# Impact reporting

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ONLINE CONFERENCE  For all charity finance professionals

## The Charity Accountants' Conference

dsc directory of social change    SAYER | VINCENT    13-14 November 2024

SAYER | VINCENT

# My soapbox

# Understanding our impact – why?



External:

- case for support
- accountability
- achievement of mission

Internal

- decision-making
- resource allocation
- continual improvement

# Understanding our impact

## Too much 'impact reporting is

- Not robust enough

- Not free from bias

- Fails to get beyond outputs

- Doesn't address the question of cost

# Understanding our impact

Am I being fair to expect charities to be better?

What's your view?

# How can we be better?

Key questions:

How do we know we're making a difference?

What should I measure?

How can I make most of the data we have?

# Welcome to the world of M&E

Dan James

Principal Consultant

INTRAC

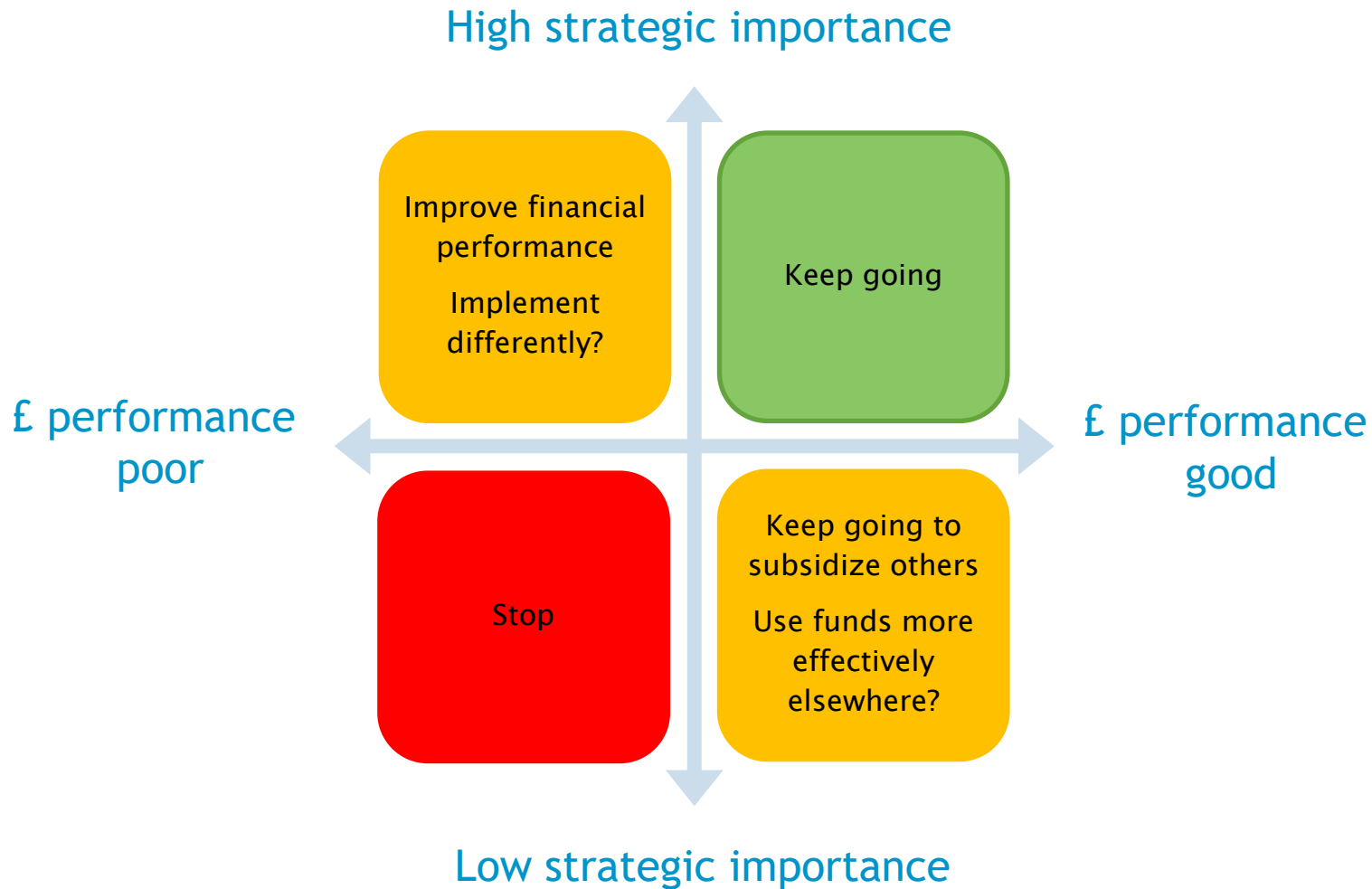[www.Intrac.org](www.Intrac.org)

# What do we mean by impact?

- Don't be distracted by definitions
- Identifying desired impact not always easy
- Even harder for some work (eg advocacy & campaigning)

# How we can use impact data

- Funding bids
- Impact reports
- TAR
- Strategy
- Programme planning
- Budgeting and resource allocation

# Substitute impact for strategic importance?

High strategic importance

| | |
|---|---|
| **Improve financial performance**<br><br>**Implement differently?** | **Keep going** |
| **Stop** | **Keep going to subsidize others**<br><br>**Use funds more effectively elsewhere?** |

£ performance poor

£ performance good

Low strategic importance

# Its all about data

- Identify the data you need
- Collate the data
- Analyse the data
- Identify patterns/lessons
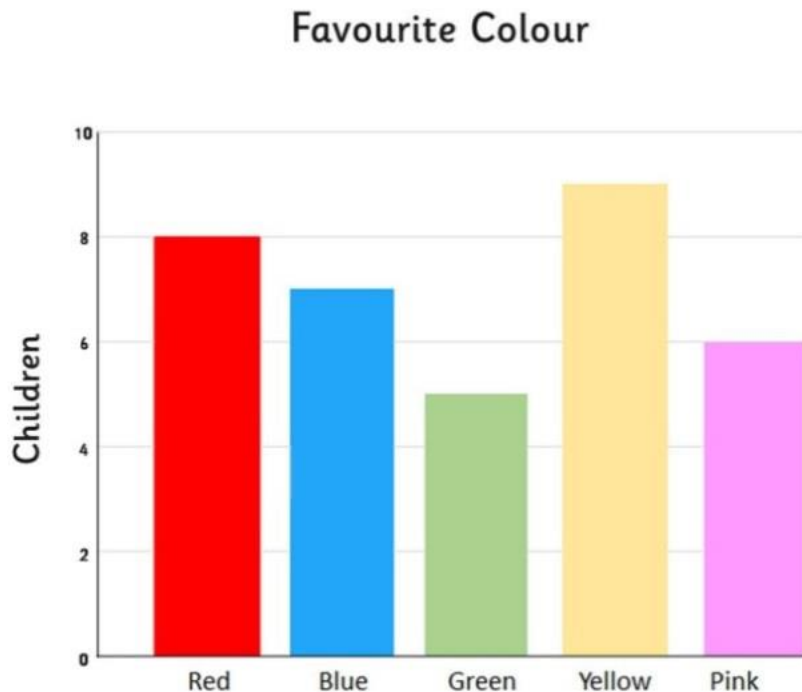- Report the outcome

All the while staying from bias

# Qualitative & Quantitative

*'No numbers without stories, no stories without numbers'*

New Philanthropy Capital

# Quantitative data



Favourite Colour

- Routine internal data
- Service users
- Surveys
- On-line/social media

# Qualitative data



- Interviews
- Focus groups
- Ad hoc informal data
- Case studies

# Qualitative & Quantitative

*'No numbers without stories, no stories without numbers'*

New Philanthropy Capital

# Economic models



- SROI
- Cost benefit
- Random Control Trials
- VfM models

# Value for money

| Economy | Efficiency | Effectiveness |
|---|---|---|
| • Are the appropriate quantity and quality of inputs bought at the lowest cost possible? | • How well are inputs (resource used) converted into outputs? | • How well do these outputs achieve objectives? |

# Next steps

Improvement to consider:

✓Impact reports with numbers

✓Report and accounts – link achievements to the numbers

✓How can better impact data influence resource allocation decisions

✓Build confidence in impact data

# Questions

# Contact us / follow us

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