



Demonstrating your social value

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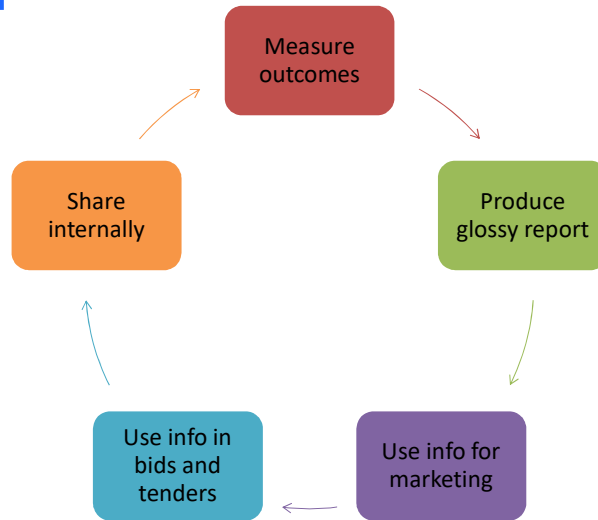
Workshop Overview



- Introduction to impact measurement & management
- How to measure specific outcomes
- How to communicate your impact

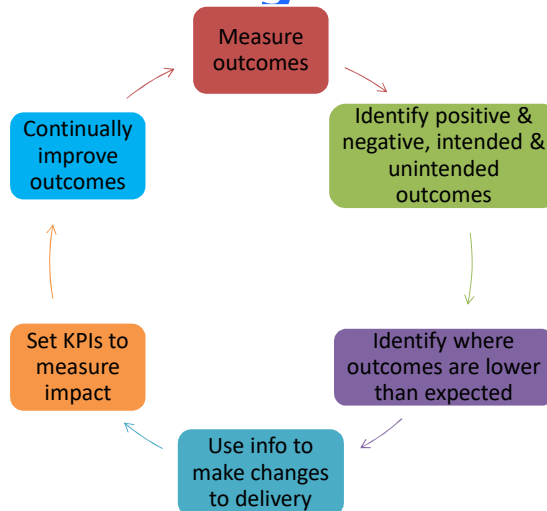
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Impact Measurement

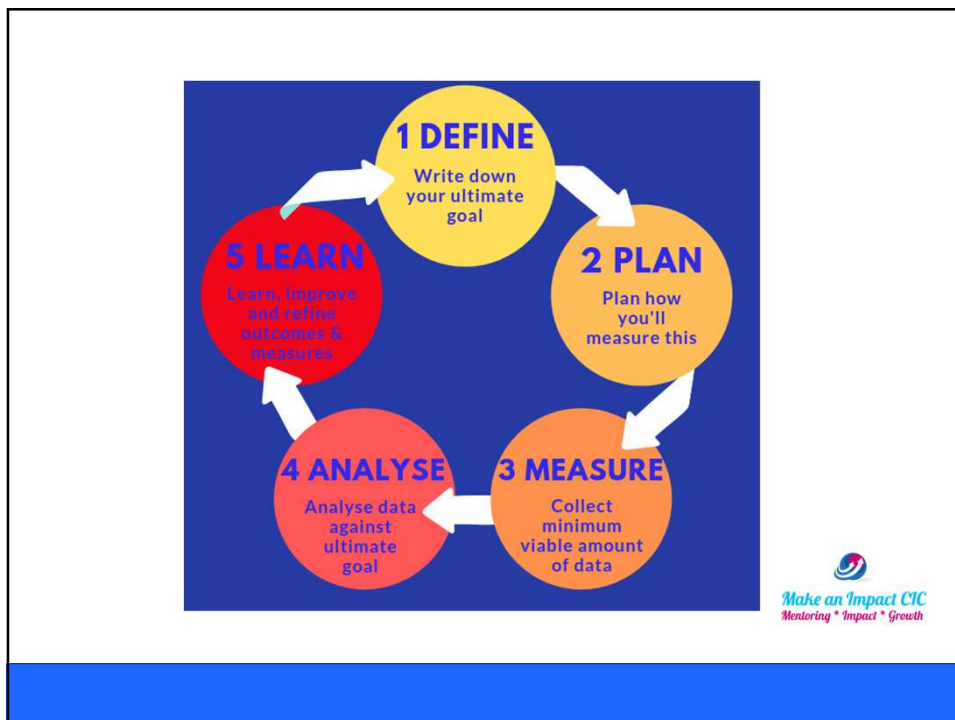
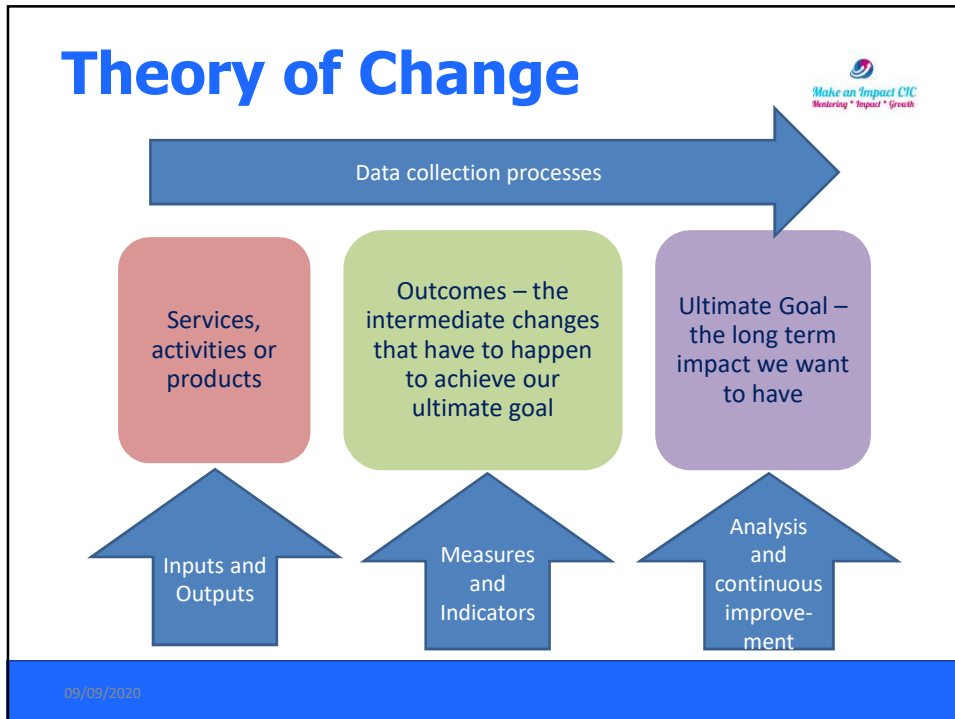


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Impact Management



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Which outcomes to measure?



- Don't need to measure everything
- Focus on the key outcomes for your most important stakeholder group(s) that you have to have data on

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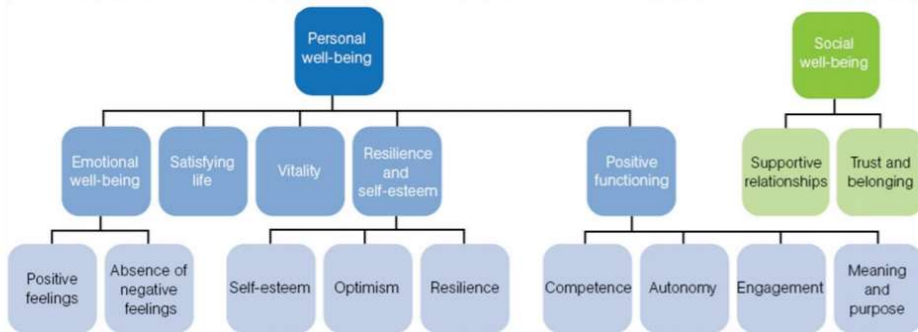
Standardised Outcomes



- Big Society Capital Outcomes Matrix
- National TOMs (Themes, Outcomes & Measures)
- JET for barriers to employment
- Happinesspulse.org
- Whatworkswellbeing.org
- National Lottery Community Fund Framework and links to other resource

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Wellbeing and happiness



National Accounts of Wellbeing – Indicator structure

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Involving stakeholders in measuring soft outcomes



- Equaliser:

Item	Where it is now	Where you want it to be	At the end of this project (don't fill in until the end of the project)
Community cohesion	3	8	
Crime	6	1	
Food poverty	7	1	
Activities for young people	2	9	
Safety	3	7	

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Involving stakeholders in measuring soft outcomes



- Dot Voting

Item	I know about this	I have this or I do this
How to complete a CV	●	●
Interview Skills		
Time keeping	●	●
Running a business		
Speaking confidently	●	
Eating healthy	●	

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Designing surveys



- Online tools for surveys:
 - Survey Monkey
 - Typeform
 - Google Forms
- For events/live data capture:
 - Mentimeter
 - Ask the Room
 - Poll Junkie
 - Easy Polls
 - Poll Everywhere

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Sharing your impact findings

- Summary reports
- Case Studies
- Videos
- Infographics
- Interactive brochures/images



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Sharing your impact findings

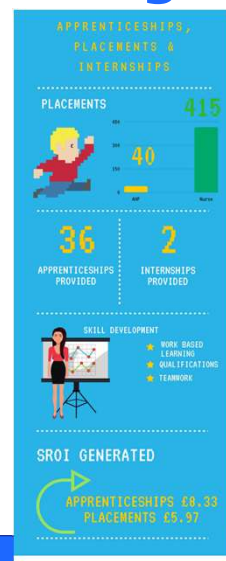


Make an Impact CIC
Mentoring * Impact * Growth

OUR IMPACT

<p>25 free Accelerator calls helping social entrepreneurs to grow their organisations.</p>	<p>Helping clients to evidence their social impact for tenders worth over £1,000 million.</p>	<p>484 members of Facebook group Social Enterprise Networks, 839 posts, 2,028 comments & 156 hours of free support.</p>
<p>472 people delivered 1188 workshops on social media, training & impact measurement.</p>	<p>Contributed articles, blogs, interviews & podcasts to 15 organisations.</p>	<p>Cooperated 4 videos & videos answering 4 FAQs through the Knowledge Centre, viewed over 2,400 times.</p>
<p>Supporting the delivery of the Sustainable Development Goals through our supply chain, reducing poverty and our environmental impact.</p>	<p>Supporting three children to attend school in Kenya, Volunteered in Thailand.</p>	<p>WISER180 (2017) is one of the 100 most inspiring & influential women in social enterprise, shortlisted for two social enterprise awards.</p>
<p>Grown to a team of five advisors.</p>	<p>Produced impact reports, social case studies & that helped organisations secure £2.7 million of investment.</p>	<p>Launched Make an Impact TV to share best practice around social enterprise & social value.</p>

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Sharing your impact findings

- Format for videos
 - Founder/CEO why your organisation exists and the impact you're trying to create
 - Beneficiary story - What was life like before, what support have they accessed and what is life like now
 - Founder/CEO – overall impact figures for that project or the whole organisation

