

# Capturing & Communicating your Social Impact

Cornerstone funded



# Your name, job title and...

**One word** that someone would use to describe how they **feel** having attended one of your activities.



# What we'll cover today

- ✓ Identifying the data you need
- ✓ Ideas for data analysis
- ✓ Techniques for presenting your data
- ✓ Free and low cost digital tools that can help



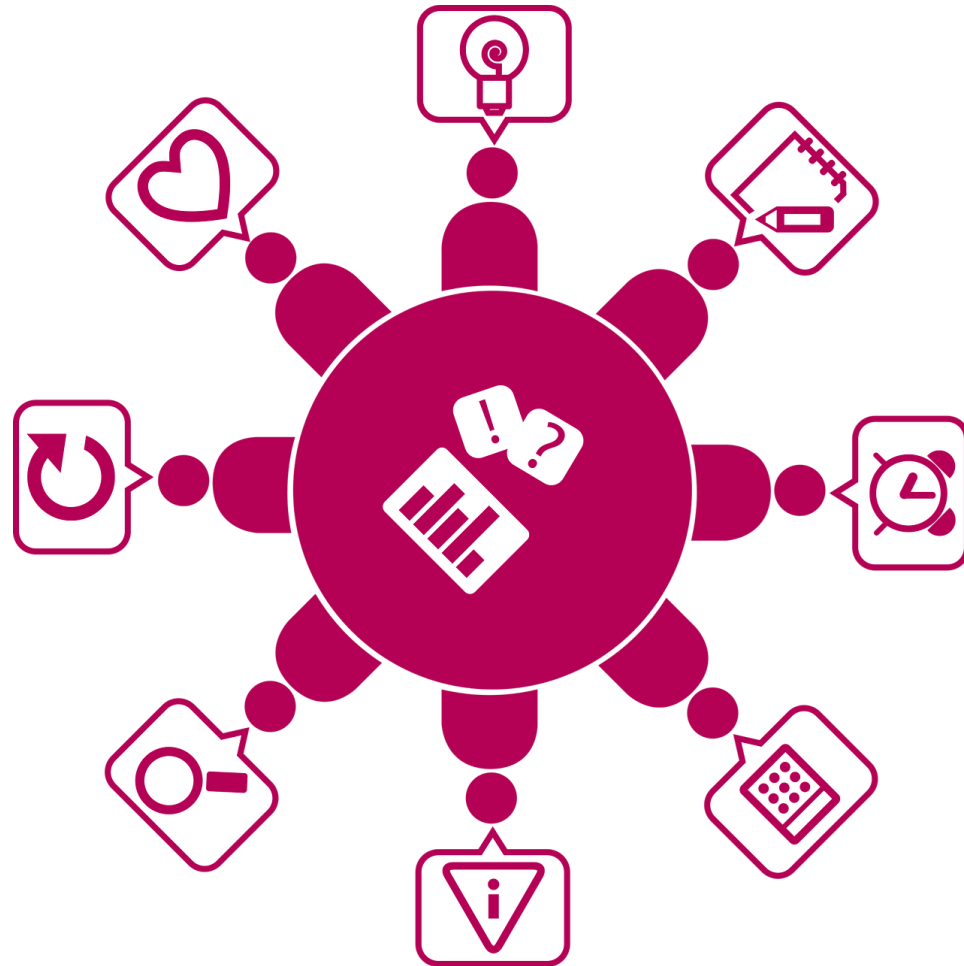


# Part 1: What data do we need and why?

- ✓ What data do we need?
- ✓ We'll use a couple of digital tools to get started



# What information are we collecting?



What data or information you are currently collecting?

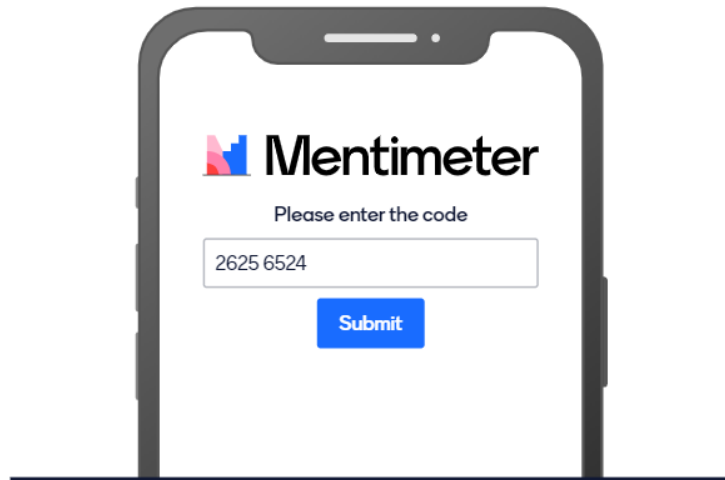
Answers in chat



# What do you use your data for? What digital tools do you use to collect it?

Go to

**www.menti.com**



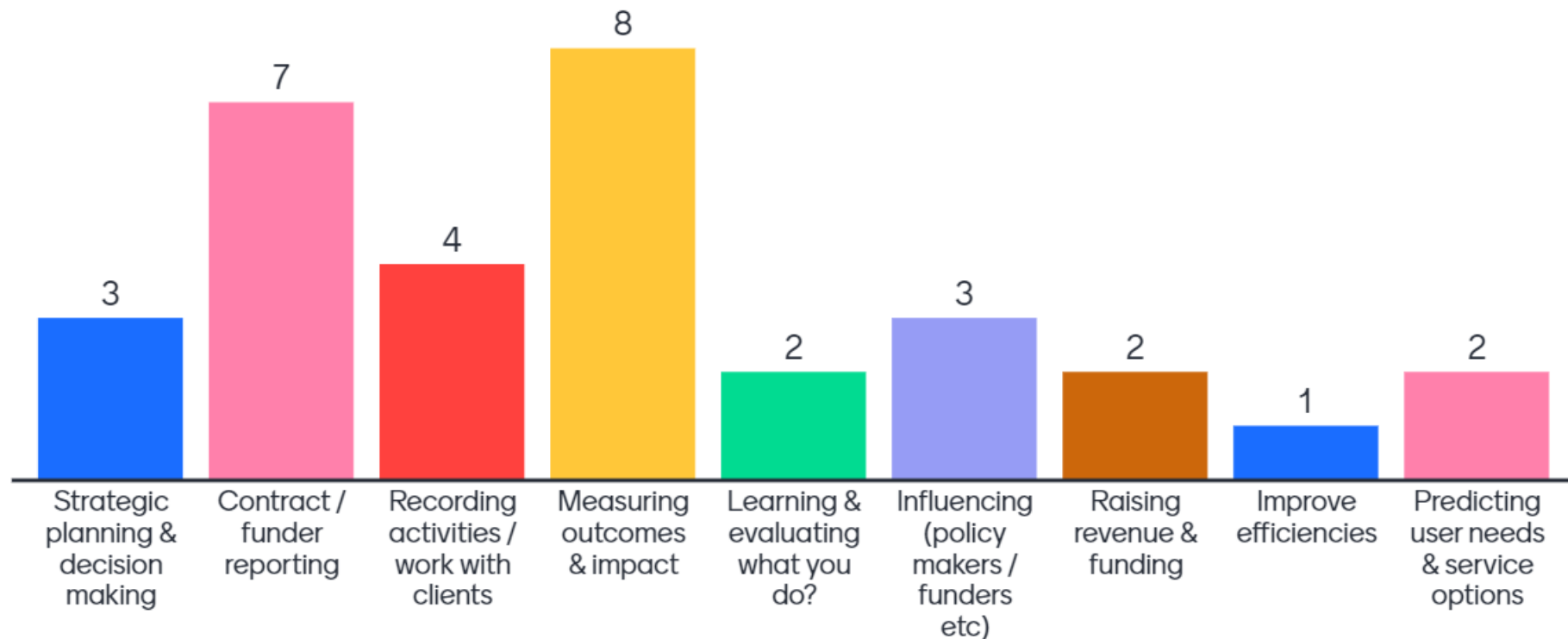
**1666 7580**

Or click on the link in  
the Zoom chat

<https://www.menti.com/nf7uol1cn7>



# What do you use the data you collect for? Pick your top 3...



# What digital tools do you use to collect it?





# What difference do you make?

Do you have an [outcomes framework](#) or [Theory of Change](#)?

What are your measures for success ?



# Social Value

- ✓ Social value is the social, economic, or environmental value brought in addition to the core deliverables of a contract. [See this NCVO blog for further info](#)
- ✓ In this project's context, Social Value requires making impact in 5 key areas:
  - Covid 19 recovery
  - Tackling economic inactivity
  - Fighting climate change
  - Equalities – includes tackling workforce inequality and reducing the disability employment gap
  - Wellbeing





**“no numbers without stories, no stories without numbers”**

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



# Introducing Music Mentors & T of C



# The data Music Mentors collects



# Types of data

## User data

**Asks:** demographics, characteristics, reason for coming service

**Establishes:** your target audience, who you are serving

## Service data

**Asks:** what they liked / didn't like, why, what they would change, what is special

**Establishes:** whether users are satisfied and your service is working as intended

## Engagement data

**Asks:** how people engage, frequency, why they stop

**Establishes:** the extent to which people use your services and how

## Outcome data

**Asks:** what has changed as a result of using the service, what have people gained

**Establishes:** short-term and long term impact on people's lives



# OUTCOMES ARE A PIECE OF CAKE!



# Types of outcomes

Type	Describes changes in people's....	Example – Music Mentors
<b>Knowledge</b>	...understanding and awareness	Understand self
<b>Attitude</b>	...beliefs, values, thoughts, feelings, motivations	Belief in self
<b>Behaviour</b>	...actions, conduct, habits, participation, engagement	Determination to succeed
<b>Skills</b>	...practical, educational, interpersonal, emotional	Better self-regulation
<b>Condition</b>	...personal state, situation, circumstances	Non-criminal identity
<b>Opportunity</b>	...availability of appropriate programmes, accessibility, inclusion	Opportunities for employment (protective factor)






# Quick questions about your data..

What do you know lots about?

What's missing – is there something else you'd like to know?

# Planning your data collection


There are some useful resources on the Inspiring Impact website including a data collection template



**Download the worksheet**  
Create a data collection plan

This exercise contains questions and guidance to help you identify what data you're going to collect, and how, for each research question.

[DOWNLOAD THE WORKSHEET](#)



# Ways to collect data

- ✓ Routine data collection
- ✓ Surveys
- ✓ Observations
- ✓ Interviews
- ✓ Focus groups
- ✓ Creative methods
- ✓ Case Studies
- ✓ Gathered / secondary data

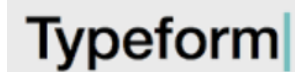


## Quick Zoom poll...

On a scale of 1 (low) to 10 (high), what energy level are you starting this session with?

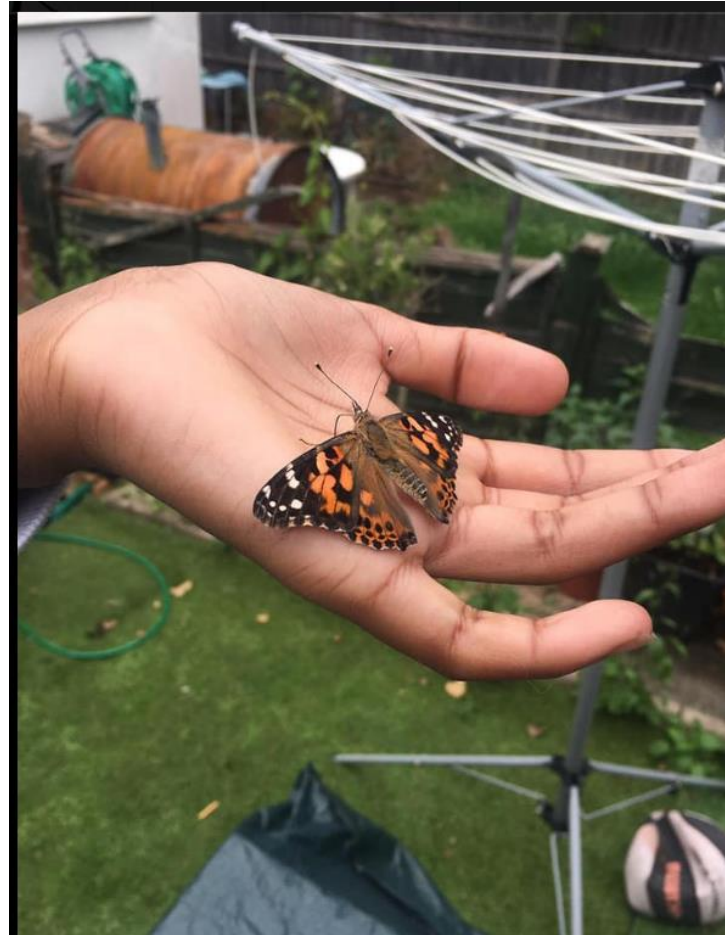


“Where do I start?”



[Read our blog post...](#)

# A picture tells a thousand words



Sutton African and  
Caribbean Cultural  
Organisation





# Giving people a voice





# Everybody's Zooming!



#StayHomeFeast An Introduction to the SE27 Mutual Aid Group

- ✓ Microsoft Teams
- ✓ Google Meet
- ✓ Jitsi
- ✓ Zoom
- ✓ ...there are others!

Can you record video too? It doesn't have to be published, simply converted to text



# Record, transcribe, edit and publish



Home

Search conversation

Record Import

Agenda Today

To see your agenda [connect your calendar](#)

Recent Activity

- Note is ready Feb 24  
audio, transcribe, recording, transcript, sharing, transcribing, straightaway, soundcloud, youtube video, quick, site, account, publish,...
- Note is ready Feb 22  
disciplined, screen, london, commute, sedentary, listen, primarily, differentiation, day, routine, eat, daytime, great, front door, office,...
- Clare NLCF Roundtable is ready Dec 9
- NLCF Philippa breakout is ready Dec 4

NEW FEATURE

Transcribe Zoom LIVE

Live Captions & Live Notes

Try Otter Business for 1 month FREE

Run better meetings

- Get reminders to record your meetings



Over to you!



Why interview?

What stories  
could you  
capture?



## Part 2: Analysing your data

- ✓ Analysing quantitative and qualitative data
- ✓ Tools that can be used for analysing and presenting



# Introduction to analysing qualitative data

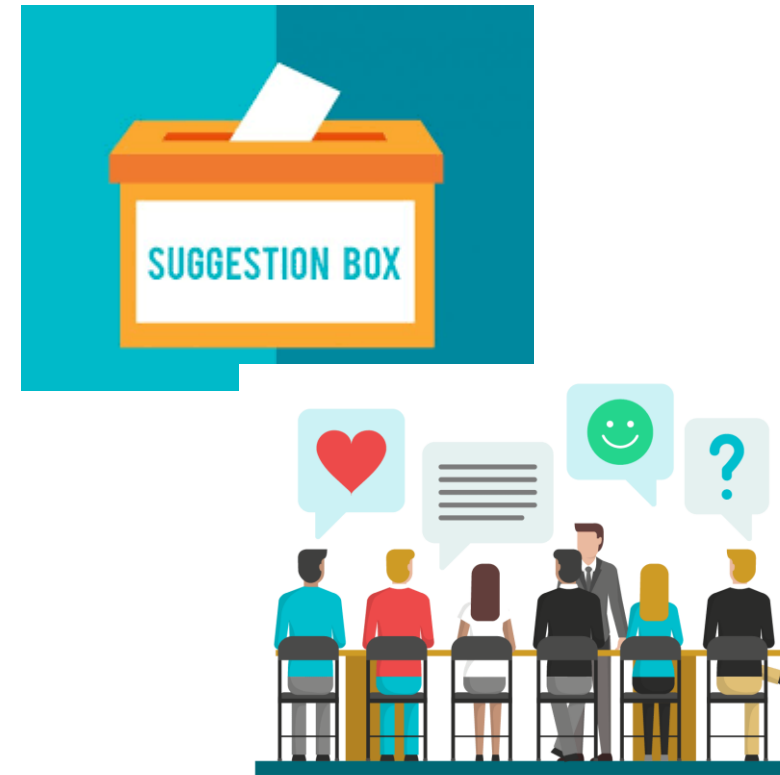
Gathered:

**"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'. He assimilated this complex data, solved a particularly tricky question that must be an old sign!



Generated:



# Different approaches

- ✓ Discovering and presenting themes

- ✓ Finding patterns in themes  
(turning back into numbers)

# Results...



December 2020



Wed, 12/9 · 5:50 PM  
Clare NLCF Roundtable  
🕒 1:04:05



Fri, 12/4 · 5:13 PM  
NLCF Philippa breakout  
🕒 1:04:09



Thu, 12/3 · 4:13 PM  
NLCF Sorrel breakout and why Superhighways  
🕒 1:05:25

Themes, quantifying and sentiment analysis



Catalyst About What we do Resources Success stories News Get Involved

Home Resources How micro charities and grassroots groups went digital: lessons from the pandemic

## How micro charities and grassroots groups went digital: lessons from the pandemic

3.3.2021 - [For charities & infrastructure organisations](#)

Sorrel Parsons

The screenshot shows the Catalyst website header with navigation links: About, What we do, Resources, Success stories, News, and a 'Get Involved' button. Below the header is a breadcrumb trail: Home > Resources > How micro charities and grassroots groups went digital: lessons from the pandemic. The main content area features the article title 'How micro charities and grassroots groups went digital: lessons from the pandemic' in a large, bold font. Below the title is the date '3.3.2021' and a link 'For charities & infrastructure organisations'. A small profile picture and the name 'Sorrel Parsons' are visible. To the right of the text is an illustration of two people standing next to a large, stylized blue and purple graphic that resembles a digital interface or a network diagram.



✓ Consultation meeting with Director, Digital Third Sector Transformation at The Scottish Government

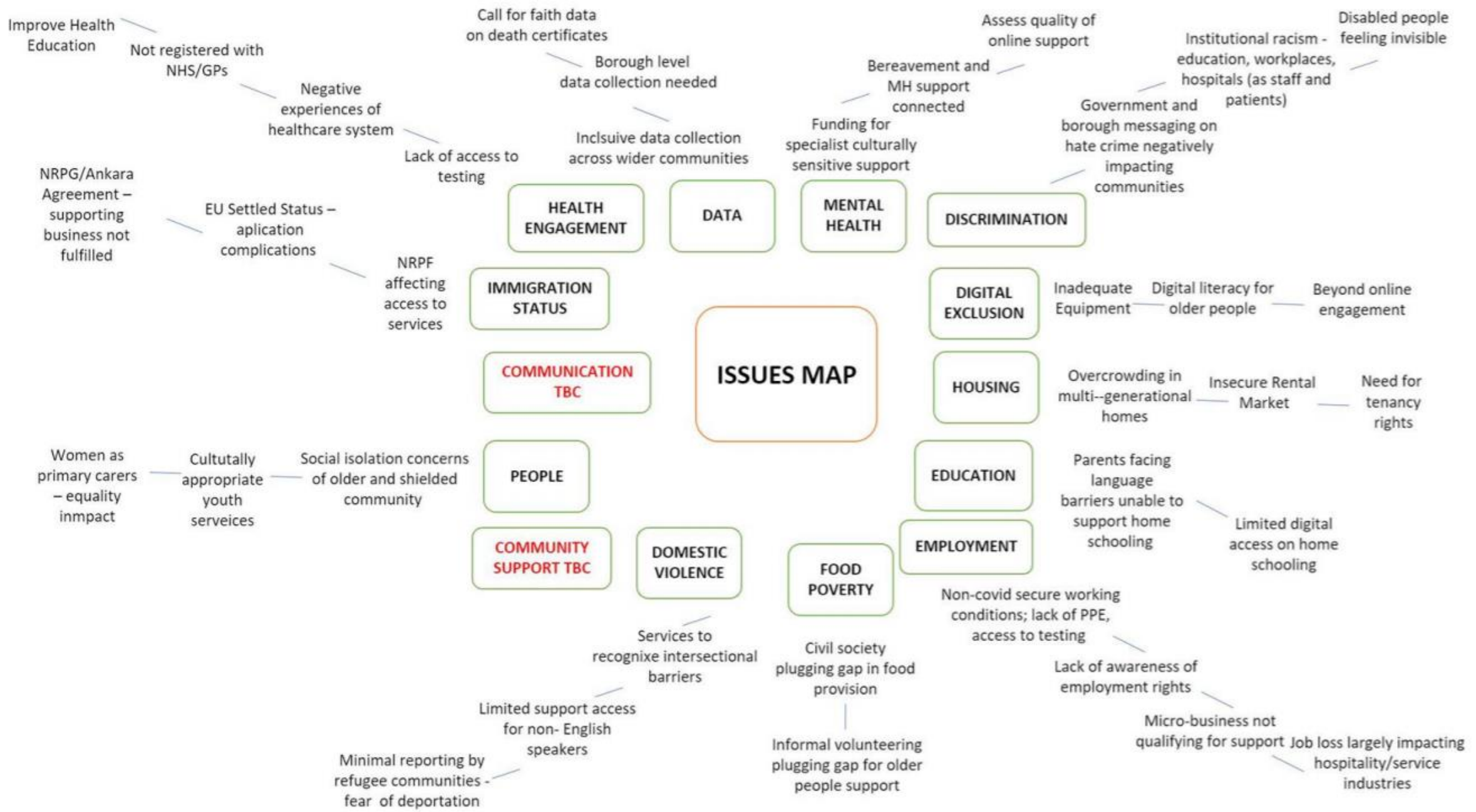


# GLA Community Engagement Team

## **MAP OF COMMUNITY VIEWS: COVID-19**

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







# 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.



Quick break??  
5 mins



# Common ways to analyse quantitative data

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



# Pivot table demo

✓ Did Music Mentor attendees build a relationship with their mentors?

Count of Prison ID	Column Labels				
Row Labels	1 Strongly agree	2 Agree	3 Disagree	4 Strongly disagree	Grand Total
HMP Belmarsh	20.00%	66.67%	13.33%	0.00%	100.00%
HMP Birmingham	25.00%	58.33%	16.67%	0.00%	100.00%
HMP Brixton	25.00%	66.67%	8.33%	0.00%	100.00%
HMP Bronzefield	28.13%	56.25%	15.63%	0.00%	100.00%
HMP Eastwood Park	26.92%	61.54%	11.54%	0.00%	100.00%
HMP Foston Hall	28.57%	57.14%	14.29%	0.00%	100.00%
HMP Manchester	29.17%	62.50%	8.33%	0.00%	100.00%
HMP Pentonville	10.34%	44.83%	34.48%	10.34%	100.00%
HMP Wormwood Scrubs	23.81%	52.38%	23.81%	0.00%	100.00%



# Need some more Excel skills?



- ✓ Follow along with our practical Excel videos
- ✓ [Excel Bite-size 1](#): Managing your data ([guidelines/data](#))
- ✓ [Excel Bite-size 2](#): Creating a workable data set ([guidelines/data](#))
- ✓ [Excel Bite-size 3](#): Analysing your data ([guidelines/data](#))



# Create an easy map using Batchgeo



Paste [data sets](#) with postcodes & create a map using [Batchgeo](#)

- ✓ Blue existing volunteers
- ✓ Red new client referrals

Access [presentation slides](#) from our Putting your Data on the Map training session

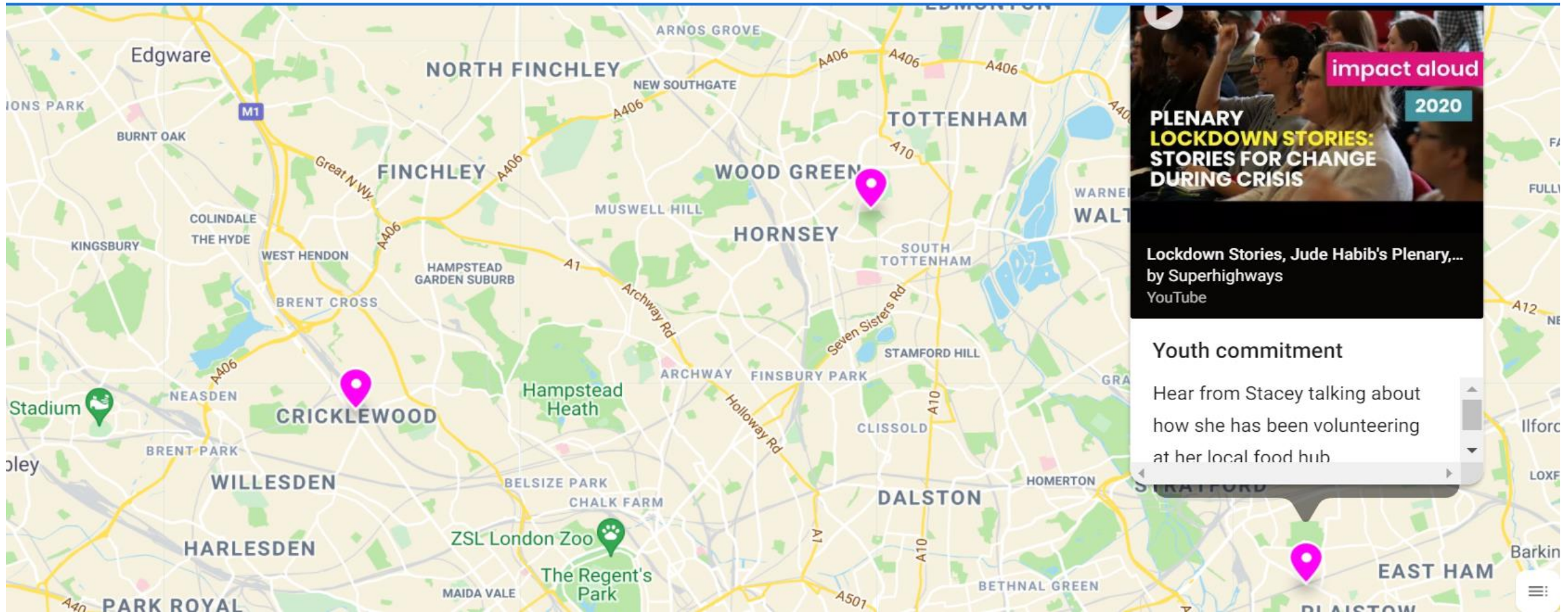


# Padlet story map example

 katewhite71 + 1 • 14d

## London Stories

Made with panache



**PLENARY LOCKDOWN STORIES: STORIES FOR CHANGE DURING CRISIS**

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



## Part 3: Presenting and reporting

- ✓ Techniques for presenting your data
- ✓ Free and low cost digital tools that can help



# Don't forget your website!



## Ashik's story

Ashik is from Bangladesh and arrived in the UK in April 2019 to join his wife and children...

[Read More](#)



## Inas' story

Inas is from Sudan and has a young baby. LEAH volunteer, Maggie, has been visiting her at home for several months...

[Read More](#)



## Netphis' story

Netphis is from Thailand and has been using LEAH for IELTS support...

[Read More](#)

[Learn English](#) [Support Us](#) [About Us](#) [News](#) [Contact us](#)

## 384 minority ethnic adults supported



305 clients supported in community classes  
102 clients supported 1:1

38% of 1:1 clients in 2019/20 moved on to a community class

## Our year in numbers

Learning English is vitally important to the capabilities and integration of LEAH clients. Having limited English can impact access vital services, including housing, education, health care and to find sustainable work. We enable clients to gain confidence, develop support networks, access services for themselves and their children and make their first steps towards college, volunteering and employment. Our work changes people's lives, empowering people to discover and take opportunities to actively integrate and participate in their local communities.

## 162 volunteers throughout the year

13 community classes delivered  
47 volunteers completed LEAH's comprehensive 38.5hr training course



# Infographics for impact



**easelly**  
create and share visual ideas online

**infogr.am**

**visual.ly**

**Piktochart**

**Canva**



# What story are you telling?

Write your tiny infographic story. It doesn't have to be perfect. But try to include a beginning, middle and end.

Answers in chat

# 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](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



## CROYDON NEIGHBOURHOOD CARE

**THE PROBLEM:** Raise awareness of Carers Week, and activities to support carers across the Borough.

**THE SOLUTION:** Give carers a voice by collecting Audioboom interviews.

“


Appreciate your support in helping to move us forward in the new ways of capturing information & outcomes.

It's going to be good!

”

Donna Richmond  
Befriender Co-ordinator

# You don't need feature films...



The video shows a group of people, including older adults, singing in a room. Some are holding sheet music. The scene is lit with overhead fluorescent lights. The video player interface includes a play button, a progress bar at -0:07, and a volume icon.

**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



# 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...



# Presentations

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

## KINGSTON'S CHARITABLE SECTOR



Presented by Patricia Turner for  
KINGSTON VOLUNTARY ACTION



Designed by  
superhighways



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

The logo for Wakelet, featuring the word "wakelet" in a blue, lowercase, sans-serif font. A white, curved line resembling a wake or a stylized 'w' is positioned above the letters 'a', 'k', and 'e'.

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

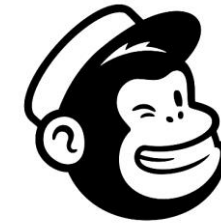
[Sign up for free](#)

[Create a quick collection](#)

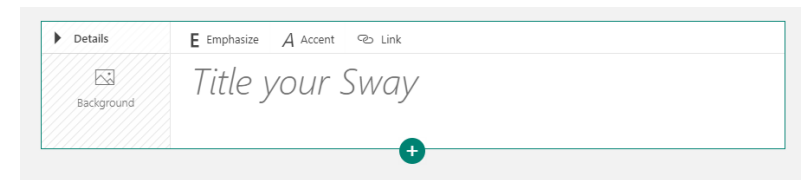
It's a tool to turn many links into one  
No sign up needed



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.<sup>1</sup>

Advice & Advocacy support provided in

**215 cases**



**100%**



of attendees rated Craftivism & Chat good or great

**MY VOICE MATTERS!**



**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.<sup>2</sup>

**76% of people**



agree that we address the issues that are important to Deaf and Disabled People<sup>3</sup>



**100%**

of service users agree that we are welcoming<sup>4</sup>



**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 services<sup>1</sup>

Information, signposting and guidance and connection provided in a further

**150 cases**

to people who Merton CIL could not support in depth<sup>1</sup>



**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



"If it wasn't for Merton CIL we would not be in the position that we are today"

**88%**

of service users feel that Merton CIL is compassionate<sup>4</sup>



**42%**

of service users have improved well-being after using our services<sup>7</sup>



"We're motivated and guided by our members"

**96%**

of service users agree that we listen<sup>4</sup>

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

**Nearly 50%**

of service users feel safer after using our services<sup>6</sup>

**41%**



of people have increased resilience after using Merton CIL<sup>6</sup>

**Nearly 4 in 10** people have increased confidence after working with us<sup>5</sup>

**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?



Final  
thought...



# Best practice issues & resources

- ✓ Do you need to be registered with the information commissioner? [www.ico.org.uk](http://www.ico.org.uk)
- ✓ Do you have a data protection & privacy policy and explain why you collect data and what it will be used for?
- ✓ Do you get consent to use photos / videos?
- ✓ Is your client data secure i.e. password protected, backed up, safeguarded with anti virus software and a firewall?  
[Infographic](#)



# About Superhighways....

Providing tech support to the sector for 20 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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**Sorrel Parsons**

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

@SuperhighwaysUK



**superhighways**

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