



Top Tools for Capturing & Communicating Impact



Check-in

Share one recent outcome of your work that you are particularly proud of?

#impactstories



What we'll cover this morning...

- ✓ What is it you are trying to achieve?
- ✓ Introducing a range of digital tools for data collection & analysis
- ✓ Discovering digital tools for creating & sharing your impact stories



Collecting impact data

Digital tools to help you capture feedback about the change you're making

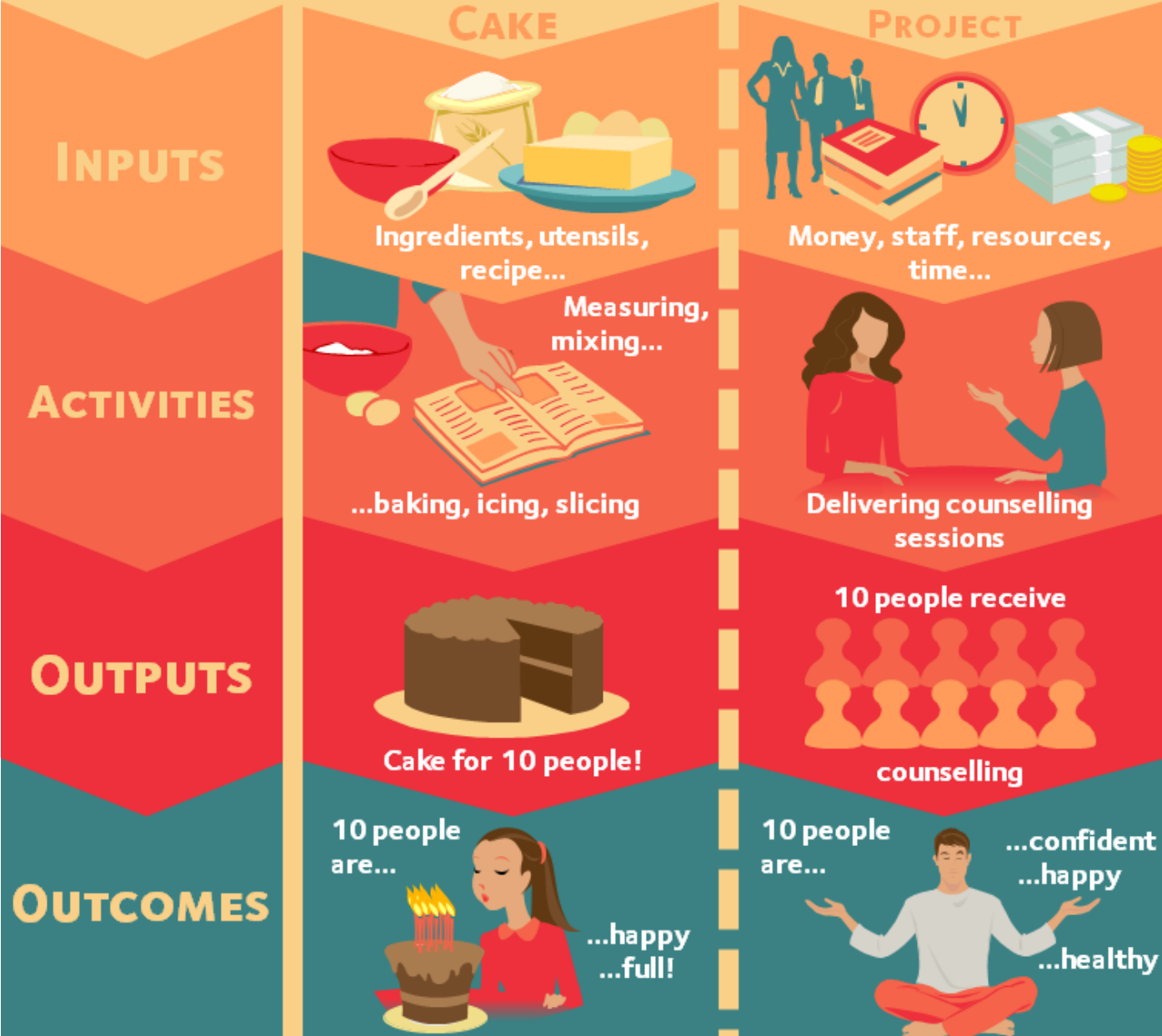


What difference do you make?

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



OUTCOMES ARE A PIECE OF CAKE!



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



One in five charities say they would have to close if FareShare stopped providing food



75% say they are better able to engage with their services users and provide them adequate support



Charities estimate it would cost them an average £7,900 a year to replace the food they get from FareShare



77% say FareShare food has improved the diet of their service users



53% of service users say their physical strength has improved and 52% say their energy levels are up



82% of services users that eating a meal at the charity makes them feel part of the community

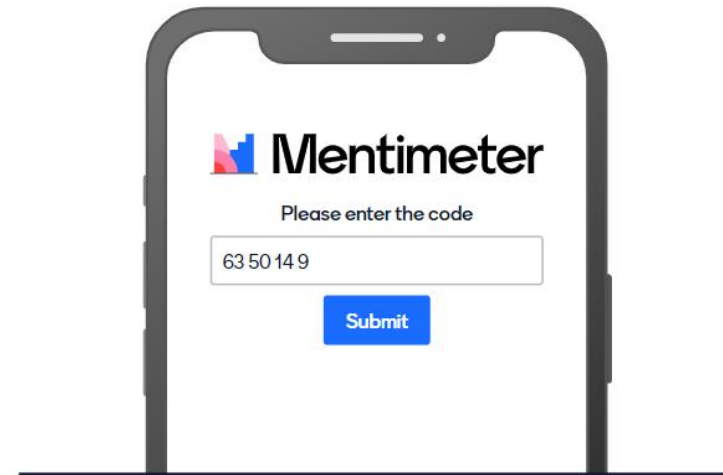


[Fare Share – Our Impact](#)

Why do you
want to
present the
outcomes of
your work
better?

Go to

www.menti.com

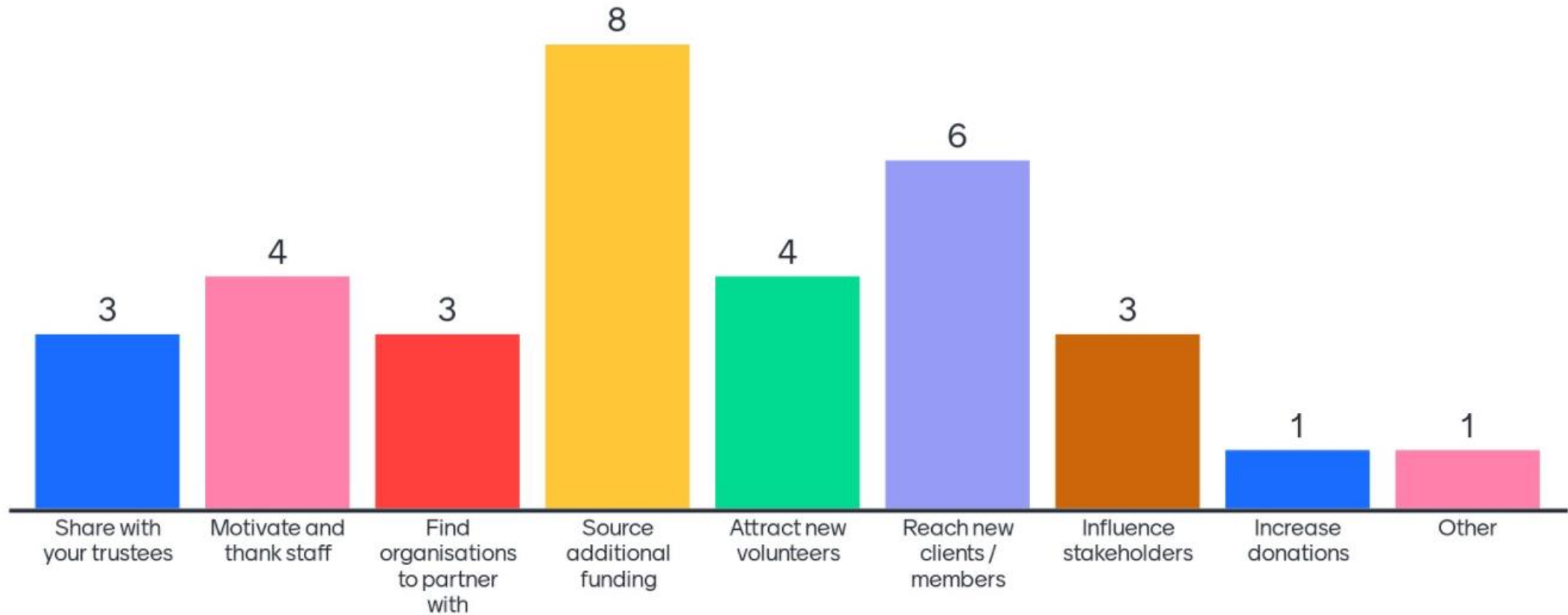


Enter the code

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What are your top 3 reasons for communicating your impact better?



Ways to collect useful data

- ✓ Routine data collection
- ✓ Surveys
- ✓ Observations
- ✓ Interviews
- ✓ Creative methods
- ✓ Gathered / secondary data
- ✓ External / open data (to benchmark against)

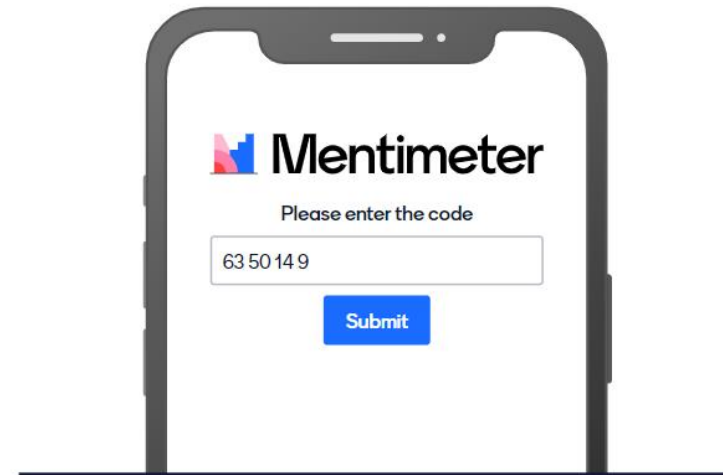


What digital
tools are you
using to
capture &
communicate
your impact?

#ToolSwap

Go to

www.menti.com



Enter the code

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What digital tools are you currently using?





“Where do I start?”



Typeform |



[Read our choosing a survey tool blog post](#)

Questions

Responses

The big question for today...

Office 365 form example. Use them to capture information that will help you demonstrate your impact, ask about what people need from you and make decisions.

1

What do you feel about marmite?



Office 365 Forms live!

www.bit.ly/Brent123



1. On a scale of 1 to 5 (with 5 being the highest) how well do you communicate the impact you're making?

[More Details](#)

 Insights

14

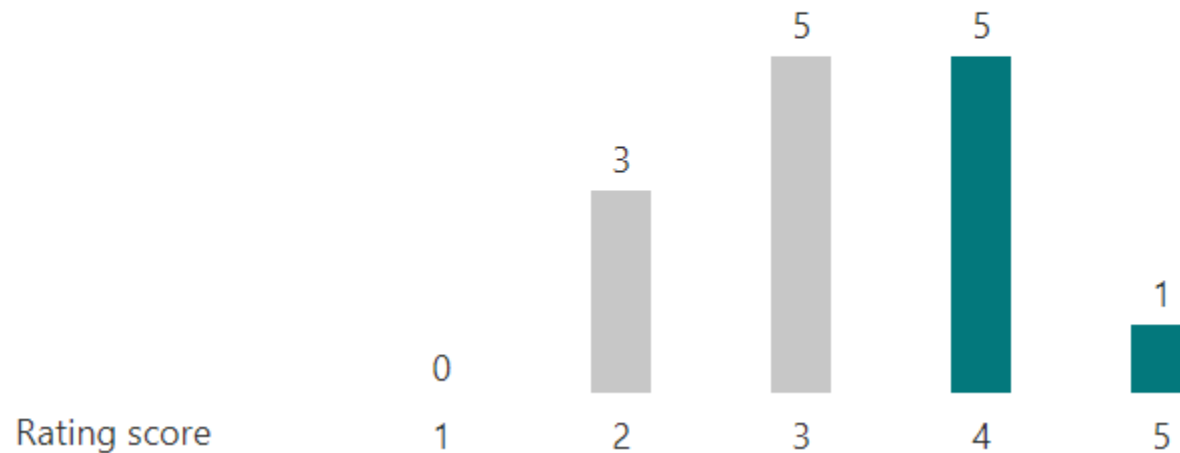
Responses



3.29 Average Rating

43% rated between "4-5"

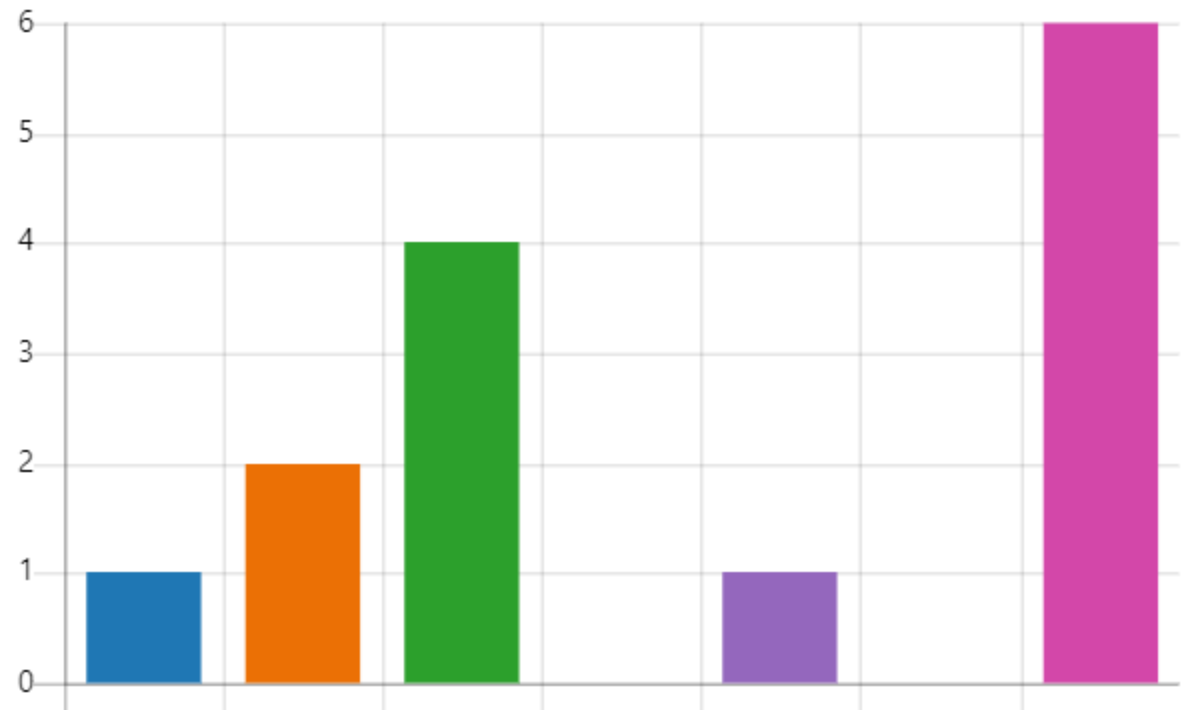
Score distribution



2. Which communities do you primarily support?

[More Details](#)

 Young people	1
 Children & families	2
 Older people	4
 Refugees & asylum seekers	0
 People with a disability	1
 People with a mental health is...	0
 Other	6



3. Let us know one word which describes how people feel when they access your service / activities?

3 respondents (21%) answered **Happy** for this question.



Capture your impact – SMS surveys



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01244 752 299

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Make smarter decisions with mobile forms and surveys

Gather feedback and preferences with SMS forms and surveys

Create a survey



Give people a voice – audio interviews

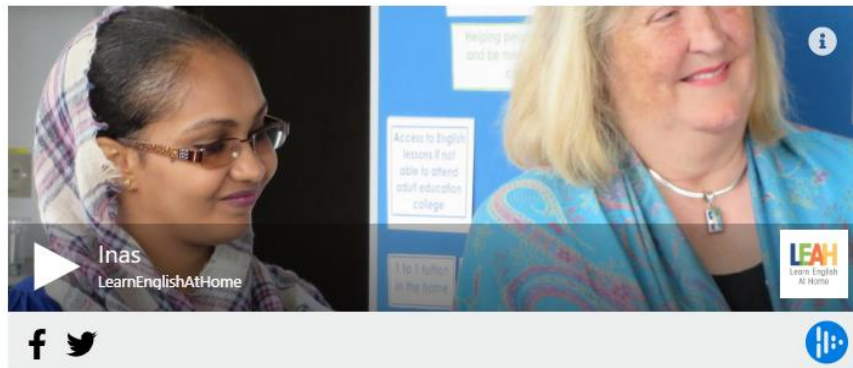


Home Learn English Teach English

Inas

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

" Now I feel more confident to go shopping and speak to other people. Thank you LEAH."



Collect and publish



Edit



Record, transcribe, edit and publish





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







Over to you!



What stories
would you
want to
capture now?

Lewisham Community Food Projects Map



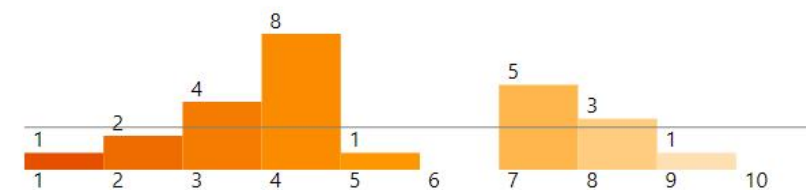
The Lens of Multiple Deprivation

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



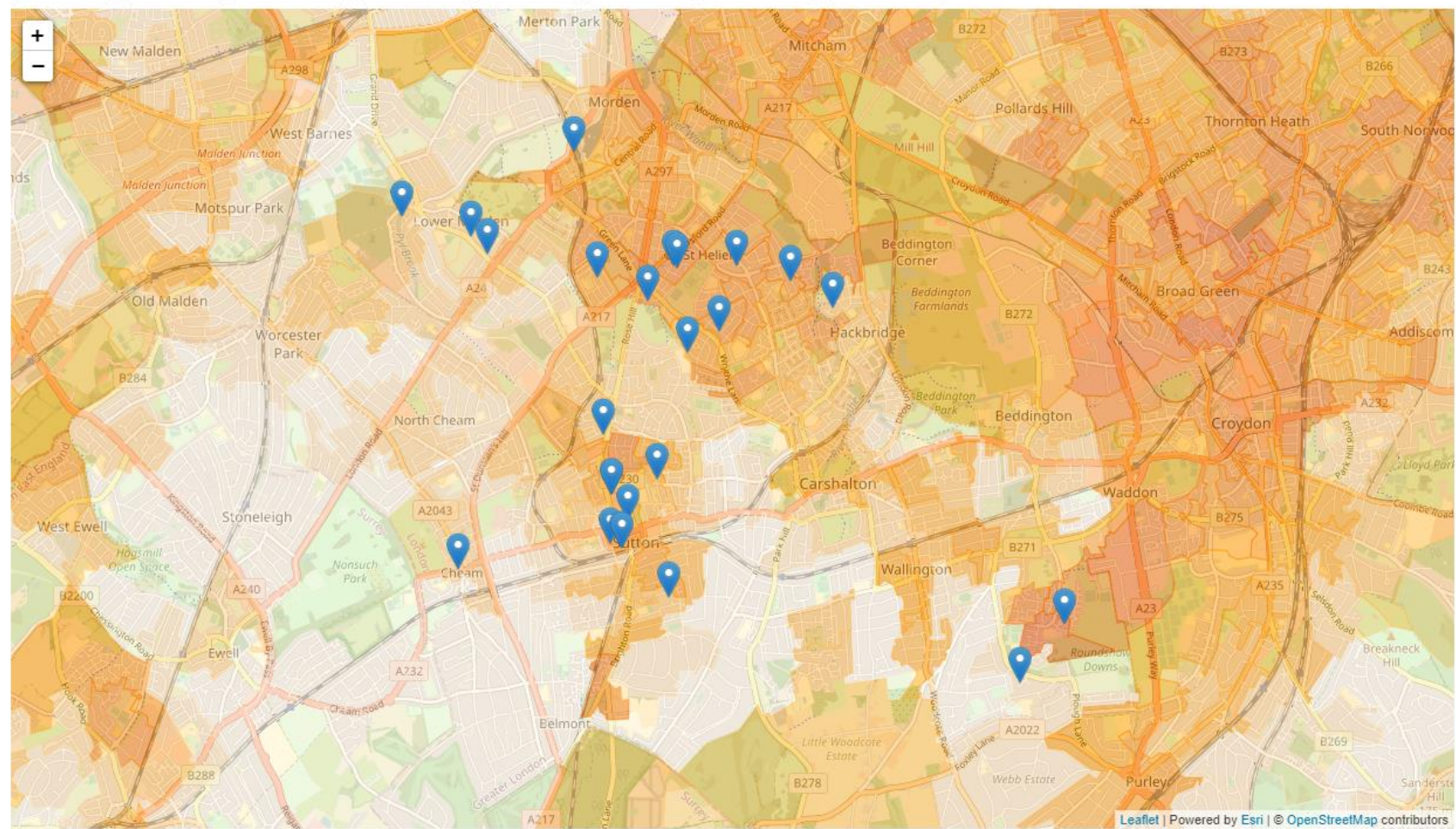
Definition

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



Quick break



Your impact – storytelling

Digital tools to help you tell the story of your work



“

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

”



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



Infographics for impact



easel.ly
create and share visual ideas online

infogr.am

visual.ly

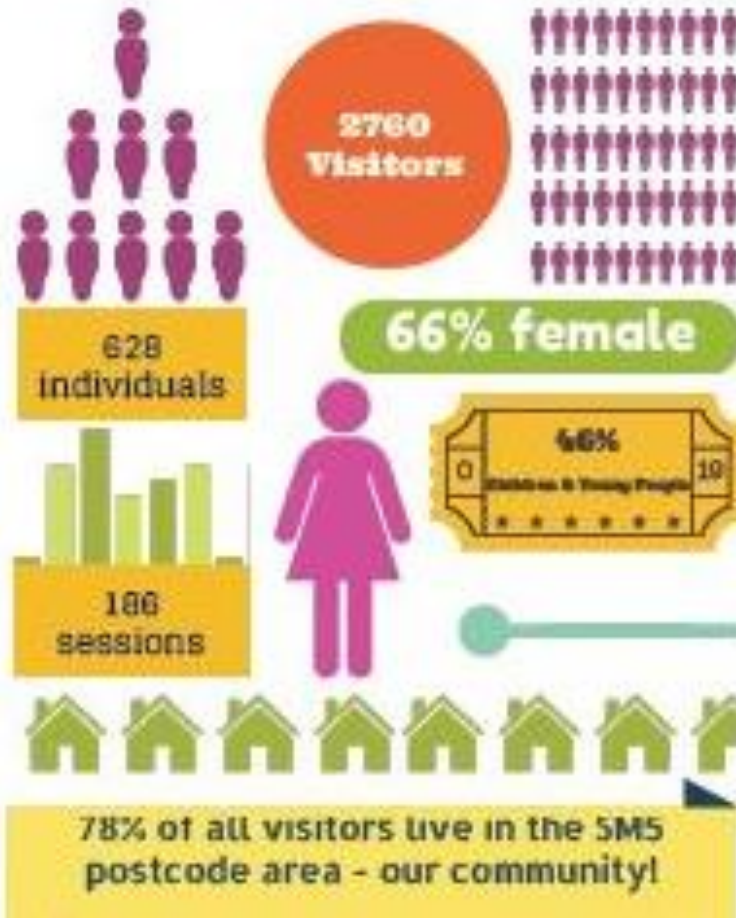
Piktochart

Canva



OCTOBER '14

at the Riverside Centre





St. Raphael's Edible Garden

The garden provides a **therapeutic space** to invest in the **skills, health** and **wellbeing** of **local people**. We grow **organic produce** that is used within the community kitchen and distributed through food parcels.

3,  **eggs** laid by our chickens

Over
1000
guests and volunteers
since inception

38
Children received **2**
AQA qualifications in
Growing & Horticulture

40
trees
planted



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



Who's talking about your impact?

Our 65+ club provides older people with somewhere to go to meet new friends on Friday afternoons.

"I live for Friday afternoons. I go to the 65+ club every week. I used to be stuck at home, but now I have new friends, Margaret and Betty. We play bridge, have a cup of tea and some nice cake, and have a good old gossip," [says 73-year-old Jane.](#)





I'd never used a computer in my whole life but I'd always wanted to get one...

Now I'm happy and it makes me want to do more





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

“

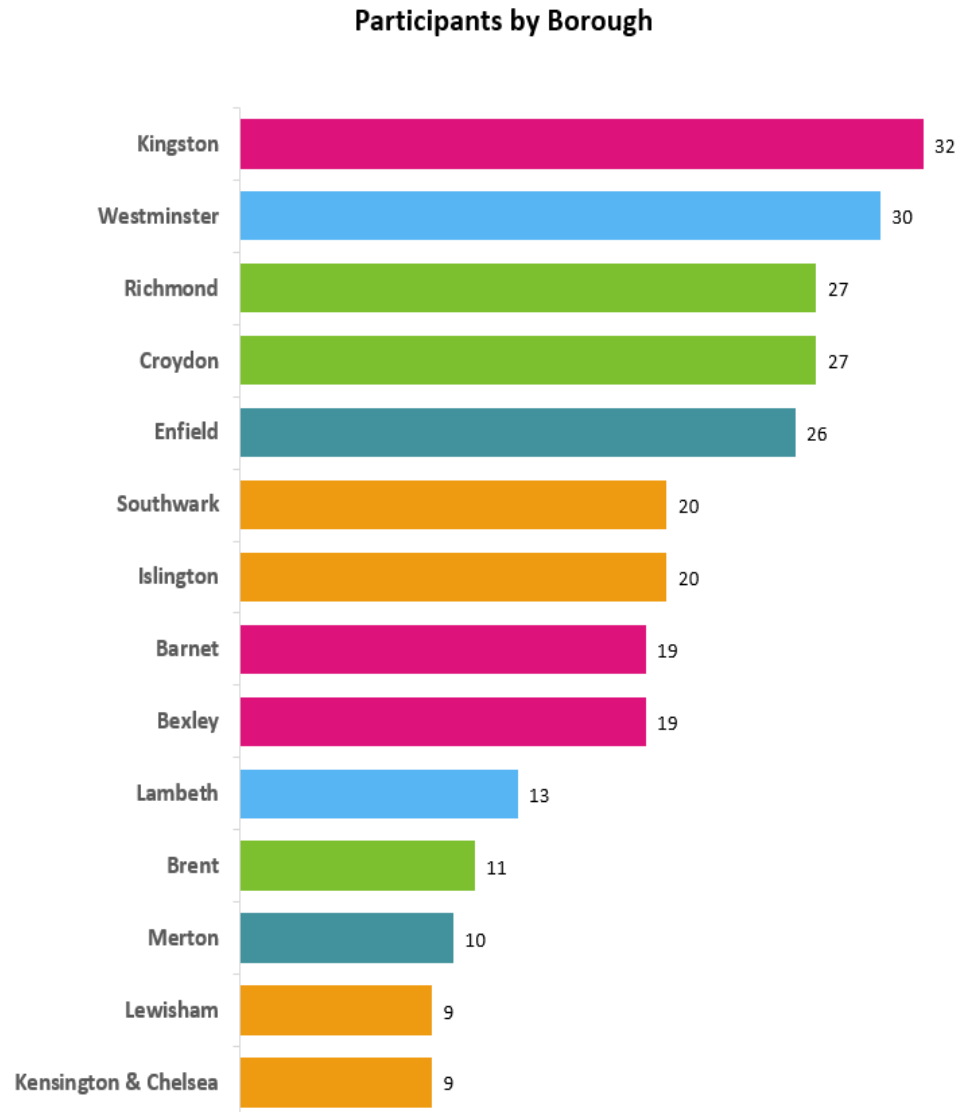
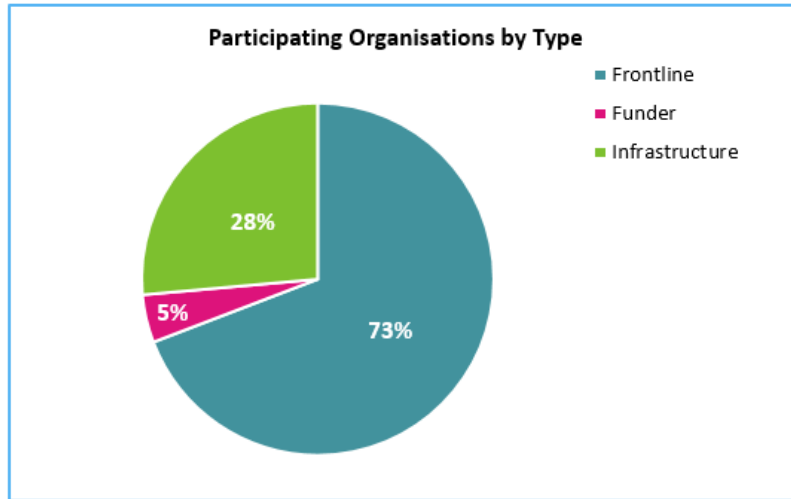
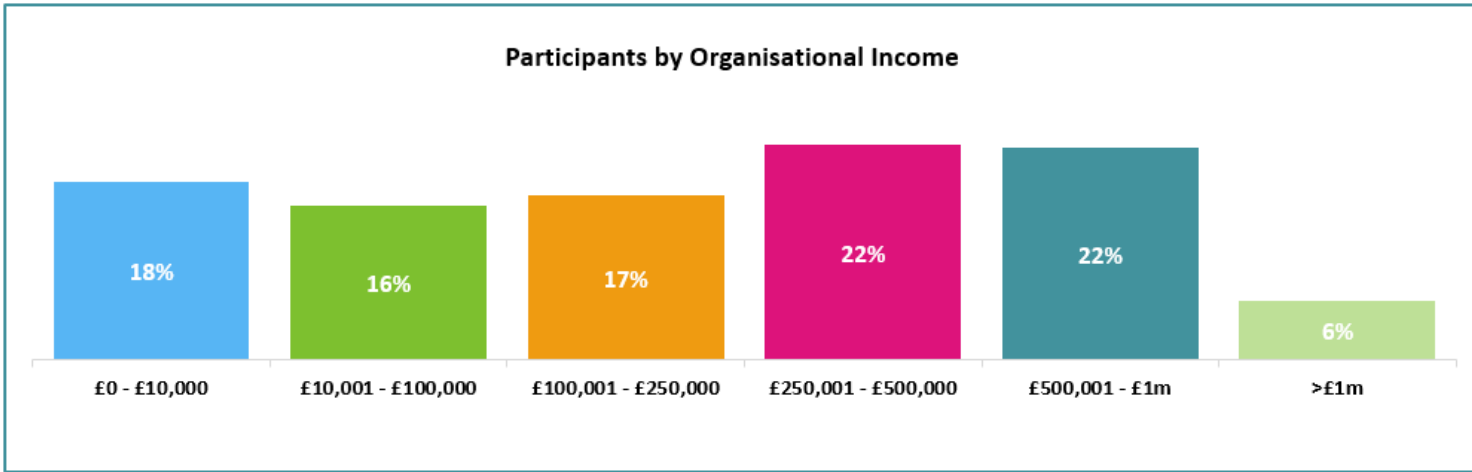
It has helped us formulate a staged plan to develop our data collection. And we now have stats at our finger tips for reporting to funders

”

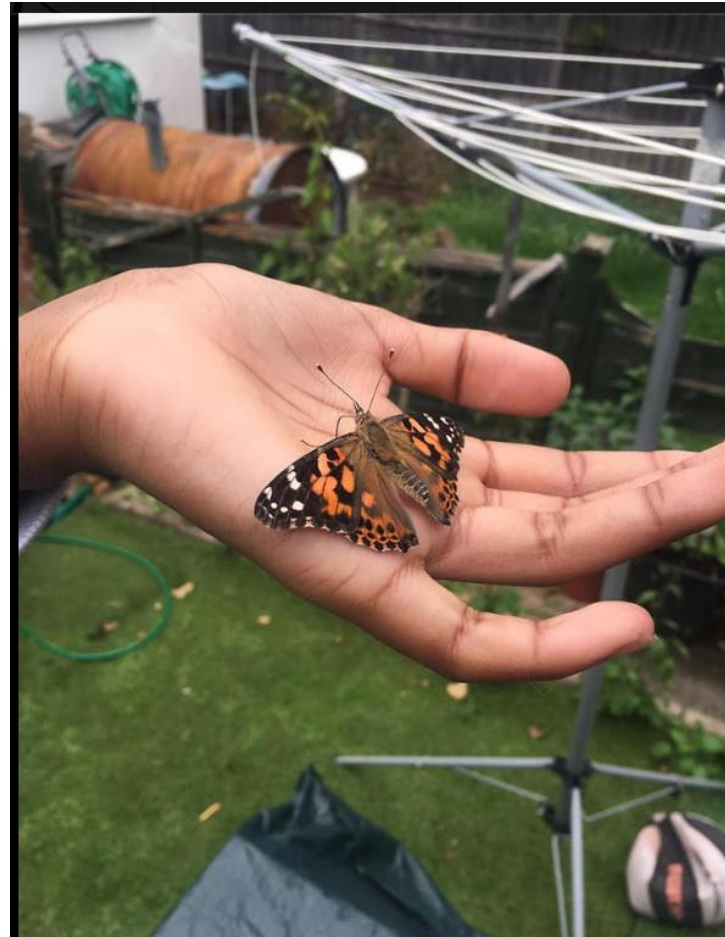
Amanda McGrath, Project Manager



Participants	Unique organisations	Training sessions	Ask an Expert sessions	Delivery hours
352	151	32	57	142



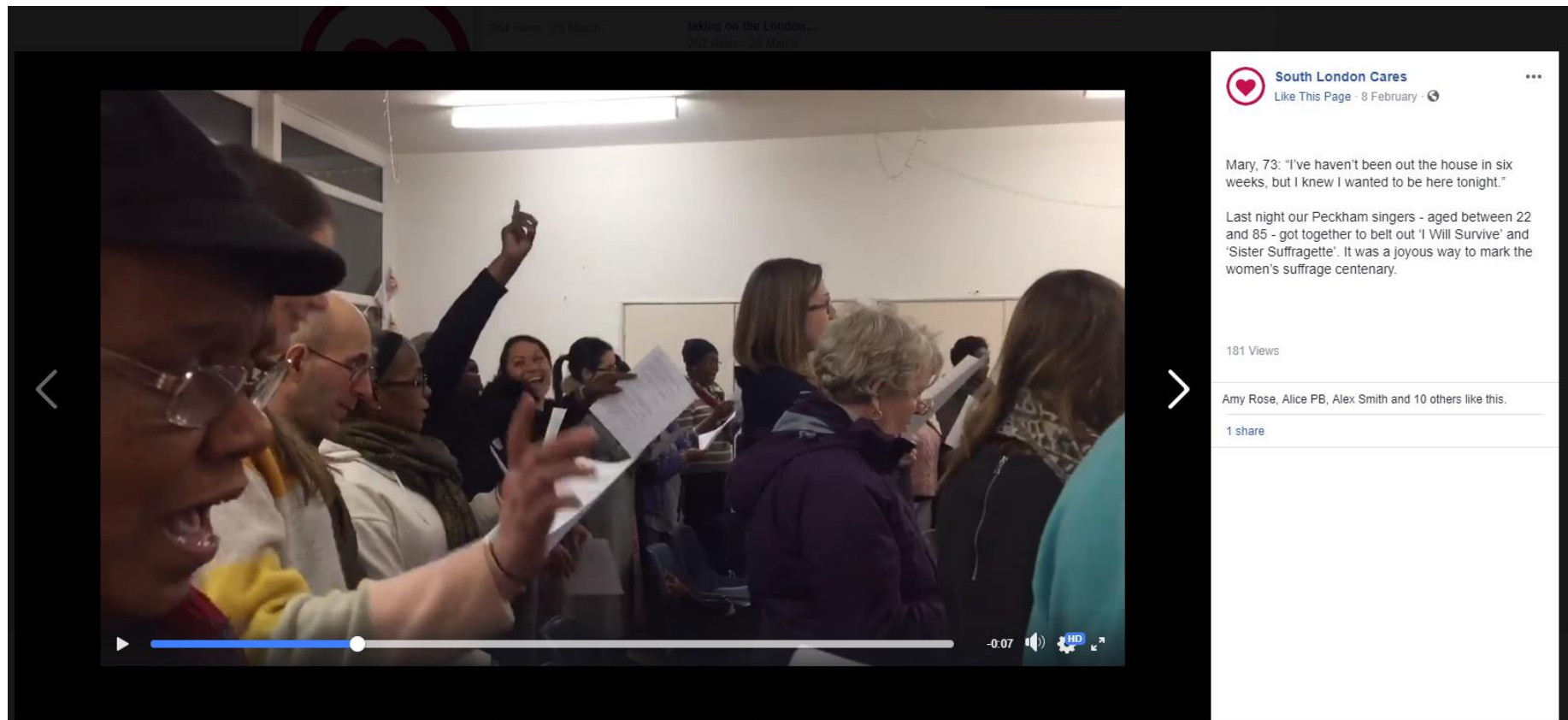
A picture tells a thousand words



Sutton African and
Caribbean Cultural
Organisation



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...



Sharing your impact

Digital tools to help you publish and share your impact



Websites – the heart of your story

Community Champions: A sustainability success story amidst a global pandemic



Presentations



Different way to publish & share reports...

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

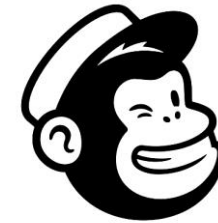
Sign up for free

Create a quick collection

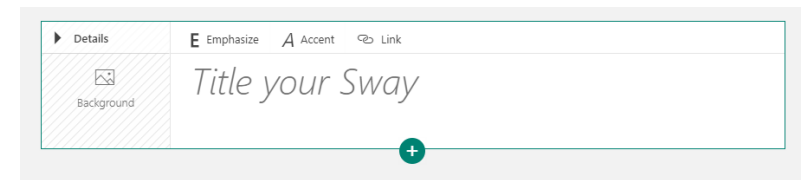
It's a tool to turn many links into one
No sign up needed

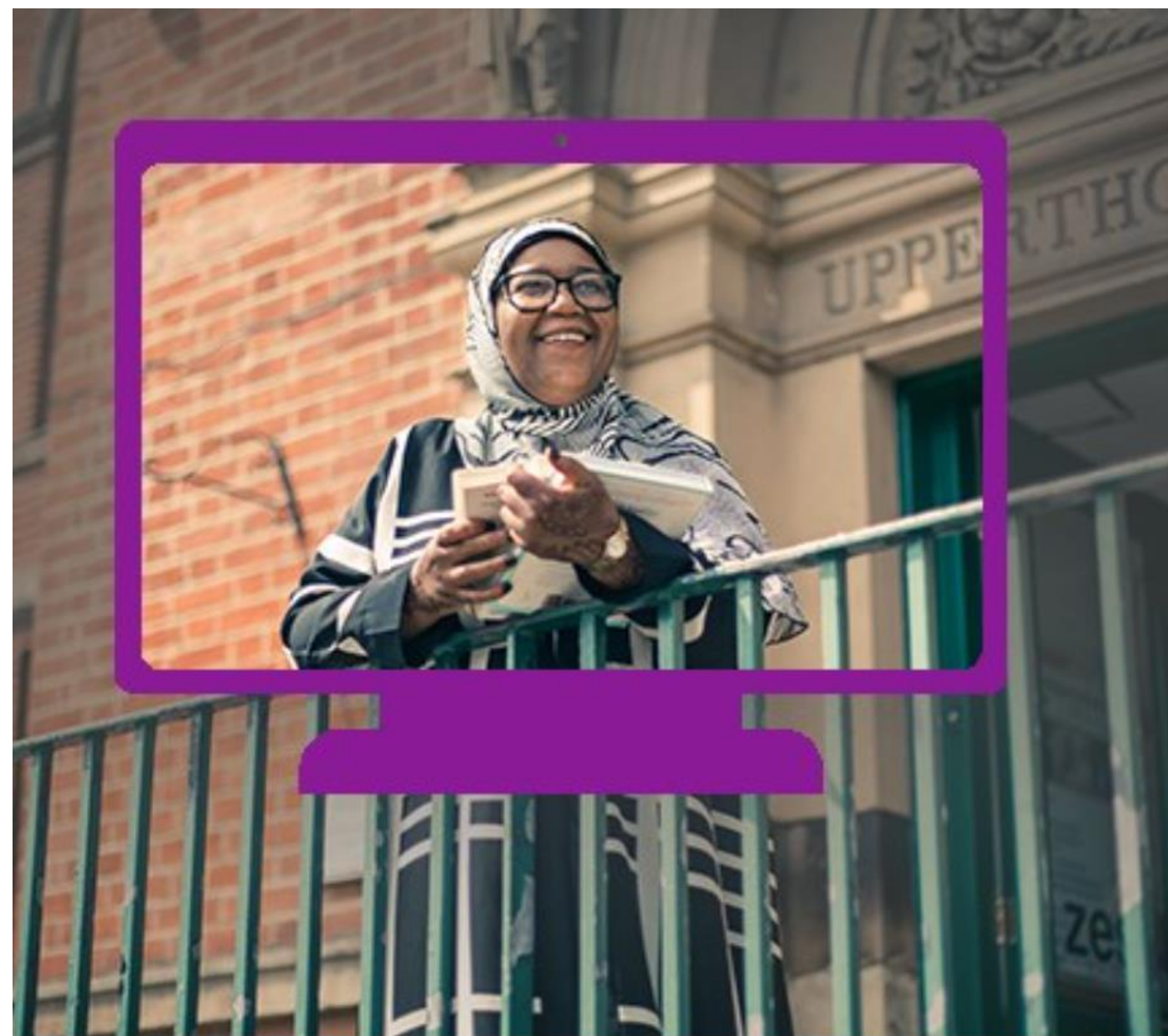


Spark Page



mailchimp





We're supporting

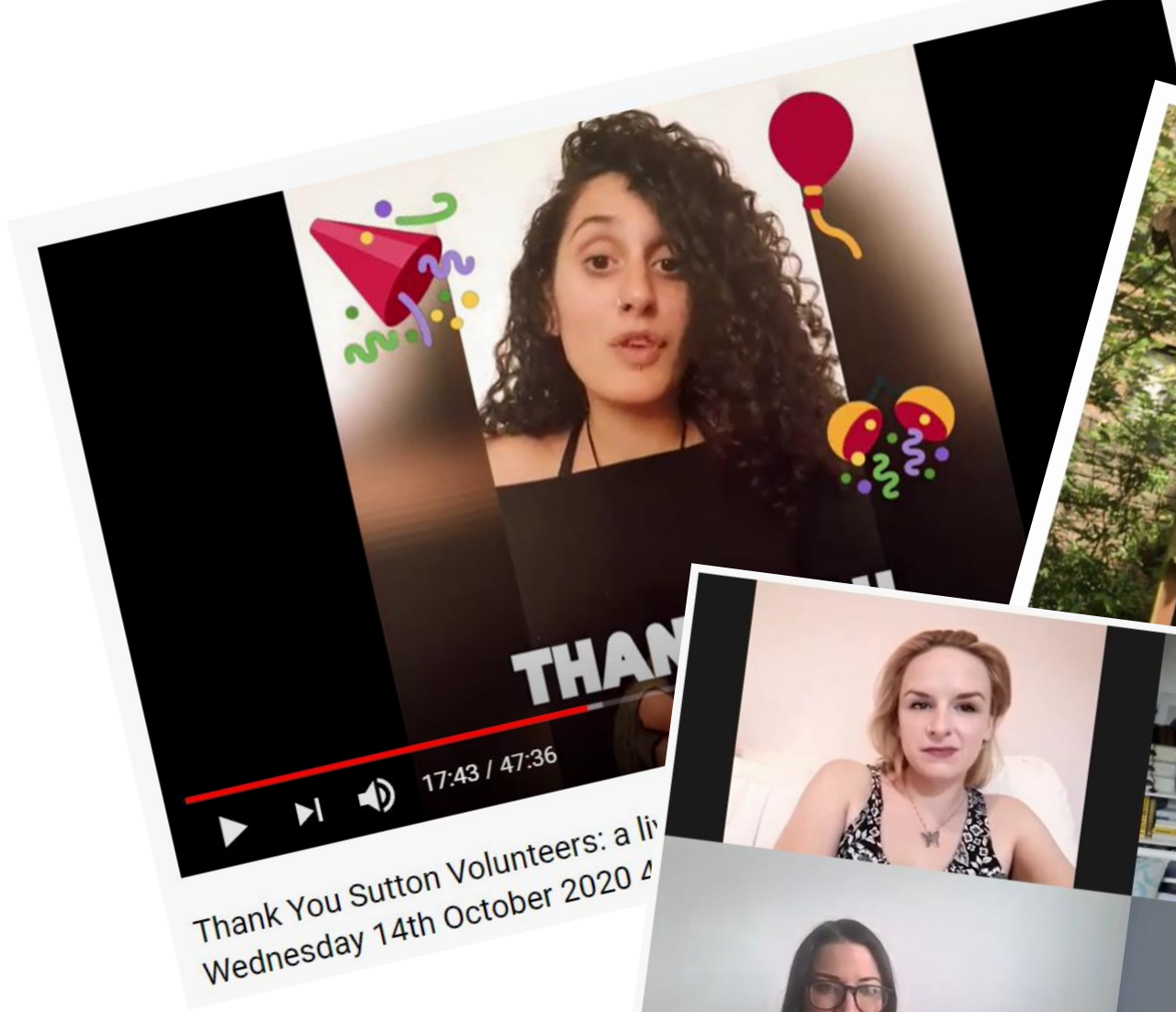
 **get
online
week**

15–21 Oct 2018

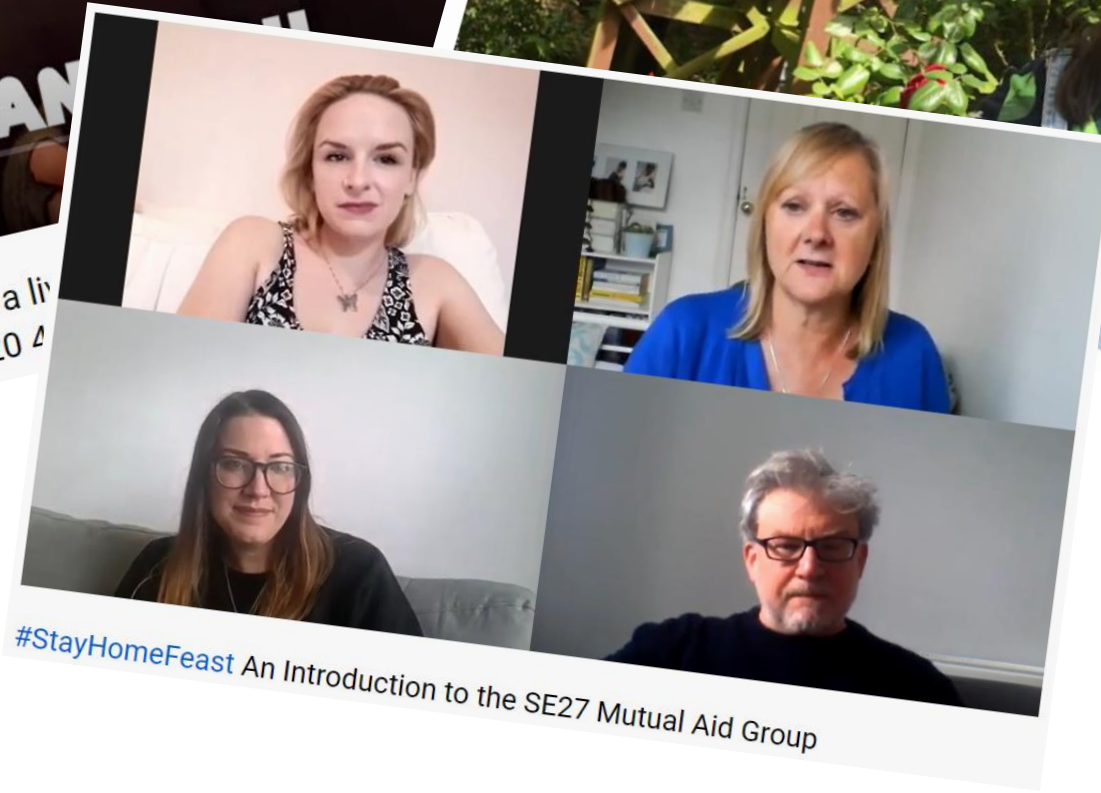
#try1thing

View more 
by scrolling down or swiping.





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



#StayHomeFeast An Introduction to the SE27 Mutual Aid Group

Using what you have...





Final
thought...

Best practice issues

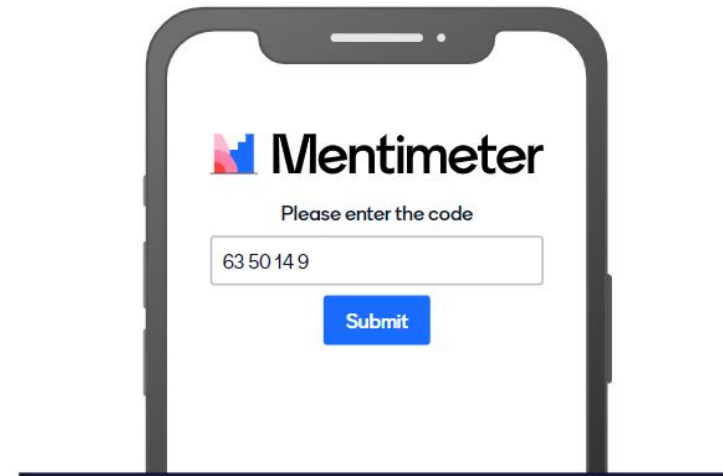
- ✓ Do you need to be registered with the information commissioner? www.ico.org.uk
- ✓ Do you have a data protection & privacy policy and explain why you collect data and what it will be used for?
- ✓ Do you get consent to use photos / videos?
- ✓ Is your client data secure i.e. password protected, backed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



What's the one
thing you'll try
after this
session?

Go to

www.menti.com



Enter the code

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What's the one thing you are going to do next?

Use Canva

Try out some of the apps listed.

Invest time in how to be more efficient in collecting data and presenting our work via Infographics

Will be using canvas more often, mapping tools.

Revisit our statistical analysis and data presentation

use canva for snapshot stories to post on website, social media and funders

Have a look at canva, pixabay and sway

Readymag practice

Try out some of the apps listed

Have a go with some of the tools. Use Batchgeo to map all our members.

Discuss new techniques with management.

Use canva

Revise what i have heard



superhighways

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

info@superhighways.org.uk

www.superhighways.org.uk

