

# MEASURING IMPACT: A 'DIY' GUIDE

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NCVO is 100 years old in 2019.

Founded in 1919 as the National Council of Social Service (NCSS), the organisation was established using a gift from a voluntary sector pioneer who was killed in the First World War.

NCVO is celebrating the achievements of voluntary action over the last century through a series of events and publications in 2019.

#NCVO100

NCVO champions the voluntary sector and volunteer movement to create a better society. We connect, represent and support over 14,500 voluntary sector member organisations, from the smallest community groups to the largest charities. This helps our members and their millions of volunteers make the biggest difference to the causes they believe in.

- Search for **NCVO membership**
- Visit [www.ncvo.org.uk/join](http://www.ncvo.org.uk/join)
- Email [membership@ncvo.org.uk](mailto:membership@ncvo.org.uk)



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# DEFINITIONS

## Monitoring

The **routine, systematic collection** of information for the purpose of checking your project's progress against your project's plans

## Evaluation

Using monitoring and other information to **make judgements** on how your project is doing

# BENEFITS

Learning and  
development



fresh thinking,  
improve performance,  
show effectiveness

Accountability



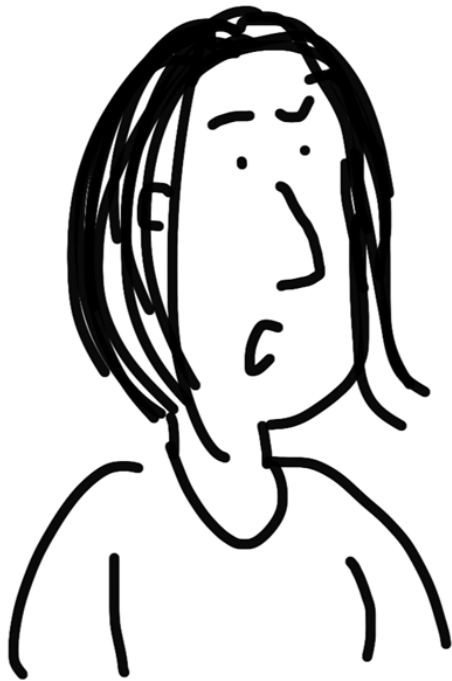
different stakeholder groups  
– funders, users, charity  
commission

Communications

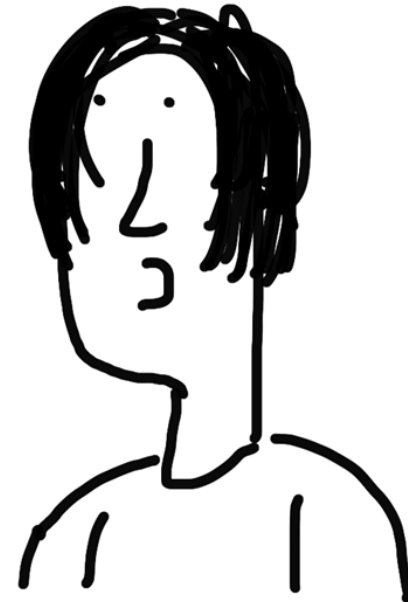


motivate staff and  
volunteers

You say your program works but why should I believe you?

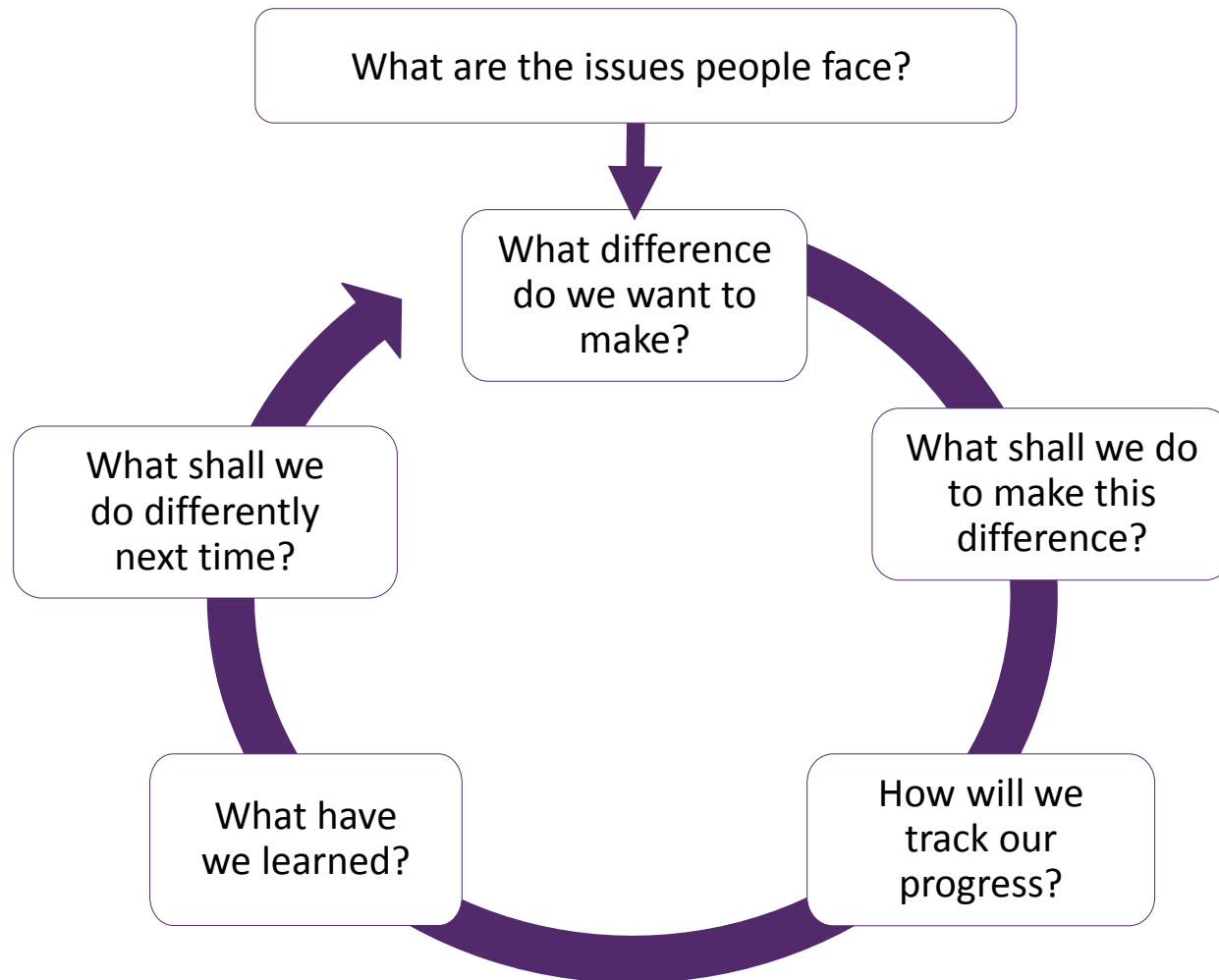


Because I have evidence.



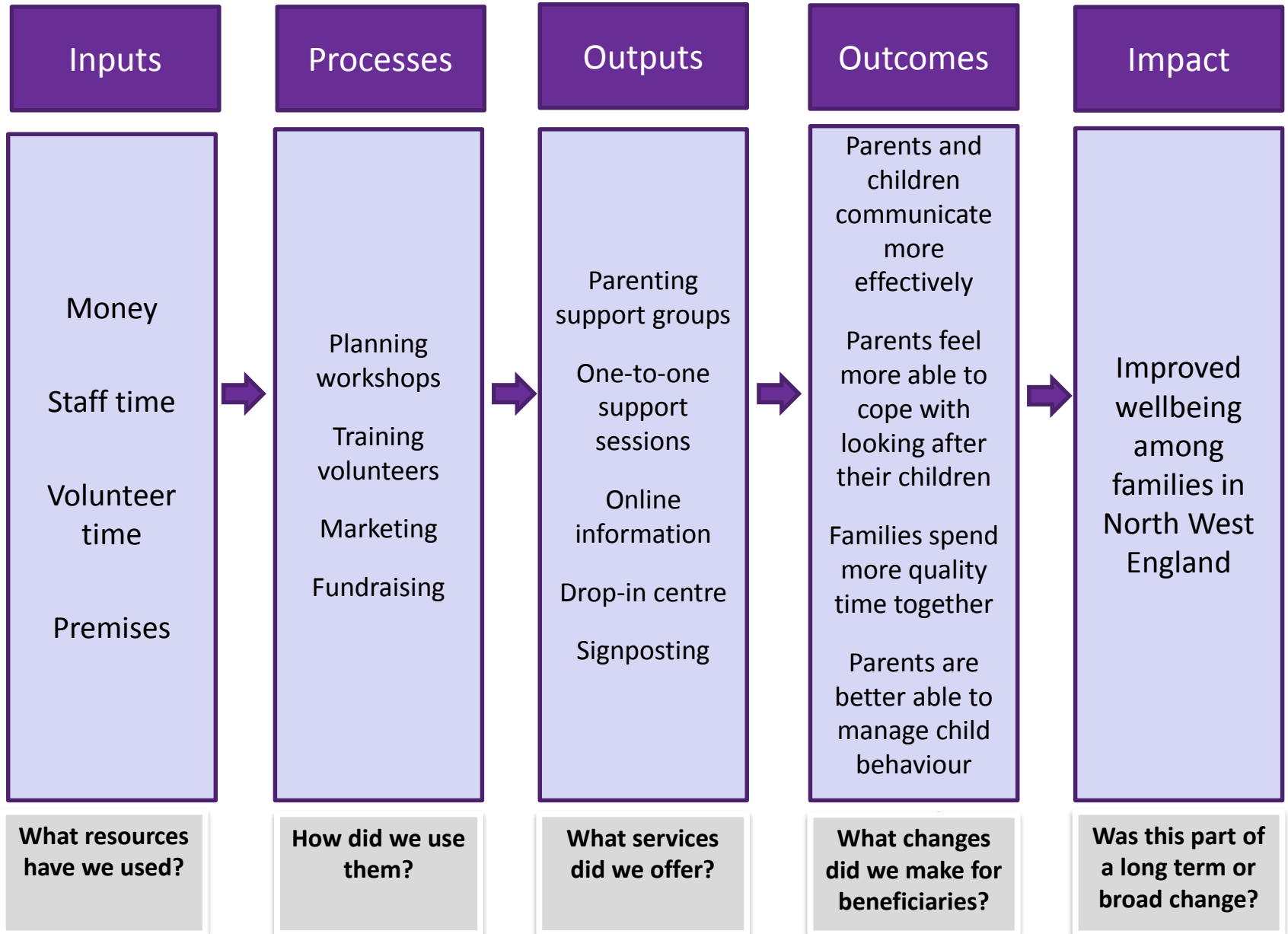
[freshspectrum.com](http://freshspectrum.com)

# THE LEARNING CYCLE

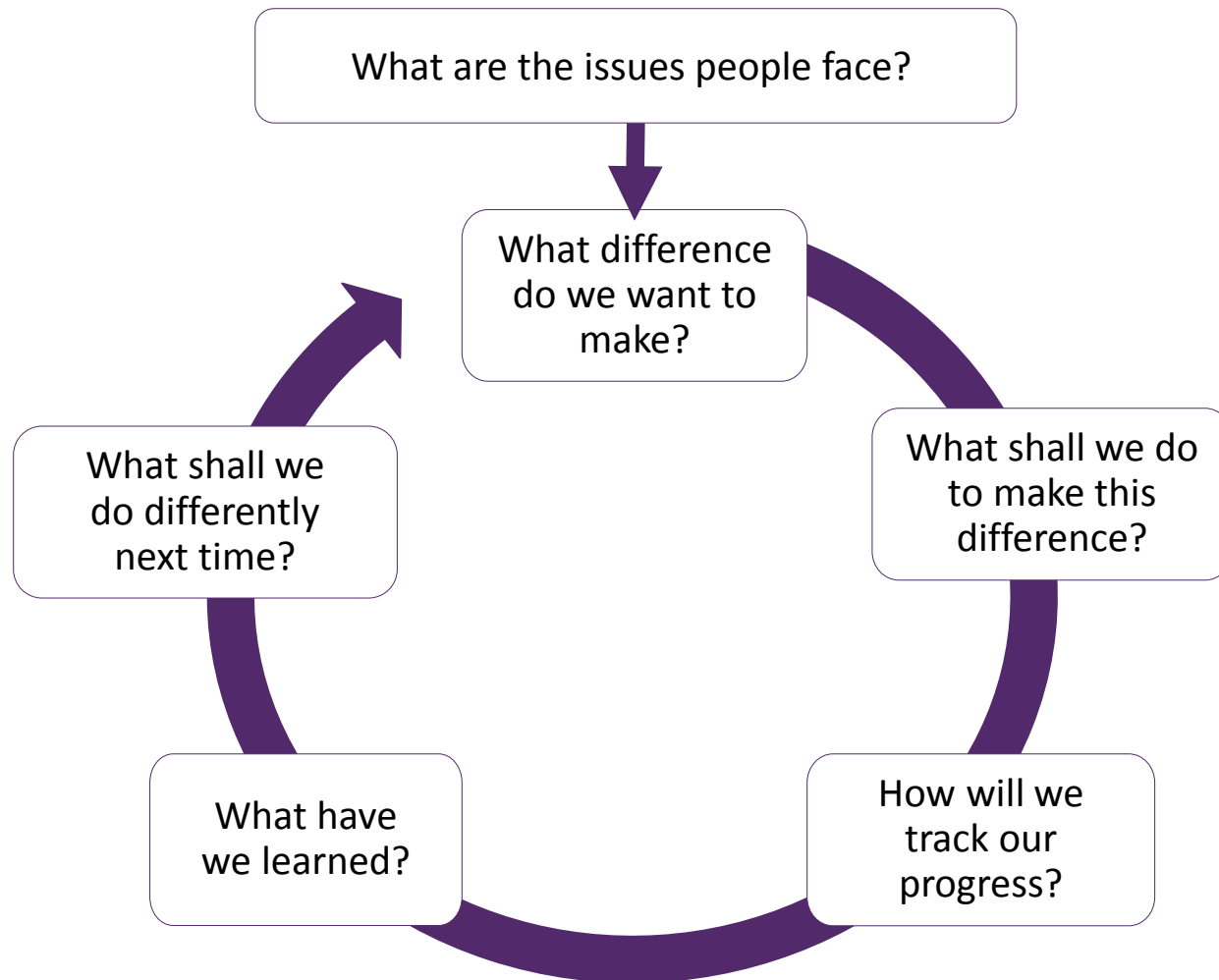




# TELLING THE STORY OF YOUR WORK



# THE LEARNING CYCLE



# MONITORING AND EVALUATION FRAMEWORK

Outcomes	Outcome indicators	Information collection methods	When and by whom	How to report and use

Outputs	Output indicators	Information collection methods	When and by whom	How to report and use

# SETTING GOOD OUTCOME INDICATORS

Good indicators:

- Are tailored to your context and service users
- Collect different perspectives on change
- Collect numbers *and* narrative
- Include subjective and objective measures

# COLLECTING INFORMATION

Questionnaires

Focus groups

Interviews



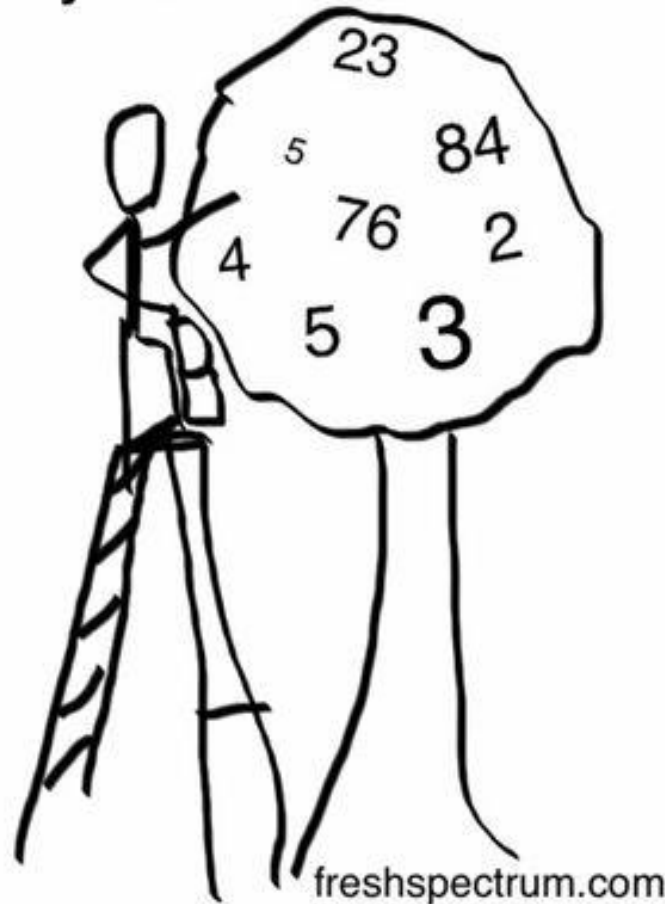
# PARTICIPATORY TOOLS

Tools you can use to collect data or stimulate discussion include:

- Voting/sticky dots
- Calendars, diaries and logs
- Creative activities (plus discussion)
- Role play and vignettes
- Mapping
- Choosing and sorting games

This is not data analysis...

Try to grab that 84,  
it would look really  
good in our report



# UK Vision Strategy Report

## Key barriers to support

Over half of respondents found support difficult to find in the first place, though they were more positive about its quality once they did find it. The percentages show those who gave negative responses in each category.



“ I have only just started getting help from my local council for sensory loss. I have been Sight impaired for over 8 years and have had to manage alone ”

“ RNIB phone support was excellent but I only found out about it by chance 40 years after sight loss. Very difficult to find out what support, benefits, allowances etc are available ”

## Priorities for people with sight loss

122 respondents <b>Practical support</b> to be more independent	116 respondents <b>More information</b> about help available	105 respondents <b>Greater public understanding of</b> sight loss	95 respondents <b>Emotional support</b> to come to terms with sight loss
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## Working together to deliver the strategy

There have been big improvements in the sector working together to improve the lives of people with sight loss. But there is still a long way to go. The organisations that we spoke to were clear that more needs to be done to work together effectively:

### Communication

Having one clear set of outcomes is a strength.  
Collect data, stories, case studies to strengthen the case.  
Bring in more people with lived experience.

### Accountability

Incorporate the strategy into people's roles.  
Have clear outcomes and performance indicators.  
Make clear who is accountable, to whom, for what.

Ultimately, the sector needs to find ways to be more collaborative and less competitive.

“ One of the main issues is organisational territorialism – fighting for the same audiences and funding. ”

“ The sector has been bedevilled by not being focused on outcomes... But at the moment there is a significant fount of goodwill for people wanting to work together and get structures right. ”



# USEFUL RESOURCES

Our new impact section on **Knowhow Nonprofit** has information and practical How To guides to help you develop effective impact and evaluation practices in your organisation

[knowhownonprofit.org/organisation/impact](https://knowhownonprofit.org/organisation/impact)

Measuring Up! - Inspiring Impact's online self-assessment tool, which helps you review and improve your organisation's impact practice.

[www.inspiringimpact.org](https://www.inspiringimpact.org)

# FURTHER EVALUATION TRAINING

- **Outcome and impact measurement**
- **Developing your theory of change**
- **Collecting outcomes and impact data**
- **Better outcome and impact reporting**
- **Strategic planning: creating the right process for your organisation**

NCVO members receive a 30% discount on training!

# NCVO ALSO OFFERS TRAINING IN

- **Governance**
- **Campaigning**
- **Finance and fundraising**
- **Data protection**
- **Safeguarding**
- **Volunteer management**
- **Quality standards**

NCVO members receive a 30% discount on training!

# KEEP IN TOUCH...

[www.ncvo.org.uk/charities-evaluation-services](http://www.ncvo.org.uk/charities-evaluation-services)



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