

Telling your story with impact



superhighways

harnessing technology for community benefit

What we'll cover today

- ✓ Storytelling essentials
- ✓ Numbers and stories
- ✓ Free and affordable digital tools





Let's get started..

Breakout rooms

In pairs

4 mins – 3 mins – 3 mins

Say hello to someone.

What stories do we tell
about our work and why?



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, American poet and storyteller





“no numbers without stories, no stories without numbers”

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



100 Volunteers



100 Volunteers



100 Volunteers

got out of bed on a
Saturday morning
to read to children



100 Volunteers

got out of bed on a
Saturday morning
to read to children



See Alyssa's story







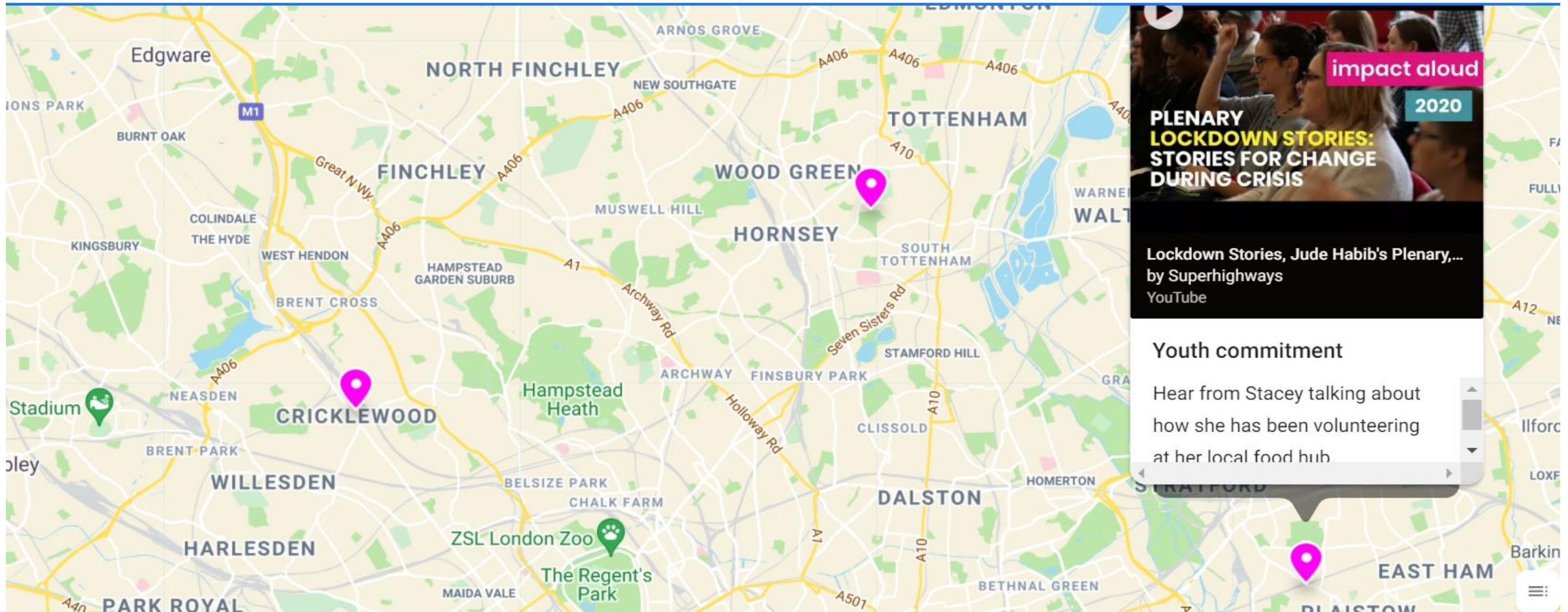
Fun, all in-one
multi-media data
collection and
impact reporting

Padlet story map example

 katewhite71 + 1 • 14d

London Stories

Made with panache



PLENARY LOCKDOWN STORIES: STORIES FOR CHANGE DURING CRISIS
2020

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



sorrelparsons + 7 • 1h

Presenting and reporting your impact 2

What's an impact highlight from your year? If you've got a video, link or want to talk on camera - even better!

Construction Youth Trust - We started our first Live Vacancies sessions, helping industry contacts present their job openings to the young people that we have been coaching over the past year



sorrelparsons 1h
Amazing!

Add comment

Superhighways - we got Trust

Wac Arts - Festival of Commissions



vimeo yourite pudding is a peach cobbler.

DRIVE THRU

We commissioned 6 artists, including BLINK Dance Theatre



Add comment

Circle Collective - we won the Social Value award at the Mayor of Lewisham Business Awards!

CHICKENSHEd receives National Lottery Community Fund grant!



It was truly joyful to see #TheSBU intergenerational community come together at long last, after 18 months of

we worked with 321 more children last year than previous years



Add comment

We have not won any award yet but looking forward



Anonymous 2h
So I am commenting on my own statement as an anonymous person?

Add comment

Highlights from a challenging year at Catalyst In Communities - www.teamcic.com...

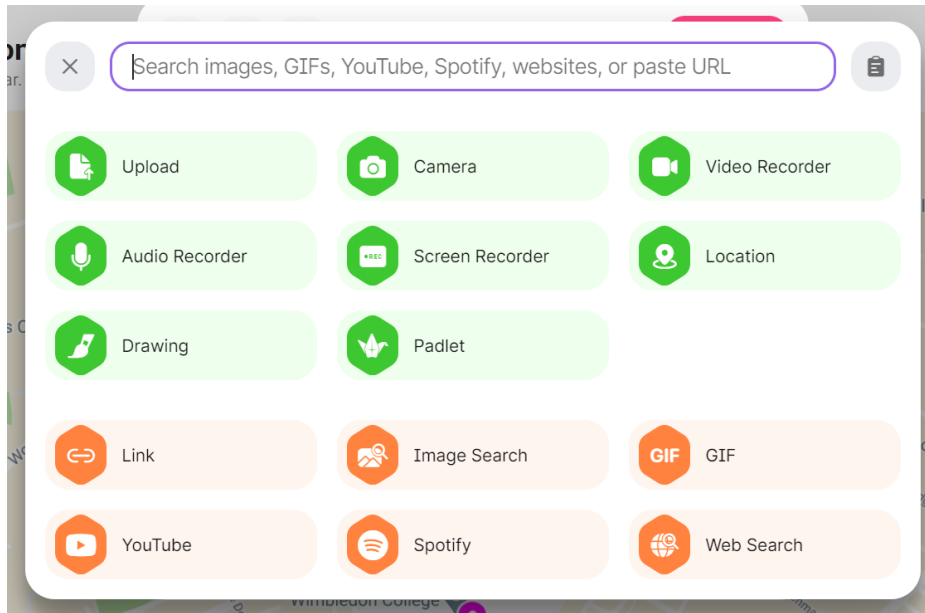


YouTube

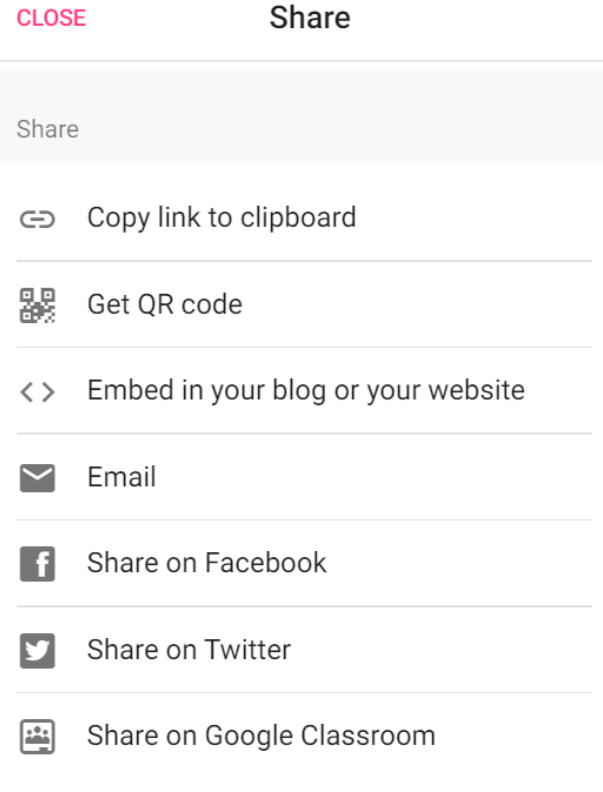
Tianna | Tales from the Circle
A year after T joined our programme with a severe anxiety disorder, we catch up with her... She's proudly completed an apprenticeship.



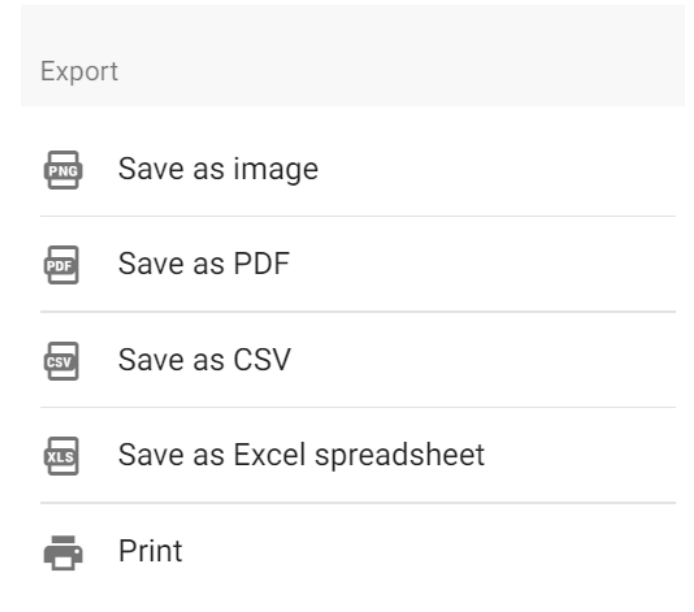
Add stories, share and export



Add images, audio recordings, videos, links and more.
When you set up your Padlet you can choose your privacy and moderation settings



Multiple sharing options including embedding on your website.

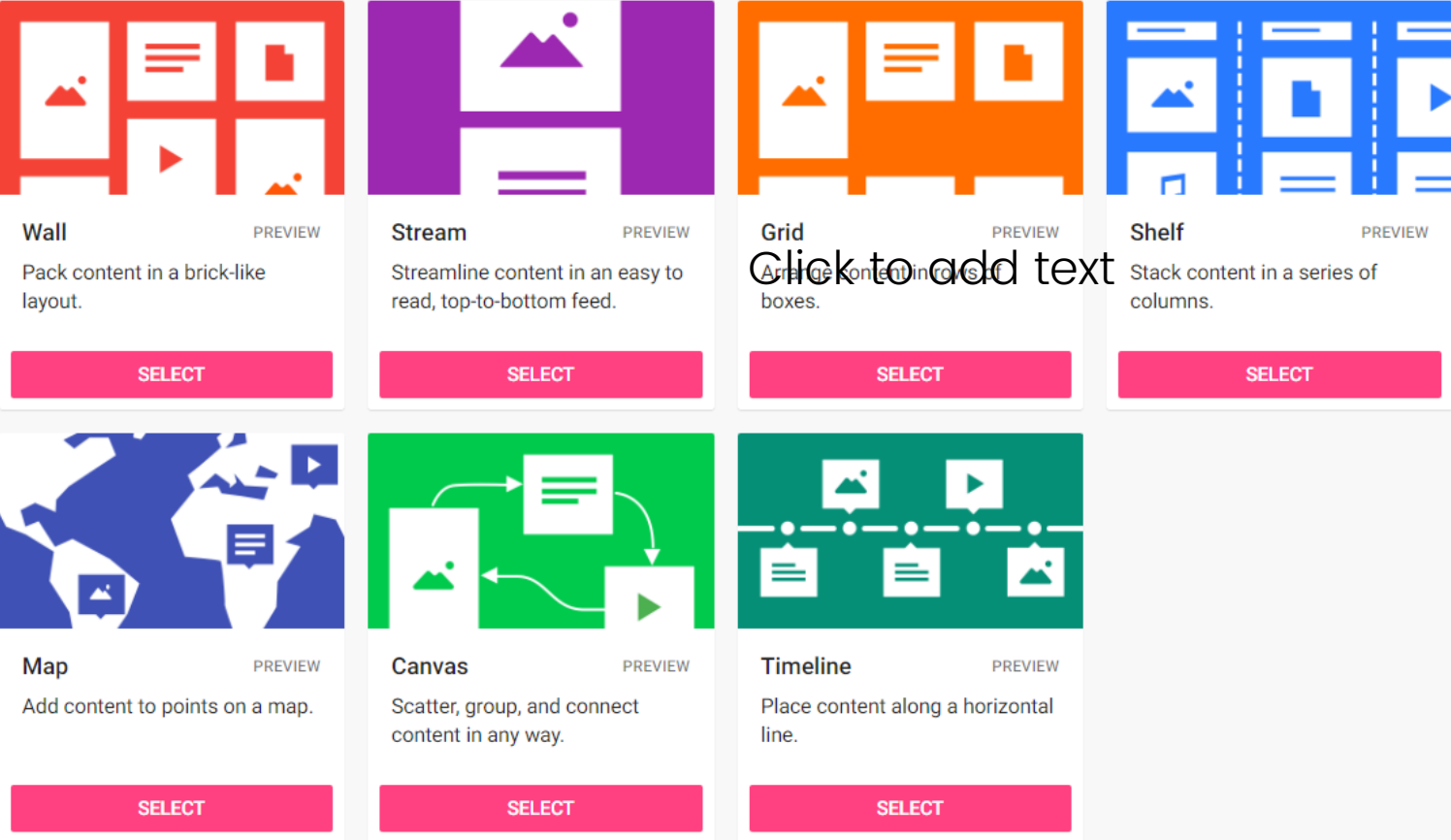


Export options include to Excel and also PDF, which will show each full story



Multi-media story collections

Start with a blank ...



Wall PREVIEW
Pack content in a brick-like layout.
SELECT

Stream PREVIEW
Streamline content in an easy to read, top-to-bottom feed.
SELECT

Grid PREVIEW
Arrange content in rows of boxes.
SELECT

Shelf PREVIEW
Stack content in a series of columns.
SELECT

Map PREVIEW
Add content to points on a map.
SELECT

Canvas PREVIEW
Scatter, group, and connect content in any way.
SELECT

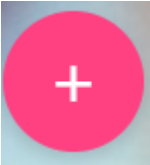
Timeline PREVIEW
Place content along a horizontal line.
SELECT

Click to add text

Let's have a go with Padlet



Over to you: Stories with Padlet

1. DEMO
2. Go to Padlet
3. Click on the pink plus sign 
4. Create a post (great if it's audio or video!)

Hi, my name is [...] and when I was a child I loved to do [...] because [...]





Storytelling techniques and shapes

Storytelling essentials: creating a narrative



Outline a path from problem to solution

Storytelling in action with..

SWITCHBACK 

Simple story arc – useful for influencing e.g. policy makers

Situation-Opportunity-Resolution





Raise
Your
Hands

ABOUT US ▾

OUR CHARITIES ▾

INDIVIDUALS ▾

COMPANIES ▾

DONATE

PATRICK'S STORY

PRISON TO PANDEMIC

Patrick was one of the 37% of prisoners released straight into homelessness during the pandemic .

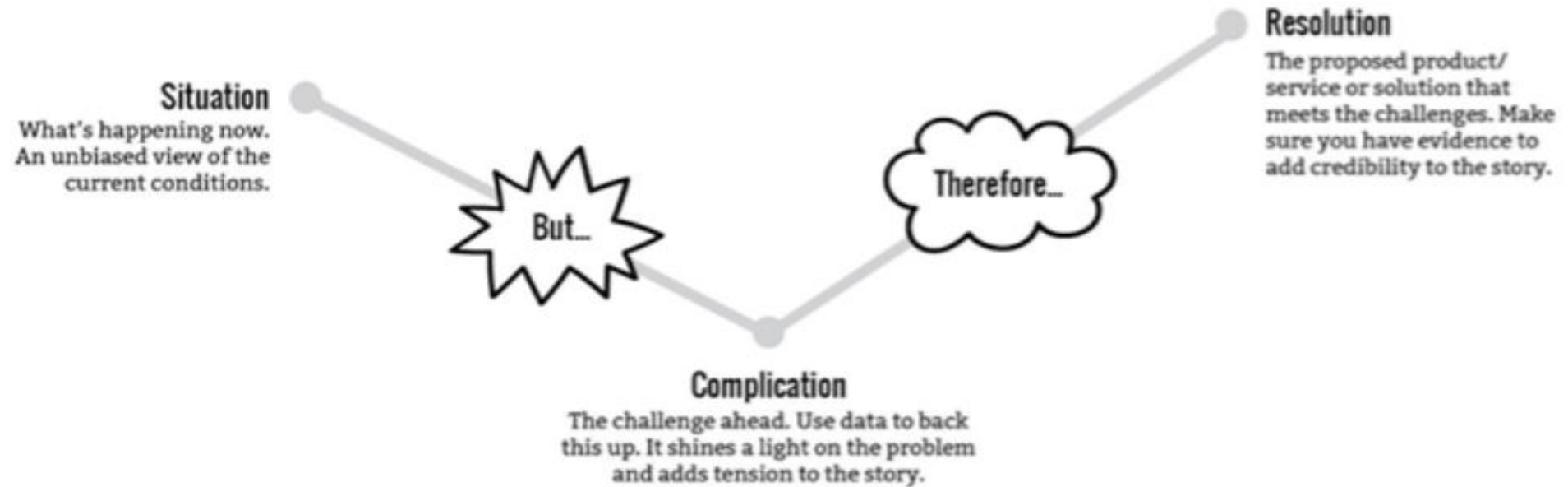
With the ceaseless support of Raph, his Switchback mentor and now friend, Patrick has not only a home but a bright future.

READ MORE →

<https://raiseyourhands.org.uk/stories/prison-to-pandemic/>

Funder shares stories of grantees

Simple story arc – complication offers tension



Join Switchback's call to Reshape Release

Every month, thousands of people are released from prison with just a plastic bag of belongings and nowhere to go.

Prison leavers are 56% more likely to reoffend when homeless

This is not only a huge waste of human potential – it's also causing more crime and placing huge strain on public spending.

Reoffending costs the economy £18bn every year

We're calling on the government to **reshape release** for people leaving prison, to reduce reoffending and give people a real chance to change.

SEE OUR
CALLS TO
ACTION

SIGN UP TO
OUR
CAMPAIGN

DOWNLOAD
OUR BRIEFING

Tweets

Tweets & replies

Media

Likes

Pinned Tweet



Switchback @Switchback_Idn · Jul 27, 2021

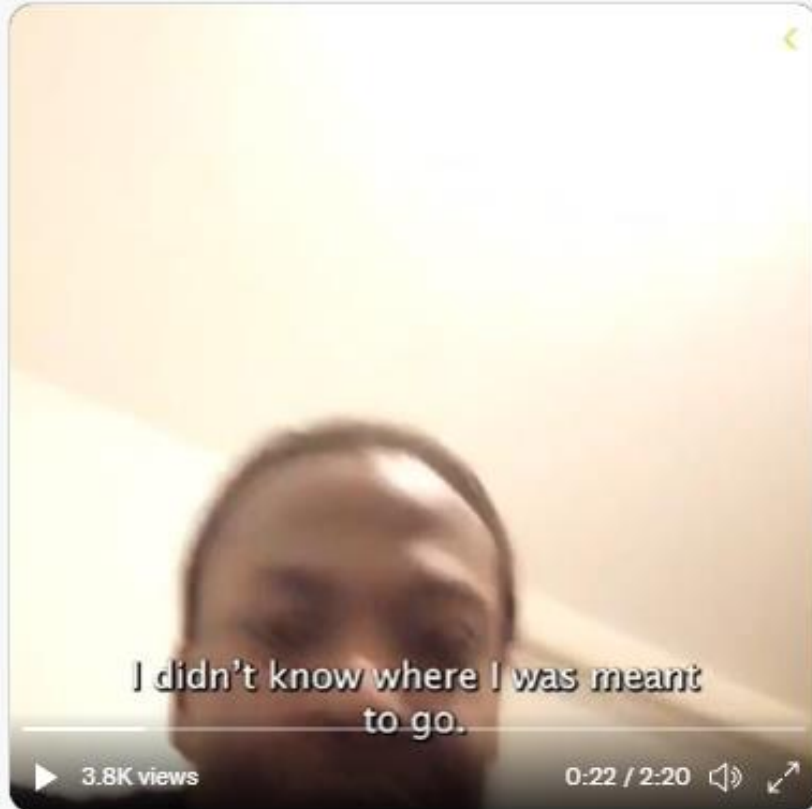
JOIN SWITCHBACK'S NEW CAMPAIGN

50,000 people are released from prison each year, often with just a plastic bag of belongings and nowhere to go.

Without the basic means to survive, people can't move forward.

Join our call to [#ReshapeRelease](#).

switchback.org.uk/reshaperelease/



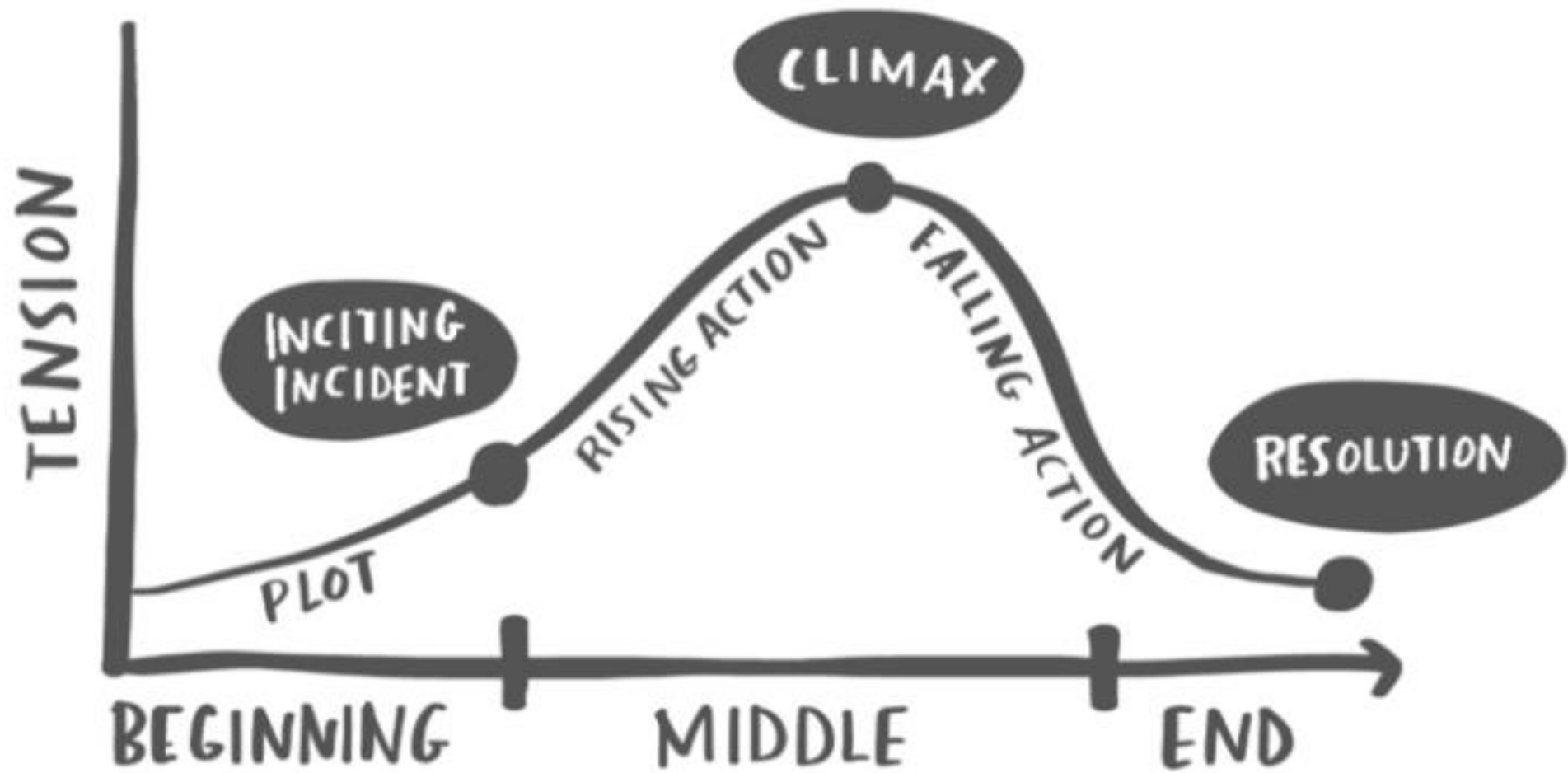
2

82

76



Simplified
version for
Twitter



[Storytelling with Data](#)

A SAMPLE STORY LINE

Introduction

Eric was a bright young boy enjoying school

Rising Action

...but when his nan died, Eric's behaviour fell away. He started lashing out at other pupils.

Transformation

His mum called and we started weekly sessions so Eric could talk about his feelings.

Falling Action

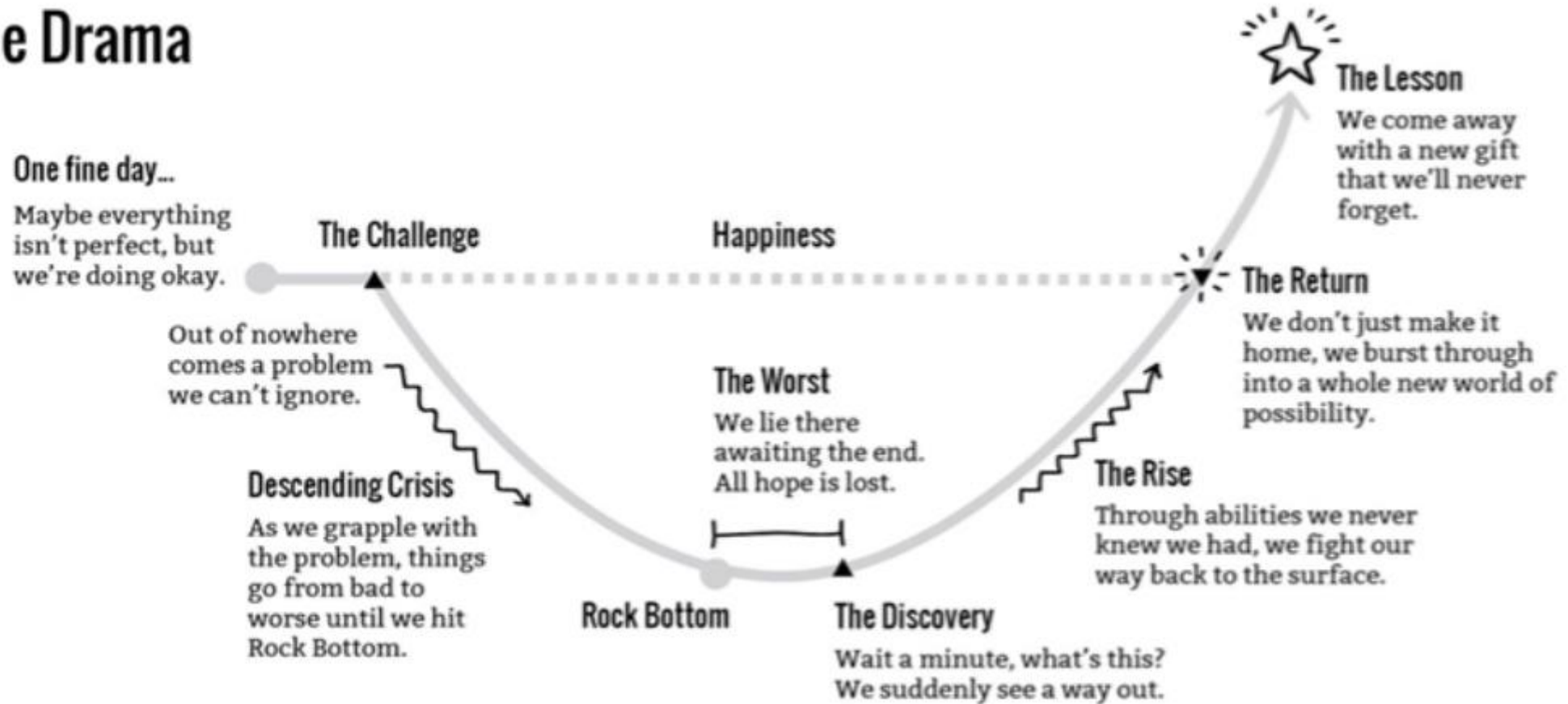
Now Eric is thriving in school and is even a buddy for new pupils. Thanks to your donations, we can be there for children like Eric.

Resolution

[Writing a case study: telling powerful stories: Bexley CVS](#)

New belief or way of looking at the world – suits longer in-depth personal stories

The Drama

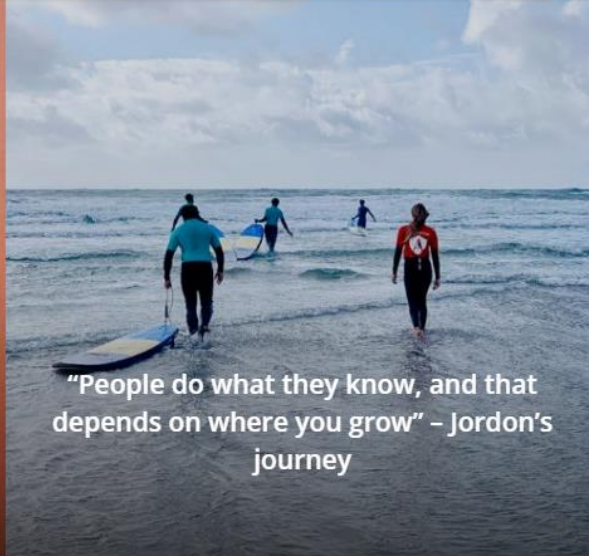
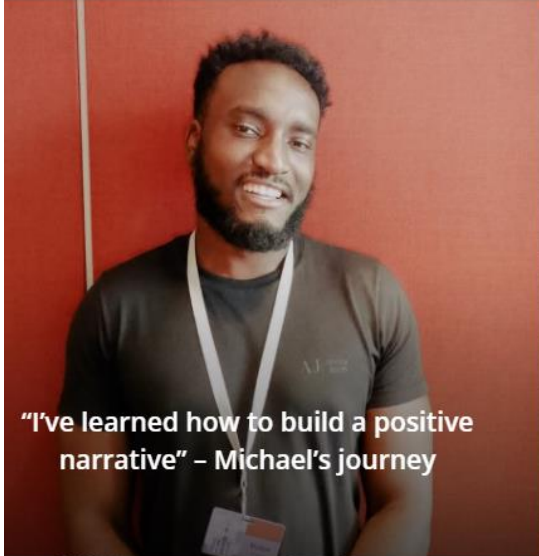


Classic hero storytelling

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?

Now called [Adobe Express Video](#)



When you get the slides, take a look at one of the first eight [Switchback trainee journeys](#) what kind of structures do you see?

Over to you: what's your story?

1. Think of a story
2. Choose a shape
3. Make some notes:
 1. What details do you need to make this work?
 2. What format/s does the story take
 3. Who's your reader, viewer or listener?



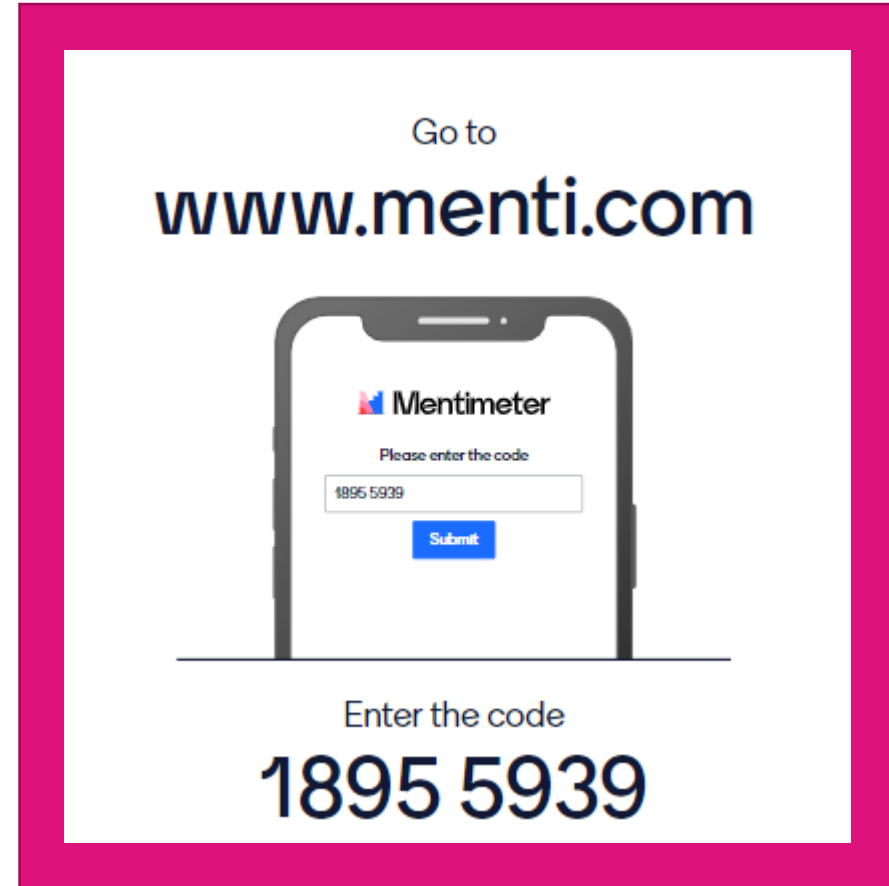
Quick break 10 minutes



What digital tools are you using to craft your stories?

Go to the [Mentimeter](#) link in chat.

Unless you prefer to use your phone





**Discovering and
sharing patterns from
what people say:
Wordclouds**

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](#))



Pause and reflect for one minute..

One word to that describes how a young person would **feel** having attended one of your activities.



Your Wordcloud tasks

1. Go to our [Google doc](#) and type your word/s
2. Wait 1 minute so we can gather as many as we can
3. DEMO
4. Follow this [step by step guide](#) to using WorditOut to create a Wordcloud with the words you wrote



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?

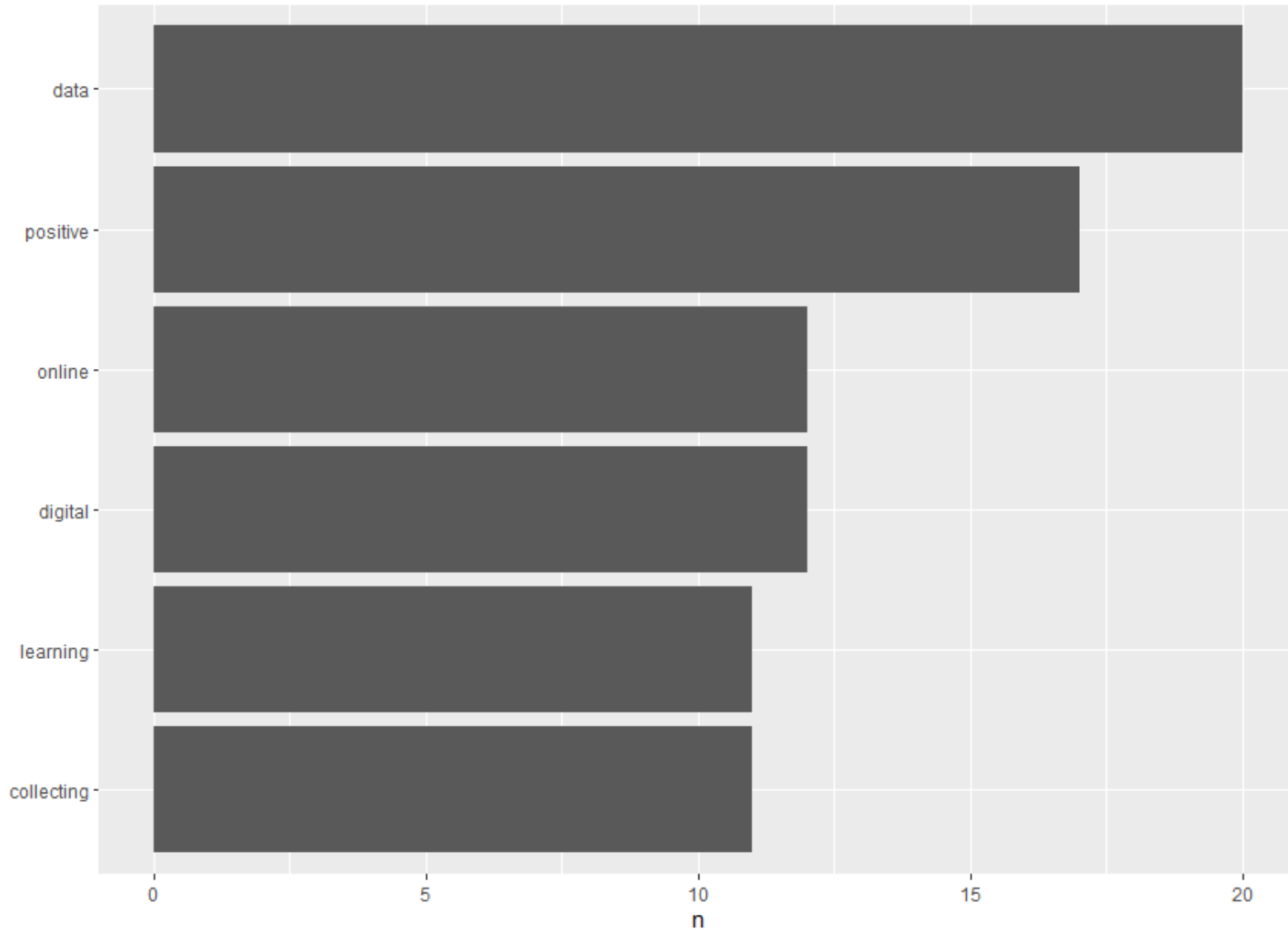


Frequency plotting



What's the problem here?





(first plot we did)



Sentiment analysis



Moving
towards a
better
understanding





**Turning numbers
into visuals**

Turning text into numbers

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, schools, etc.

Support to help families with
exercises but did not
Home-schooling and
1. Children fall behind
2. Not being able to
they are failing their
Reducing isolation, help
connect.
Cognitive stimulation
Online face to face
information via the
Not being able to join
Not staying up to date

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%
	27	

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



WHAT ARE DIGITALLY EXCLUDED PEOPLE MOSTLY MISSING OUT ON?

Digital Exclusion Survey Jan 2021



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 title 'What are digitally excluded people missing out on?'. The chart shows the number of times each category was coded, with 'Social Contact' having the highest count at 20. A legend indicates that the pink bars represent 'No of times coded'. 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.

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

Your task will be to recreate this chart using the [digital inclusion data](#) and [Datawrapper](#)



Quick break 5 minutes



Turning numbers into visuals Some useful tools

(click on the logo for the link)



If you use others that are useful – let us know in chat...



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

Let's head over to Canva





**Creating and
curating impact
presentations and
reports**

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.



"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

HCIS in Numbers*

* between April 2019 and March 2020

1789

repeat visits dealt with



332
new clients

211

clients who declared themselves homeless were accommodated



£134,322
Income recovered for clients (back-dated benefits etc.)

838
food vouchers distributed

Restore

A Year In Review
from April 2019 into 2020



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

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

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.2

76% of people



agree that we address the issues that are important to Deaf and Disabled People 3



100%

of service users agree that we are welcoming 4



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 1

Information, signposting and guidance and connection provided in a further

150 cases

to people who Merton CIL could not support in depth 1



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 4



42%

of service users have improved well-being after using our services 7



"We're motivated and guided by our members"

96%

of service users agree that we listen 4

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

Nearly 50%



of service users feel safer after using our services 6

41%



of people have increased resilience after using Merton CIL 6



Nearly 4 in 10

people have increased confidence after working with us 5

26,258

unique visitors to our website.

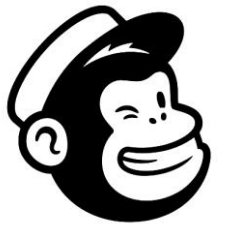


Footnotes:

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'

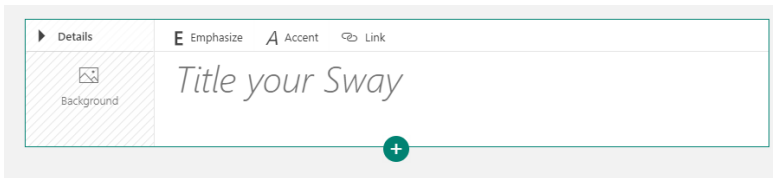
[Merton Centre for Independent Living](#) illustrated impact reports

Long form reporting: events, reports & sub sites!



mailchimp

Office 365 Sway



Express it.

Quickly and easily make standout content from thousands of beautiful templates with the all-new Adobe Express. Available on web and mobile.

Start for free

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



Over to you: using **wakelet**

1. DEMO
2. Go to Wakelet
3. Create a free account
4. Have a play!
 1. Title
 2. 3 things from the last year you can share





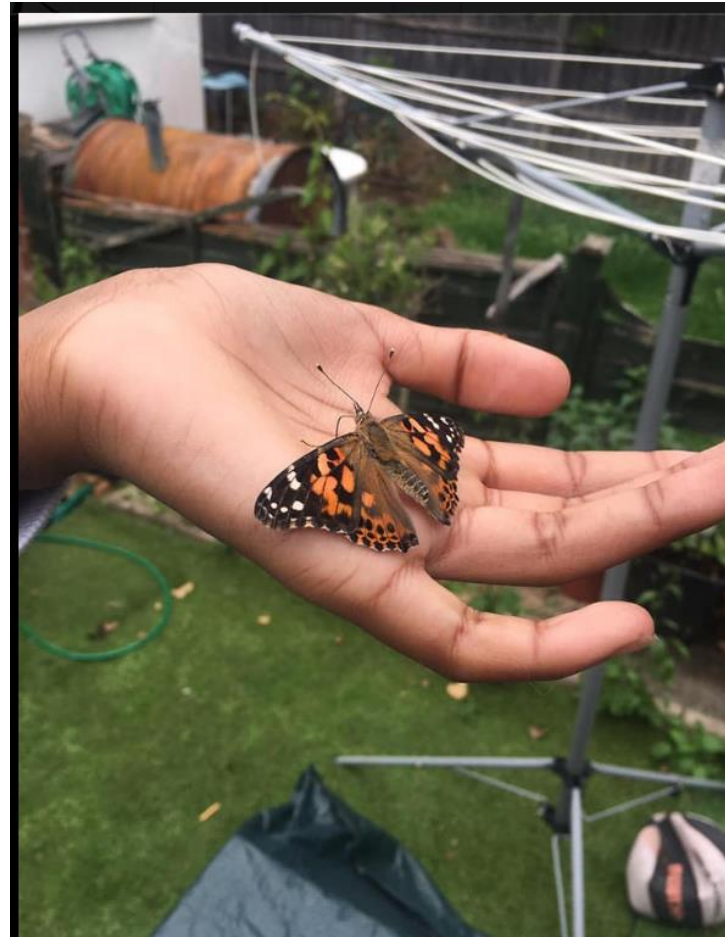
**Words and
pictures**

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



Edit Analytics Total plays: 12

Man & Boy: a positive story of impact

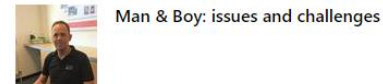
26 Sept 2018, 16:58



Subscribe

Apple Podcasts RSS

Next

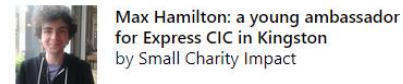


Man & Boy: issues and challenges

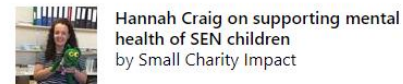
Top Episodes



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

KINGSTON'S CHARITABLE SECTOR



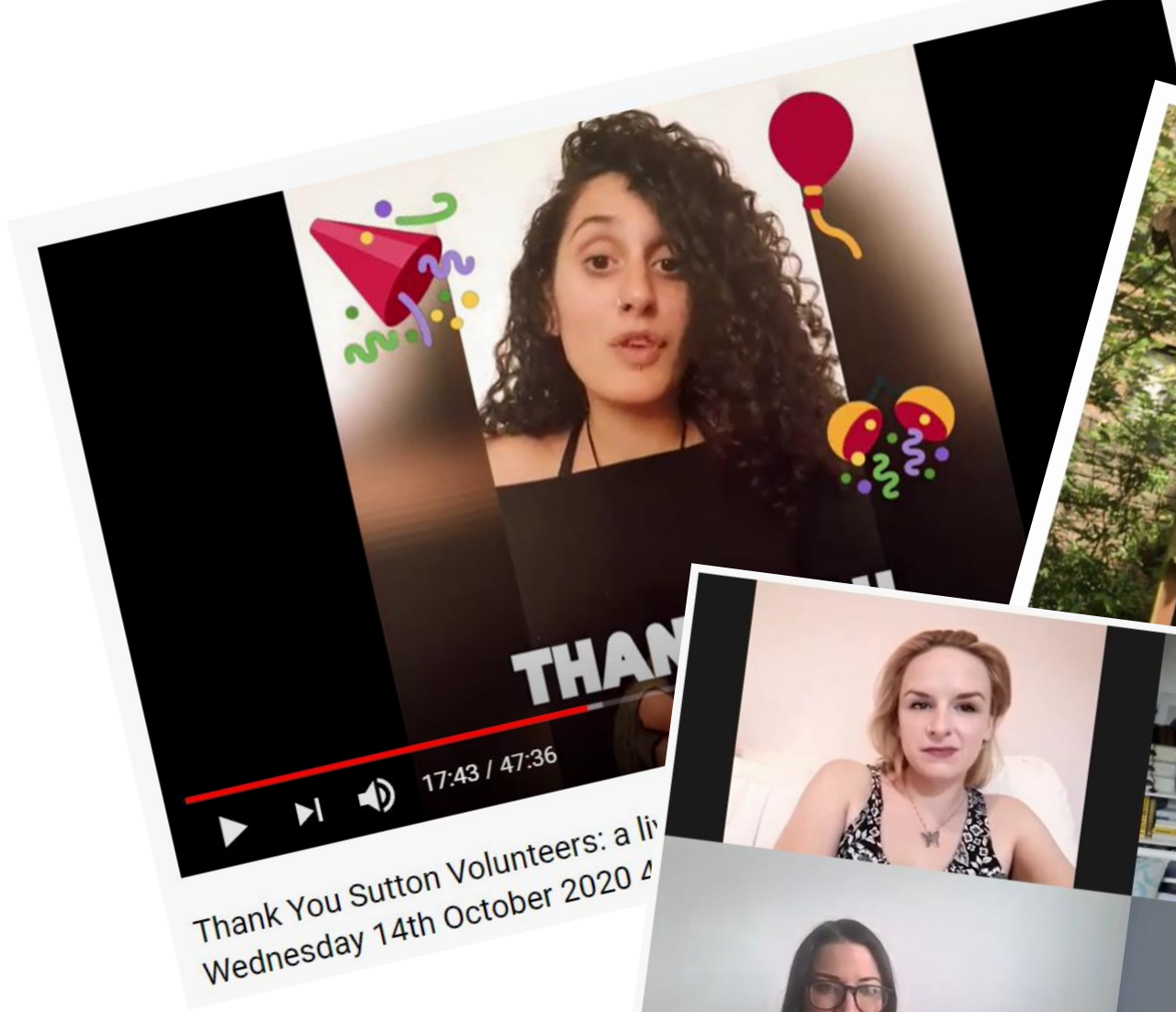
Presented by Patricia Turner for KINGSTON VOLUNTARY ACTION



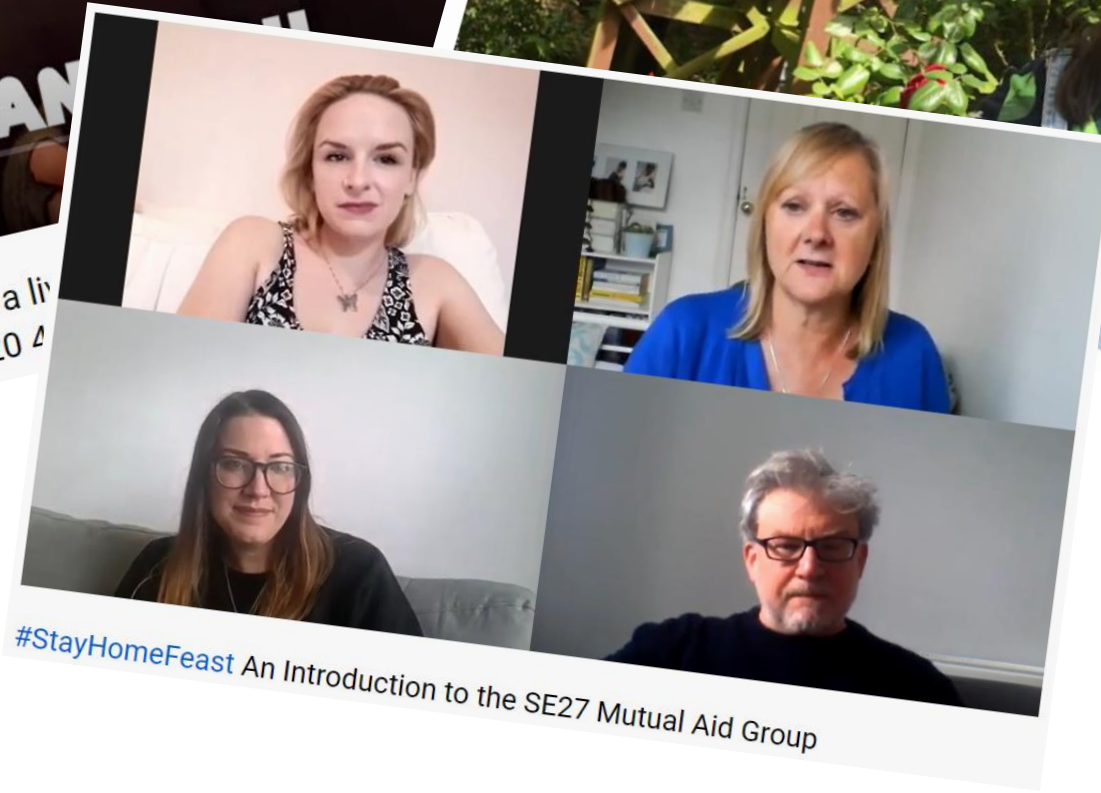
Back to Mentimeter

What tools have you used to
create videos?





Thank You Sutton Volunteers: a live
Wednesday 14th October 2020

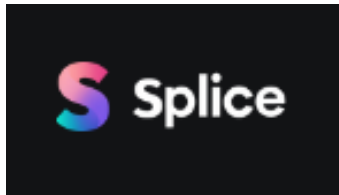


#StayHomeFeast An Introduction to the SE27 Mutual Aid Group

Using what
you have...



Other free / affordable video apps

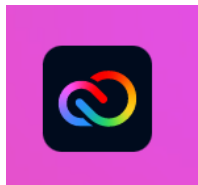


[Splice](#) is a simple app for editing using your phone or tablet device. Available from Google Play and the Apple Store



**Wondershare
FilmoraGo**


[FilmoraGo](#) is the free app version for phones and tablet devices of the desktop video editing software Filmora11



Start with [Adobe Express](#) (formerly Spark) if you are new to video and prefer desktop. Free but storage limitations



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



Quick break 5 mins





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



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](#)



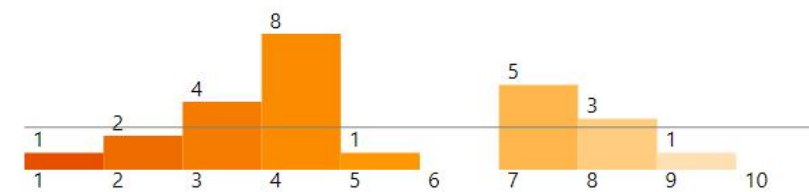
The Lens of Multiple Deprivation

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



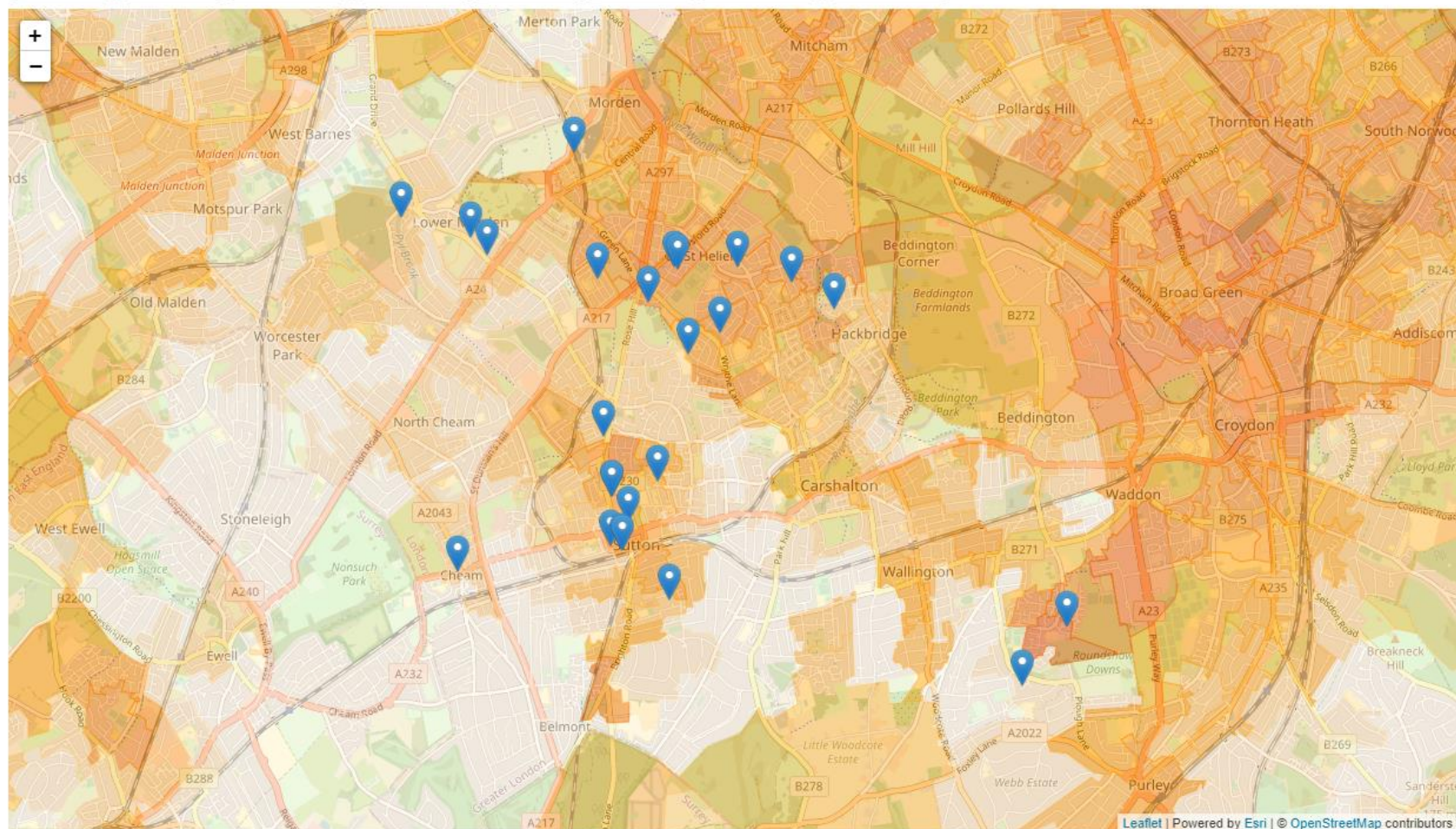
Definition

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



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.

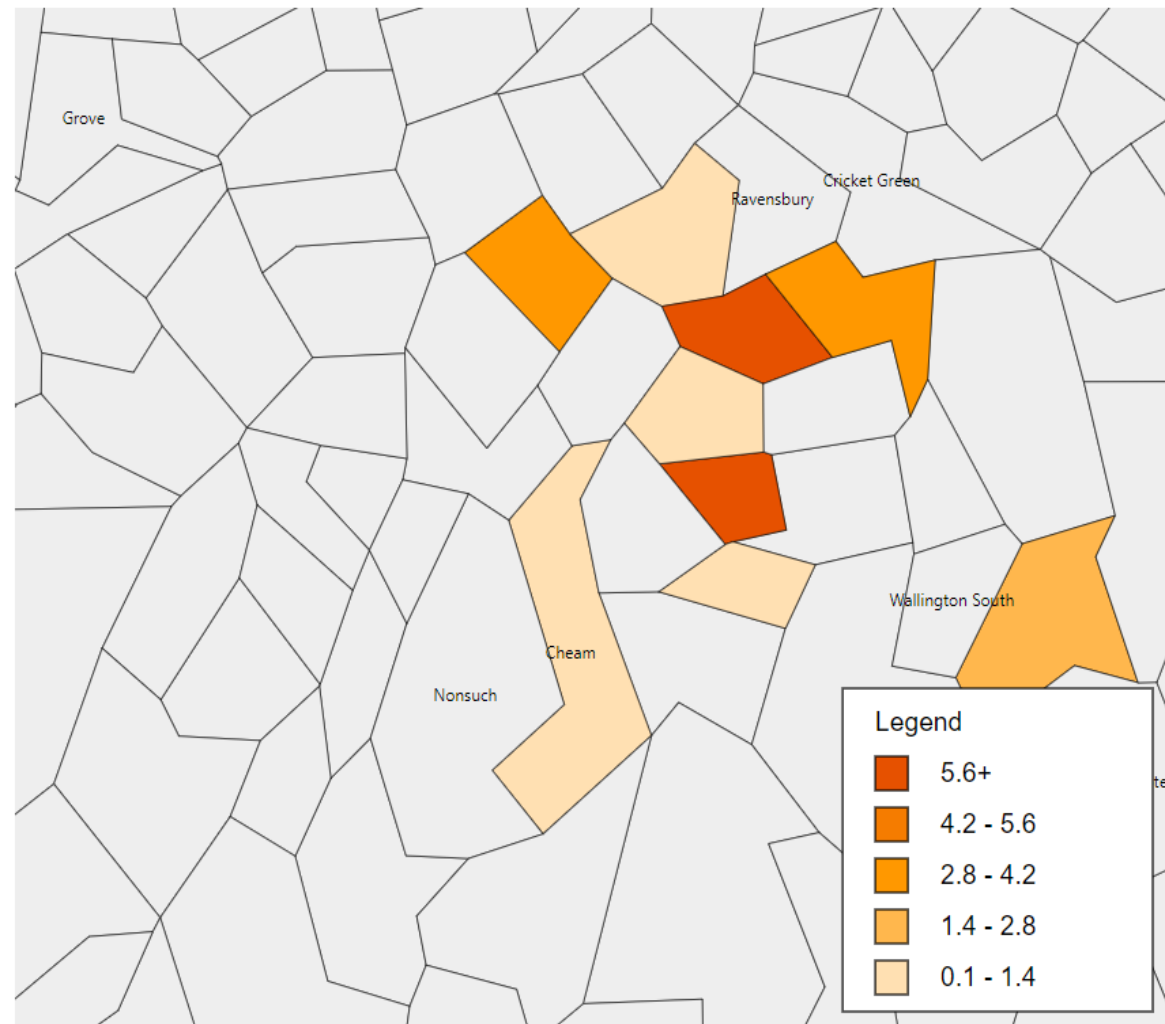
[Learn More](#)

[Use now](#)

Paste data sets with postcodes & create a choropleth map using [AutoGeoMapper](#).

[DEMO Recording](#)





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:





Final
thought...

What will
you try
next??

Related training & extra resources

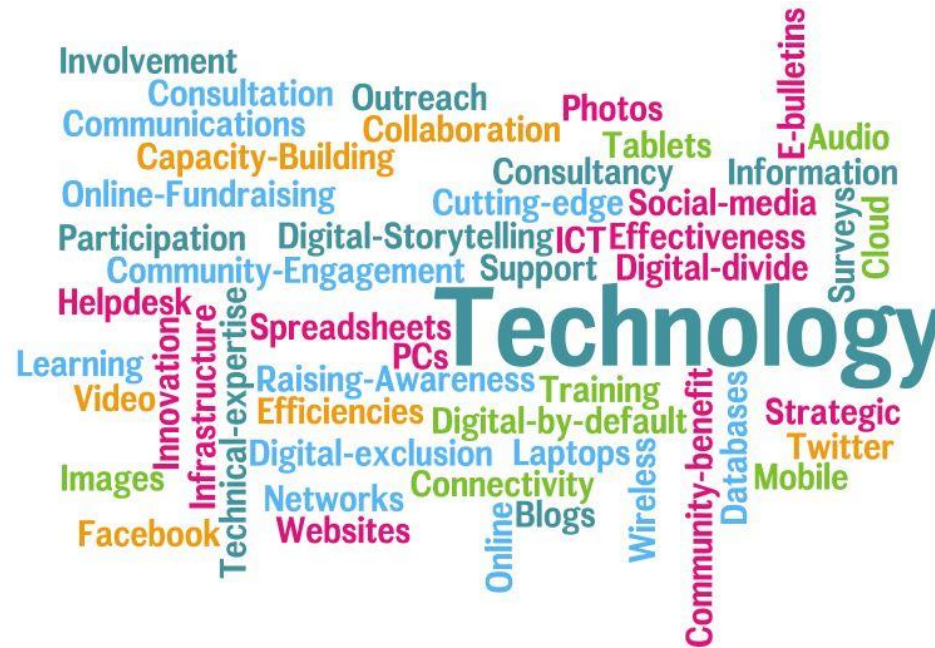
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Thank you for taking part today

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