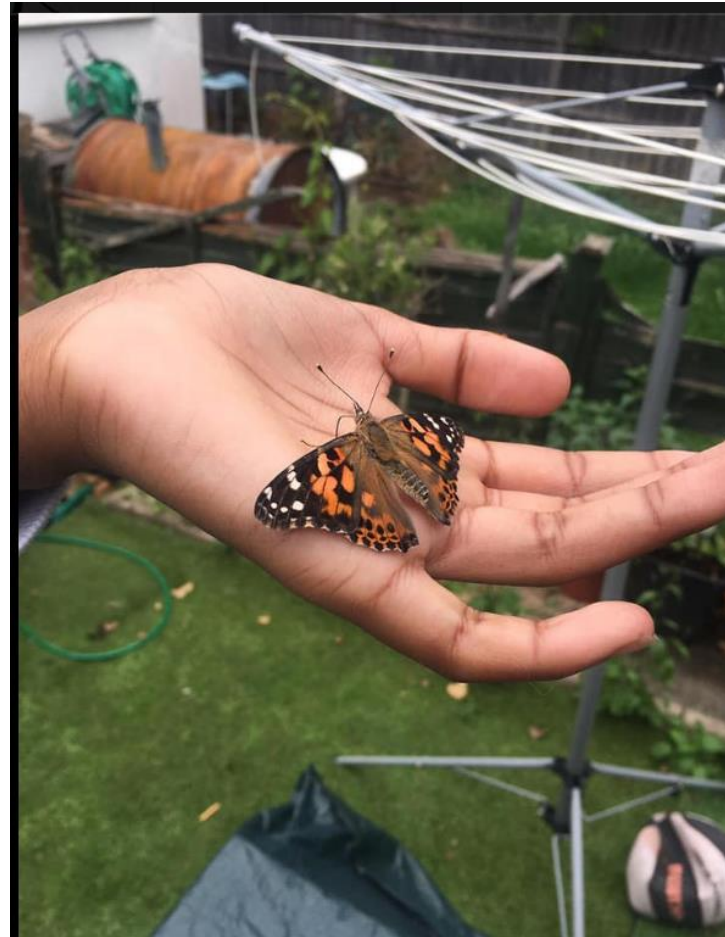
**Words and
pictures**

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!



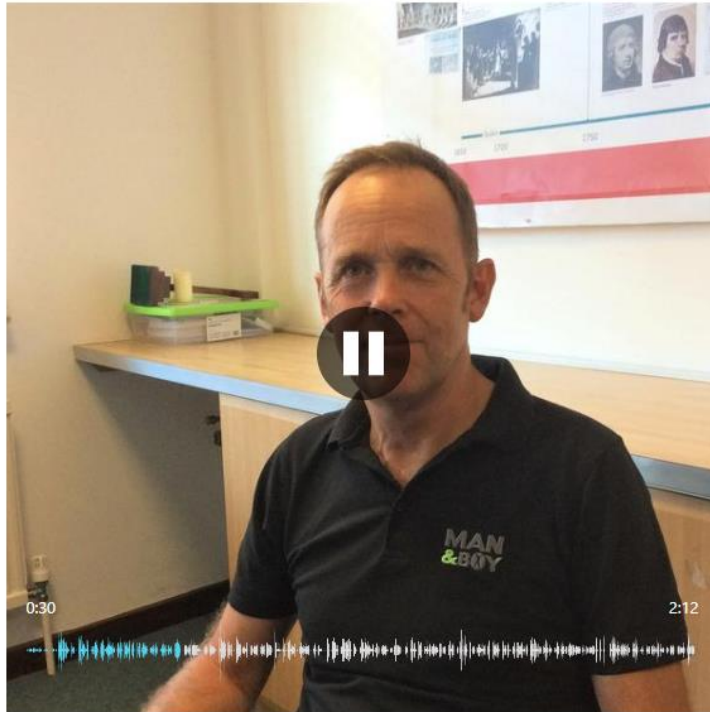


Audio and video storytelling

Audio stories – giving voice to impact

Man & Boy: a positive story of impact

Sep 26, 2018, 4:58 PM



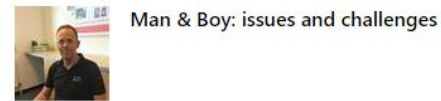
+ Playlist </> Embed

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.'

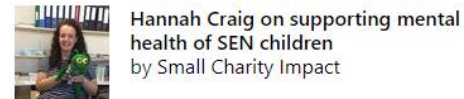
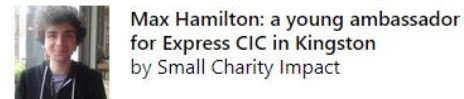
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CPOF

Crystal Palace Overground Festival

Crystal Palace Overground Festival is an event that has a wide range of diverse activities for people of all ages to get involved in. Follow us on twitter @CPOFestival, on Facebook at Crystal Palace Overground Festival and Instagram at cpoFestival

Crystal Palace Park

crystalpalacefestival.org/

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59 Posts 6 Playlists



Yoga Students

CPOF



Nicola talks to John Paul from Men in Sheds

CPOF



Yoga lessons

CPOF



London Mozart Players-Julia tells



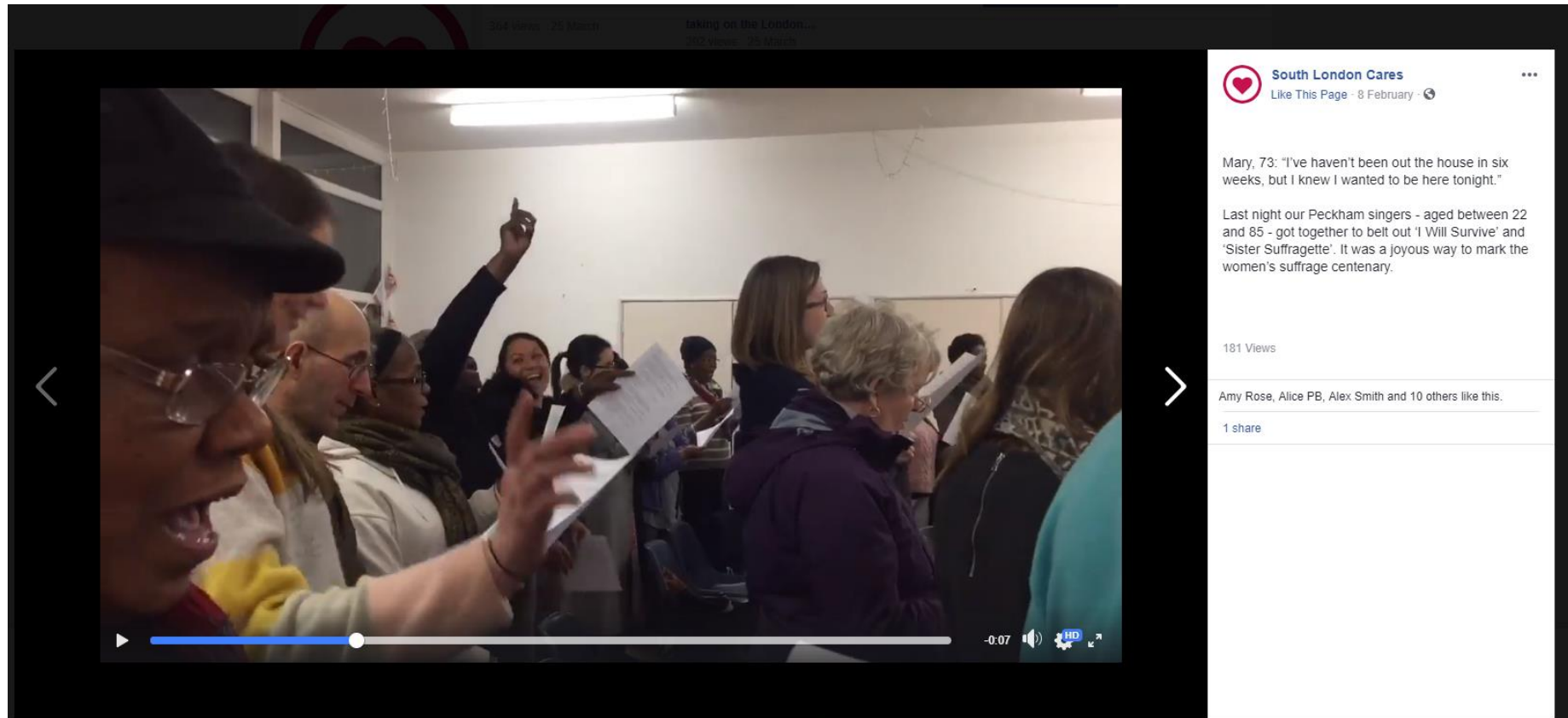
London Mozart Players-Julia talks



London Mozart Players-Clapping along



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



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...





Creating infographics

The first thing to remember is



Grab your
paper and pen!

Infographics for impact



easelly
create and share visual ideas online

infogr.am

visual.ly

Piktochart

Canva





3 out of 5 people are missing social contact

This is fictitious data.



What story are you telling??



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

This is fictitious data.



CONSCIOUS KITCHEN



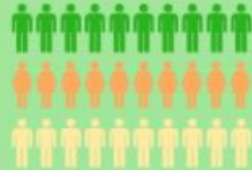
nourishes students and the community by serving fresh, local, organic, scratch-cooked, nutritious meals and recommitting to food equity, education and access

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](https://www.instagram.com/consciouskitchn)



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





**Creating impact
presentations and
reports**

Presentations

Perhaps you could use [Prezi](#), Canva or PowerPoint to create a presentation that could also be a report?



Long form – events, campaigns, reports & sub sites!

The logo for Wakelet, featuring the word "wakelet" in a blue, lowercase, sans-serif font. A white swoosh underline is positioned under the letters "a", "k", and "e".

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

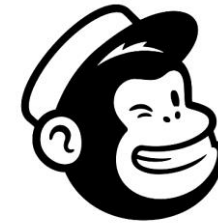
[Sign up for free](#)

[Create a quick collection](#)

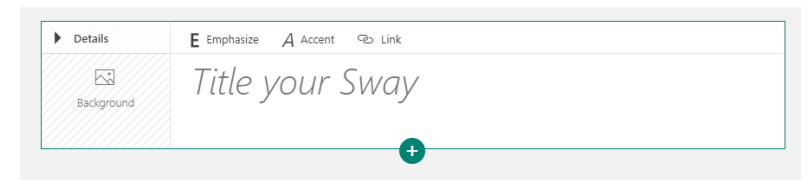
It's a tool to turn many links into one
No sign up needed



Spark Page



mailchimp





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

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



1087

Sessions of in-depth support delivered.¹

Advice & Advocacy support provided in

215 cases



100%



of attendees rated Craftivism & Chat good or great



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.²

76% of people



agree that we address the issues that are important to Deaf and Disabled People³



100%

of service users agree that we are welcoming⁴



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 services¹

Information, signposting and guidance and connection provided in a further

150 cases

to people who Merton CIL could not support in depth¹



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



88%

of service users feel that Merton CIL is compassionate⁴



42%

of service users have improved well-being after using our services⁷



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

Nearly 50%

of service users feel safer after using our services⁶



41%



of people have increased resilience after using Merton CIL⁶



96%

of service users agree that we listen⁴

Nearly 4 in 10

people have increased confidence after working with us⁵



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

A one page impact report

Checklist for impact one-pager

1. Name, logos + timeframe	2. Problem/need	3. Mission, programmes, target groups	4. Outputs <i>Include user and engagement data?</i>	5. Outcomes and Impact
6. Feedback and testimonials	7. Lessons learned	8. Pledge	9. Other highlights	10. Contact info

What would you include on one page?



Related training & extra resources

- ✓ [Book a Datawise London](#) Ask the Expert 1:1
- ✓ [Book a Superhighways](#) Ask the Expert 1:1
- ✓ [Look at our current training offer](#) - get in touch if a session is fully booked and we'll squeeze you on!
- ✓ [Ask Sam for advice](#) on impact issues
- ✓ [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





Thank you for taking part today

Kate White

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www.superhighways.org.uk

@SuperhighwaysUK



superhighways

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