



# Getting to impact

Measuring Social Impact Seminar

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# Introduction

Researcher/evaluator

West Auckland based

Learned by doing

Service and change focused

Helped set up ANZEA

[www.anzea.org.nz](http://www.anzea.org.nz)

Centre for Social Impact

Set up by Foundation North in 2014  
to support funders to invest for  
impact and community partners to  
strengthen their impact

A network of Associates

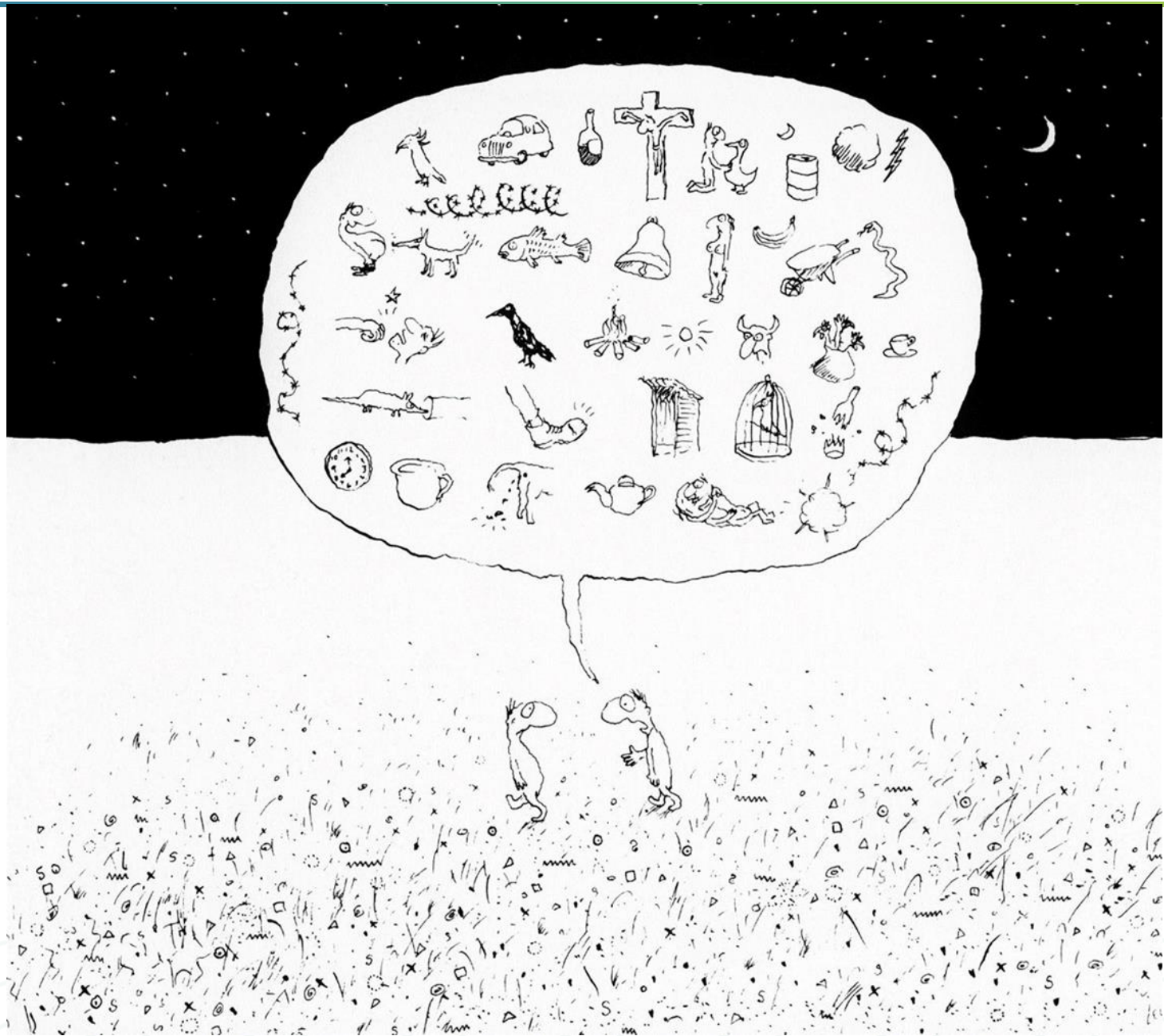
[www.centreforsocialimpact.org.nz](http://www.centreforsocialimpact.org.nz)



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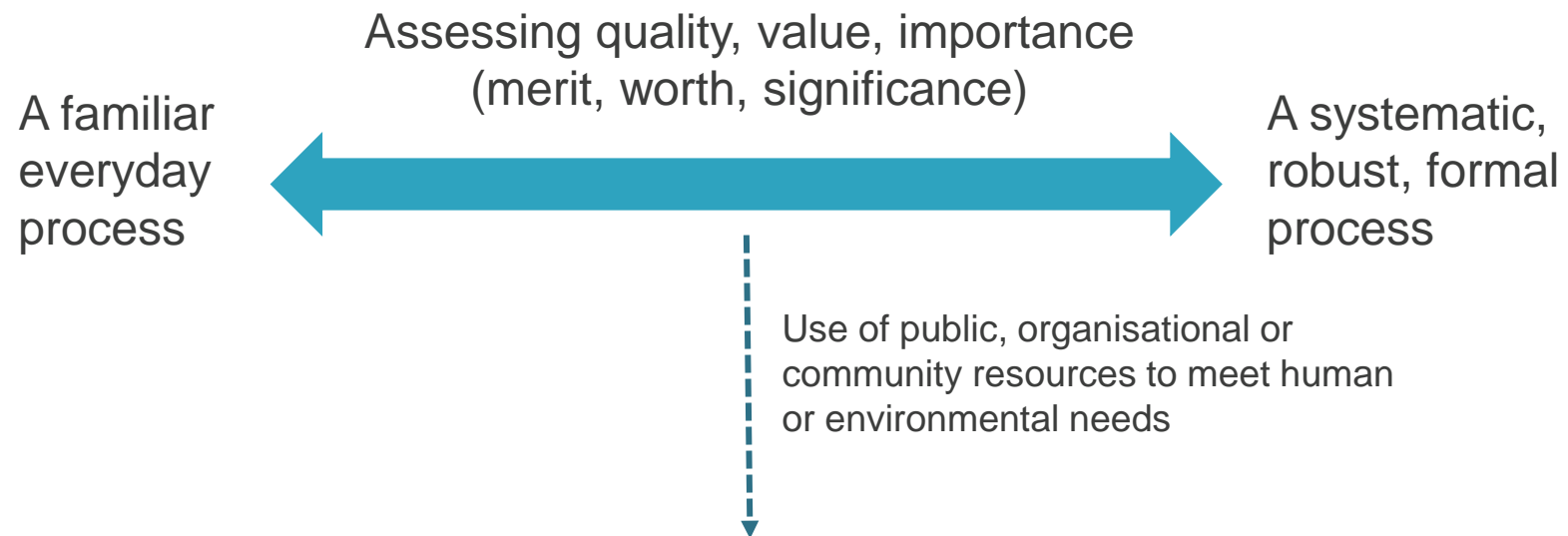
# Content

- Useful framing for evaluation and measurement
- Purpose and audience
- Two DIY frameworks
- Helpful links and resources



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# Evaluation is...



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# E – valu – ation

Evidence – value – action

Head – heart - hand



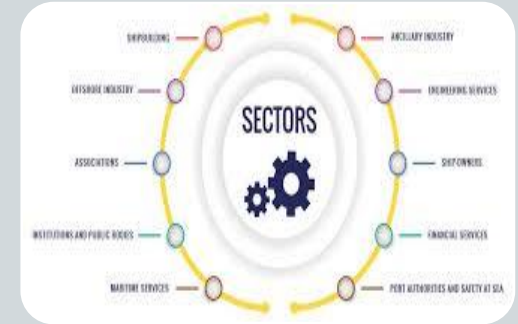
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# Purpose

- Know whether you are making a difference, to whom, how and to what extent
- To see how you are living your purpose and values
- Credibility and better access to resources
- Information to continue, adapt or change
- The ability to be strategic and influential
- Greater ability to collaborate and partner



# Who needs to know what?



**YOU:**  
**INFORMATION TO ACT**  
 Clarity of intent  
 What you are doing with whom  
 Progress, successes, failures, outcomes, **impact** against intent  
 Perceptions  
 What to keep, drop, adapt, generate, scale  
 Direction and potential

**FUNDERS:**  
**CONFIDENCE TO INVEST**  
 Intent  
 What you are doing with whom  
 Track record  
 Credibility, viability  
 Competence/capability  
 Qualities and values  
**Impact**

**PARTICIPANTS AND COLLABORATORS:**  
**KAUPAPA, VALUES, SKILLS ALIGNMENT**  
 Intent  
 What you are doing with whom  
 Credibility  
 Competence  
 Qualities and values  
**Impact**

**SECTOR/S:**  
**POSITIONING, CAPABILITY**  
 Intent  
 What you are doing with whom  
 Credibility  
 Qualities and values  
**Impact**



# Team effort is required



Invest at least 20% effort and energy in reflecting, learning, evaluating and adapting



Budget extra (10%) for external evaluation support for larger scale projects



Plan your evaluation, reflect, analyse data and synthesise learning as a TEAM, don't leave it to one person

# DIY Framework One

What?	So what? <b>Based on evidence</b>	Now what?
<ul style="list-style-type: none"><li>• What are we doing/did we do?</li><li>• With whom – be specific?</li><li>• For what purpose/s, what change/outcomes are we seeking (for whom)?</li><li>• What would success look like?</li></ul>	<ul style="list-style-type: none"><li>• What happened?</li><li>• What changed, for whom (outcomes)?</li><li>• How well did we do it (quality)?</li><li>• Successes, progress, failures, challenges</li><li>• What made the difference?</li><li>• What have we learned (insight for action)?</li><li>• Recommendations</li></ul>	<ul style="list-style-type: none"><li>• What next?</li><li>• How will we apply findings and learning?</li><li>• What will we do differently?</li><li>• How will we share findings, and with whom?</li></ul>

# DIY Framework One – Some Tools

What?	So what? Based on evidence	Now what?
<ul style="list-style-type: none"><li>• Project plan/funding application form: intent, rationale, need, desired outcomes, what success looks like (measures)</li><li>• Ask participants what success would look like for them</li><li>• Document what, when, who and where (diary, participation sheets)</li><li>• Theory of change <a href="https://whatworks.org.nz/logic-model/">https://whatworks.org.nz/logic-model/</a></li></ul>	<ul style="list-style-type: none"><li>• Regular reflection/shaping sessions</li><li>• Participant feedback (group sessions)</li><li>• Data on success measures (yours, participants)</li><li>• Learning, synthesis and implications sessions (team and participants as appropriate)</li><li>• A summary/report of findings and implications or recommendations</li></ul>	<ul style="list-style-type: none"><li>• Clarity on who to share findings with and how (including internally)</li><li>• Process to present findings and recommendations</li><li>• Accountability for applying decisions and making changes</li></ul>

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# DIY Framework Two

Success	Evidence	Strategies
<p>In relation to what we did, with whom, and our purpose:</p> <p>What was successful? For whom?</p> <p>What wasn't (and why)?</p>	<p>How do we know it was successful?</p> <p>What evidence do we have: what did we see, hear, feel, what are the 'facts'?</p> <p>What have people told us?</p> <p>What do we think and feel?</p>	<p>What principles, actions, strategies made the difference?</p> <p>What does this mean for our strategy now?</p> <p>What do we need to keep, drop, generate, scale etc?</p>

See also Appreciative Inquiry <https://whatworks.org.nz/appreciative-inquiry/>



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# Helpful resources



[www.whatworks.org.nz](http://www.whatworks.org.nz) (NZ)

<http://inspiringimpact.org/>, including the Code of Good Impact Practice and tools to help improve your impact practice (UK)

<http://www.betterevaluation.org/> (International)

<http://www.tamarackcommunity.ca/evaluatingcommunityimpact> (Canada)

Water of Systems Change (USA):

[https://www.fsg.org/publications/water\\_of\\_systems\\_change](https://www.fsg.org/publications/water_of_systems_change)