



# Canva for impact cards

**Basics of Canva for telling the story of your work**

# What we're going to cover

- storytelling and impact tips
- demoing key Canva features
- essential design principles
- creating simple impact designs with confidence
- downloading and sharing your creations





"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



**100 volunteers**

# 100 volunteers



# 100 volunteers



**Got out of bed every  
Saturday morning  
to read to children**

# 100 volunteers



**Got out of bed every  
Saturday morning  
to read to children**



Hear Amy's story



# How we're going to try it today



## **Demo 10 mins**

How Canva works and the basics of your design management, creation and editing

## **Build together 15 mins**

Using #KeepTheLifeline key messages we'll create a design together

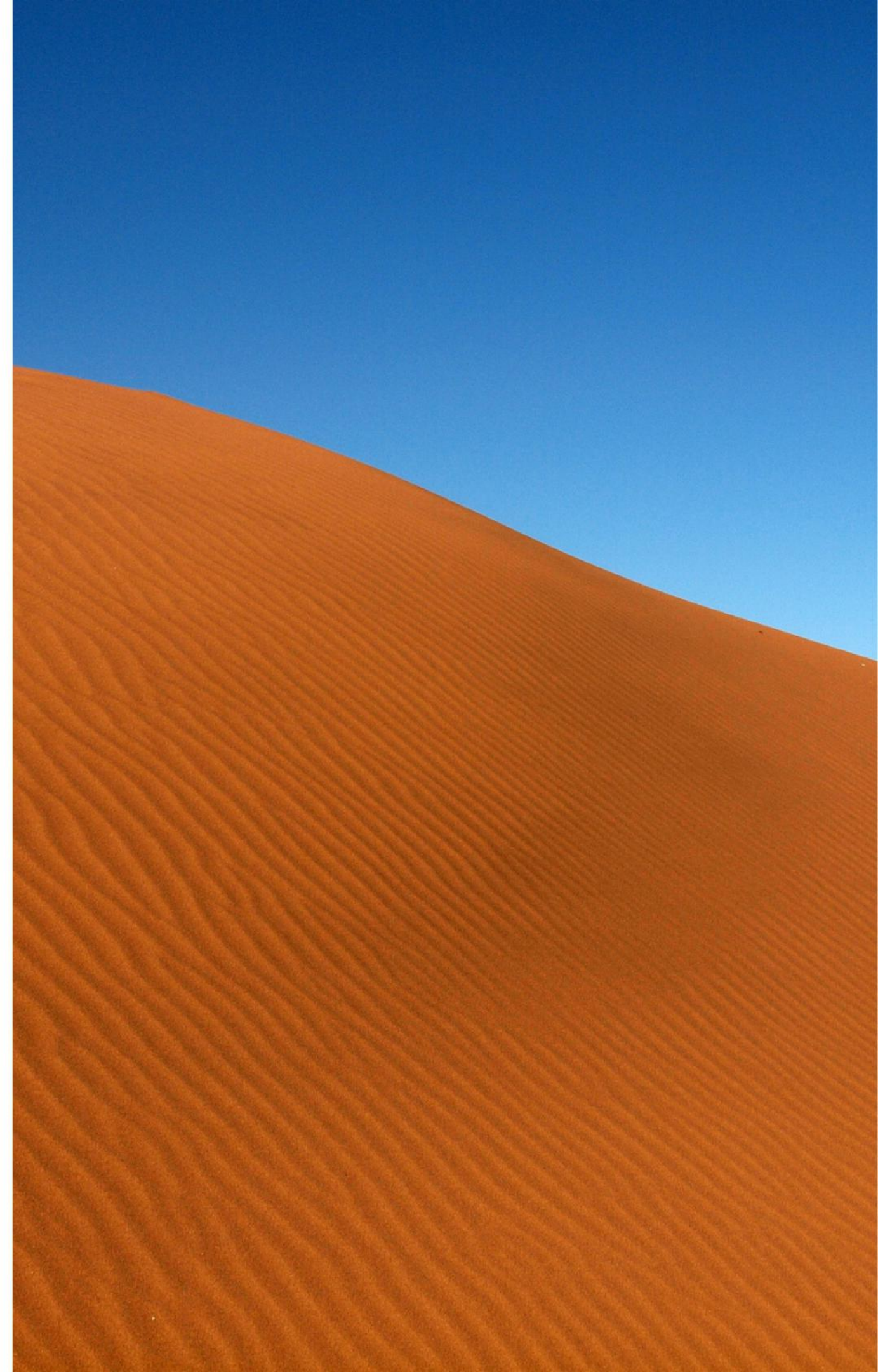
## **Over to you...**

Use #KeepTheLifeline information or your own to create your own designs



# Write your topic or idea

Briefly elaborate on what you want to discuss.





A stack of mail is shown, including several envelopes and a newspaper. One envelope is prominently displayed in the foreground, featuring a USA First-Class postage stamp. A red stamp with the word 'PAST' is visible on the newspaper. The background is a plain white surface.

# 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**





**77%**

**of people currently  
claiming Universal Credit  
are struggling to pay bills**

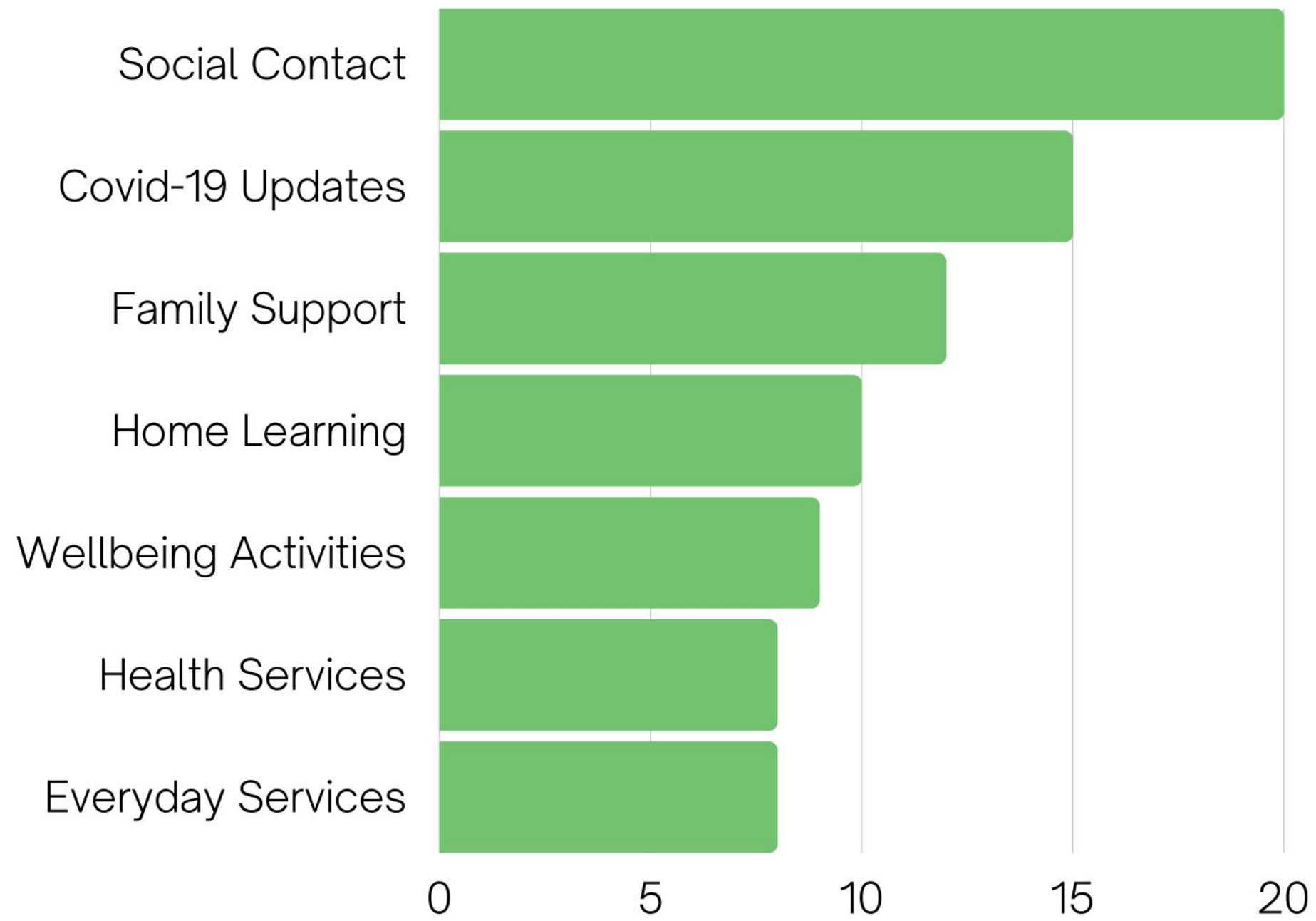


# Why does this chart not work?



**77%** of people  
currently claiming  
Universal Credit are  
**struggling to pay bills**





# Chart choices

There are lots to choose from.  
Be clear about what you are  
trying to show. .



# Over to you...

## **Log in to your account**

Or create your free account now if you haven't had time to do this already

## **Create a social media post**

You can pick a generic social media post or Facebook or Twitter etc.

## **Make a campaign statistic**

Apply the tips we've learned so far using a Keep the Lifeline message on page 15 of the toolkit

## **Download your design**

Take a look at your options.





**Quick break!**



**What our impact could  
look like with Canva...**







**We helped Nureen  
to grow her project**

**Feed Me Good  
now helps thousands of  
marginalised people  
with nutrition & health**



**We supported Abdul,  
founder of Sahan Cares**

**He trains 100  
refugee women to  
be care workers**



# DofE volunteering – UK

1 April 2018–31 March 2019



**3,231,462**

total volunteering hours  
donated by young people



**£13,087,421**

estimated total value of volunteering  
hours given in support of others

## Top ten volunteering activities

1

Helping  
children

2

Charity  
shop

3

Sports  
leadership

4

The Scout  
Association

5

Helping people  
in need

6

Fundraising

7

Girlguiding  
UK

8

Youth work

9

Litter  
picking

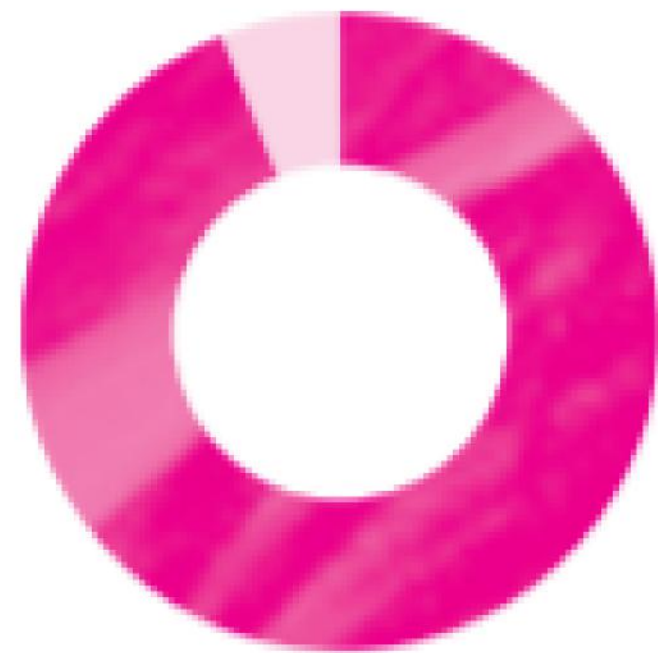
10

Dance  
leadership



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Good progress was also made towards improving family routines, social networks and education and learning.



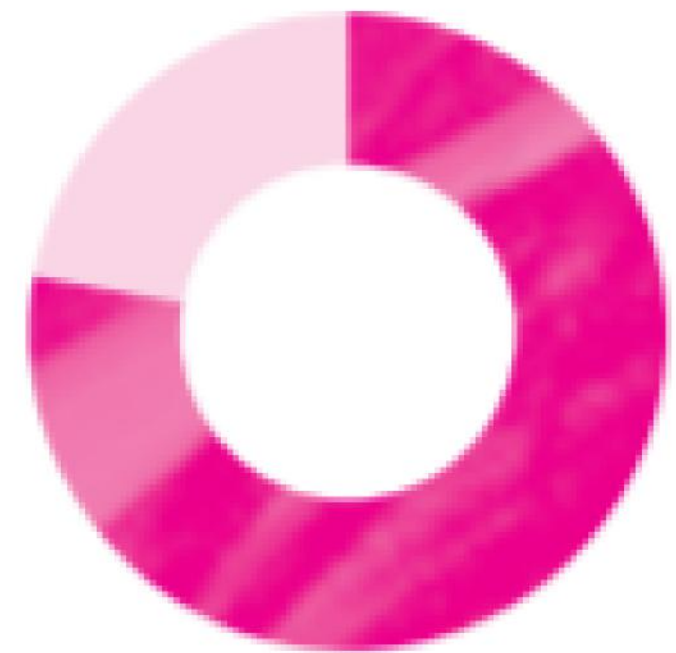
**93%**

of the families made progress in at least one outcome area.



**87%**

made progress in at least two outcome areas.



**78%**

made progress in at least three outcome areas.

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## GOOD FOOD MATTERS

**THE PROBLEM:** Not monitoring our outputs and outcomes in a holistic way

**THE SOLUTION:** Training and an onsite visit to create an Excel spreadsheet with all the formulae we need

“

It has helped us formulate a staged plan to develop our data collection. And we now have stats at our finger tips for reporting to funders

”

Amanda McGrath, Project Manager



In the last school year, London Children's Book Project worked with

**127 organisations across London...**



**2** food banks

**102** PRIMARY SCHOOLS

**10** secondary schools

**2** PRISONS

**11** WOMEN'S GROUPS

**63,548 books** have found a new home thanks to...

**4** PUBLISHERS

**11** corporate book drives

**36** school book drives







Templates



Elements



Uploads



Text



Videos



Background



Datawise ...

charity Infographic

**KIDS FOR KIDS: THE CARE GROUP**

94% of people who donate to charity feel that their donation makes a difference.

"No one has ever become poor by giving."

53% of people who donate to charity feel that their donation makes a difference.

49% of people who donate to charity feel that their donation makes a difference.

**THE IMPORTANCE OF LITERACY**

\$70M

**QUALITY OF LIFE**

**ECONOMIC IMPACT**

**LOWER MORTALITY RATES**

**LITERACY AROUND THE WORLD**

**The Effect of Charitable Giving**

96% of people who donate to charity feel that their donation makes a difference.

"No one has ever become poor by giving."

42% of people who donate to charity feel that their donation makes a difference.

84% of people who donate to charity feel that their donation makes a difference.

49% of people who donate to charity feel that their donation makes a difference.

**Kids for Kids: The Care Group**

94%

"No one has ever become poor by giving."

53%

49%

**Planet of Love Co. Presents**

**CLIMATE CHANGE PREVENTION**

CONSERVE WATER

REDUCE YOUR WASTE

SAVE AND MAXIMIZE ENERGY

WALK AND TRAVEL GREEN

STAND UP AND GET INVOLVED

**Kids for Kids: The Care Group**

94%

"No one has ever become poor by giving."

53%

49%

**EDUCATE KIDS**

**700K KIDS**

**CLASSROOMS 1,000**

**5,000 SCHOLARSHIPS**

**DONATION \$12M**

**CLIMATE CHANGE PREVENTION**

CONSERVE WATER

REDUCE YOUR WASTE

SAVE AND MAXIMIZE ENERGY

WALK AND TRAVEL GREEN

STAND UP AND GET INVOLVED

Animate

# EDUCATE KIDS

A Charitable Organization that aims to improve every child's education

SINCE ITS LAUNCH,

**700K KIDS**

thousands of kids received benefits from the organization's charitable efforts and activities



**CLASSROOMS 1,000**



rooms for learning were built, and restored to give the kids a better learning experience



# CONSCIOUS KITCHEN

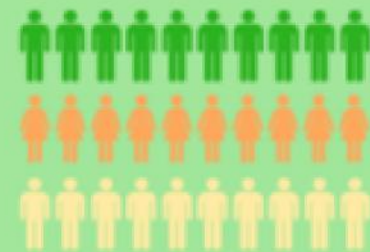


nourishes students and the community by serving fresh, local, organic, scratch-cooked, nutritious meals and recommitting to food equity, education and access

## 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



# Annual Review 20/21



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.



# Restore

A Year In Review  
from April 2019 into 2020



## Restore

### Phil's Story

After years in a high-pressured corporate environment, Phil felt burnt out and needed a complete change of direction. He ended up working as a carer - a job he really loved.

But the pandemic hit and his hours were dramatically reduced. This meant Phil couldn't afford the high cost of rent in Kingston.

After a spell of house sitting and sofa surfing, Phil was put in touch with KCAH and offered a place on the Access Project.



### The Access Project

"When lockdown happened, my hours literally went down to about an hour a day, because the man I care for has multiple sclerosis and is very, very vulnerable. Normally I take him out to lots of places, but because he had to shield, I was only able to spend about an hour with him each day, helping him in and out of bed. I was really struggling then, with almost no work.

The support that I received from KCAH has just been absolutely brilliant. During lockdown, I once only had £10 to last me two weeks. KCAH arranged for food to be delivered to me by volunteers. They were delivering so much food, I had to ask them to deliver every other week! It was such a great thing and I'm truly grateful! I can just say that despite a really stressful situation, the support that I've been given



# Questions to ask yourself....

Who's your audience?  
What story do you need to tell?  
Where do you need to share it?  
And what size canvas will you need?





Turn your own impact highlight or story into a design that you would like to share in your own work.

**Do  
your  
own  
thing...**



# Resources for beginners

## Canva Learn

Start with Canva's [25 graphic design tips for non-designers and beginners](#)

## Choosing Charts

Go to [Canva Graphs](#), give your graph a title and then 'Help me choose a graph type' or [BBC guides on representing data](#) are incredibly useful.

## Colour wheel

Find suitable colours using the [Canva colour wheel](#) or [W3 Schools colour picker](#)

## Accessibility

See Government posters on [designing for accessibility](#).



# Thanks for coming today

Get in touch with us  
if you need help:  
[sorreiparsons@superhighways.org.uk](mailto:sorreiparsons@superhighways.org.uk)

