

The Community Impact Tool™

*An introduction for charities, social enterprises, and funders
on measuring programme impact of beneficiaries on their
communities*



Introduction:

About the Community Impact Tool™

The **Community Impact Tool™** is a set of evaluation and business development resources that enables charities and other value-driven organisations to measure the impact their beneficiaries have in, and on, the communities they live in. Organisations using the tool will be able to demonstrate how their work impacts directly on the individuals engaging with voluntary services, and how individuals then go on to influence their wider family, peer, and social networks.

Why use the Community Impact Tool™

The impact charities have on people doesn't stop at the individuals they directly engage with. Charity beneficiaries also interact with, and influence, others. This includes people in their wider social and family networks, their peers, and more generally with their wider communities.

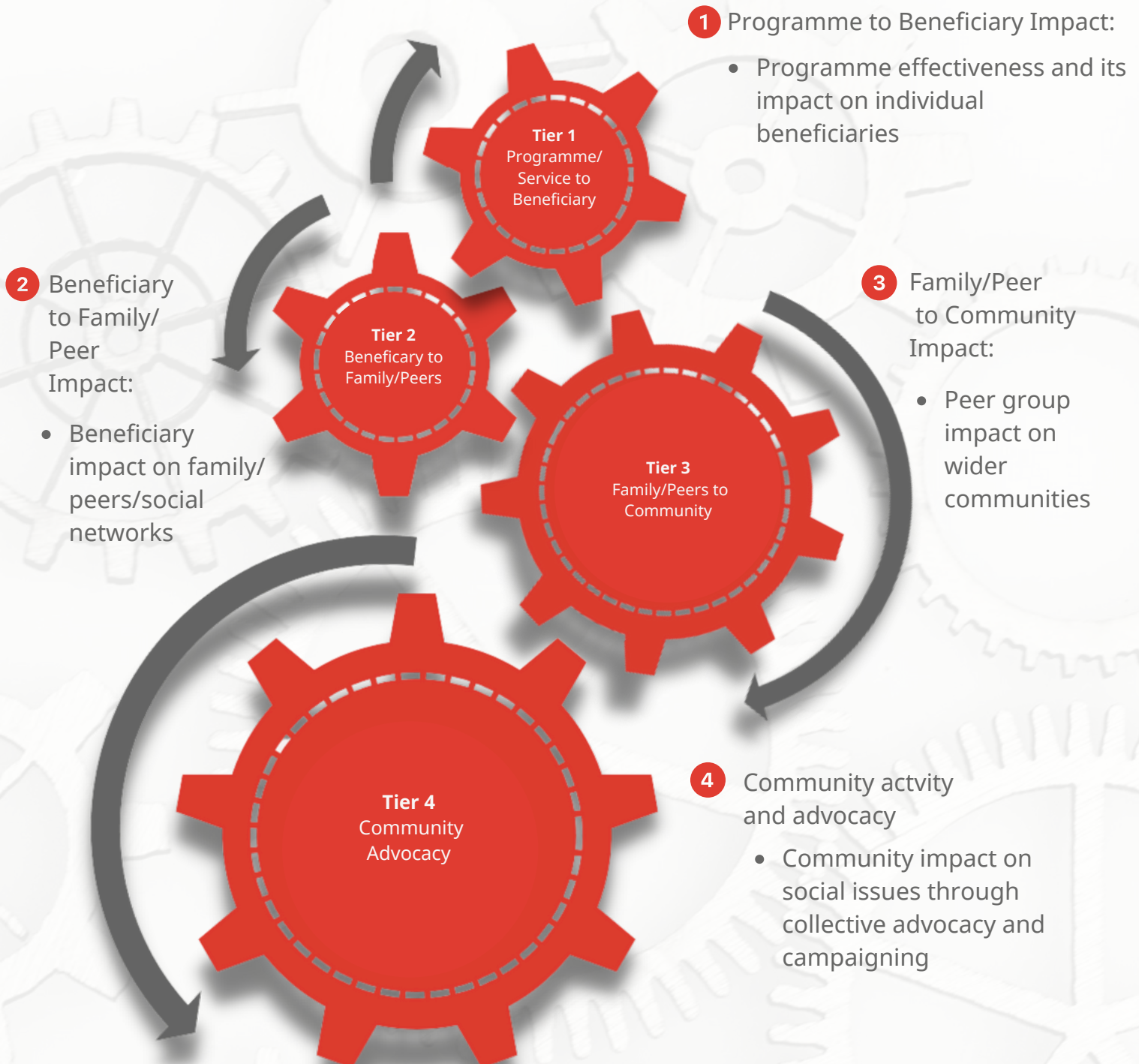
The **Community Impact Tool™** supports voluntary organisations to understand the immediate, and ongoing effect that their services or programmes have. The tool starts with capacity building to support voluntary organisations to measure impact on the individuals. It then looks beyond this to measure impact individuals have on their families, peers, and social networks. Finally the impact that these networks have in their communities is measured. Each stage represents an impact 'tier'. The tool supports charities to develop impact capacity at each tier.

Delivery - Community Impact Networks™

We'll deliver the tool directly, and through **Community Impact Networks™**. These will bring together like-minded voluntary sector organisations working in broadly similar areas. Together, we'll develop impact measurement and analysis resources, develop evaluation capacity, and evidence business development.

The Tool: A 'tiered' Impact Offer

Four Tiers of Activity

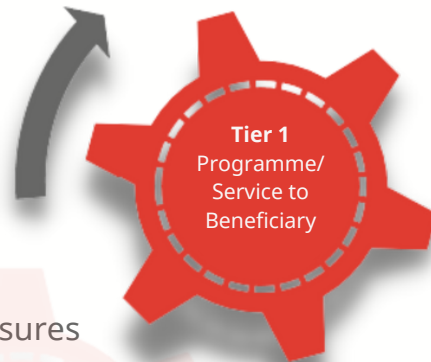


Tier 1: Programme to Beneficiary Impact

Activity at Tier 1

At Tier 1 we get your organisation 'Evaluation Ready' and take you through the programme **Evaluation Cycle**. So, we...

- 1 ... **audit** your existing data and impact measures
- 2 ... **develop** new measures where required
- 3 ... **design** your evaluation
- 4 ... **identify** who to sample for your evaluations
- 5 ... **design** data collection tools
- 6 ... **pilot** your materials
- 7 ... **report** your impact



Capacity Building



Tier 2: Beneficiary to Family/Peer/ Social Networks impact

Activity at Tier 2

At tier 2 we explore the extent to which beneficiaries **continue to benefit** through your programme or service. Tier two's focus on beneficiary-group impact involves follow up studies that explore how beneficiaries interact with their wider social networks (family; peers).

What we want to see is how beneficiaries, through their behaviour, or agency, are making a difference to others. To do this we...

- 
- 1 ... **design** your follow-up research strategy
 - 2 ... **track** former service users for your sample
 - 3 ... **refine** your research/evaluation question
 - 4 ... **develop** your data collection tools
 - 5 ... **undertake** research with family/peers
 - 6 ... **collect** data
 - 7 ... **analysis** and **report**

Capacity Building



Development of a panel of **Peer Researchers**



Web **support**



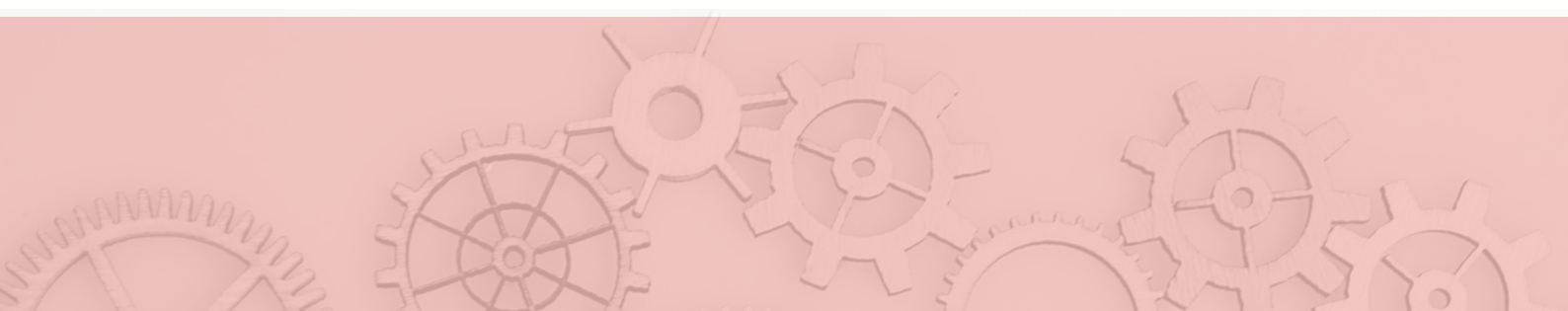
Access to **Community Impact Networks**



Staff & Volunteer **Training**



Community Research & Evaluation **Consultancy**








Tier 3: Family/Peers to Community Impact

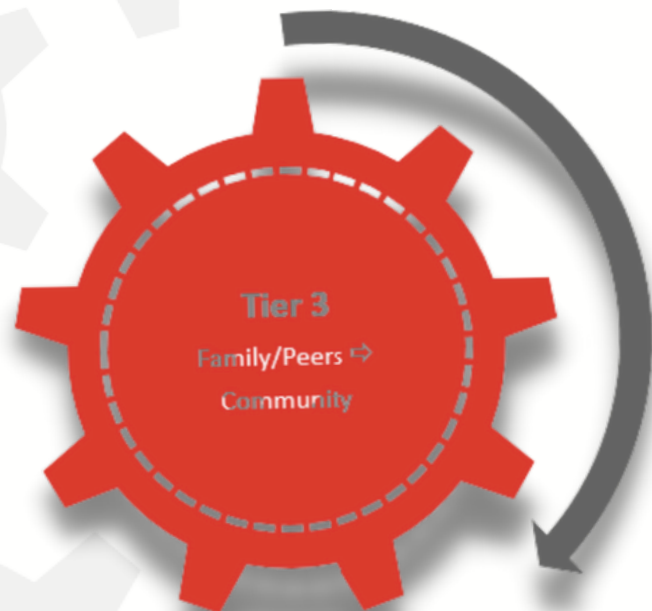
Activity at Tier 3

At Tier 3 you'll understand how your beneficiaries' **behaviour** changes communities. This can be through their individual agency, or through the impact they have on the groups they interact with. Linking beneficiary change to wider community impact is the key. In some cases impact is the result of change in peer groups or families, and sometimes because beneficiaries actively try to change their communities. Whichever pathway describes how your beneficiaries impact on their communities we will...

- 1 ... **design** your Follow-up research strategy
- 2 ... **track** former service users for your sample
- 3 ... **refine** your research/evaluation question
- 4 ... **develop** your data collection tools
- 5 ... **undertake** research with family/peers
- 6 ... **collect** data
- 7 ... **analysis** and **report**

Capacity Building

-  Staff & Volunteer **Training**
-  Using data for impact **seminars**
-  Web **support**
-  Development of a panel of **Peer Researchers**
-  Research & Evaluation **Consultancy**



Tier 4: Community Advocacy (Campaigning Impact)

Activity at Tier 4

At tier 4 we explore how individuals and groups work within their communities to tackle social issues affecting them locally and nationally. This is an advocacy tier that measures the impact formal and *ad hoc* community groups have on local and national policy making. We explore how communities shape the environments they live and work in by taking action. To do this we...

- 1 ... **design** your campaign strategy
- 2 ... **develop** your campaign benchmarks, milestones, and targets
- 3 ... **Establish** clear and measurable campaign goals, aims, and objectives
- 4 ... **develop** your data collection tools
- 5 ... **monitor** campaign activity
- 6 ... **collect** data from activists
- 7 ... **analysis** of data
- 7 ... **Report** and policy **calls for change**

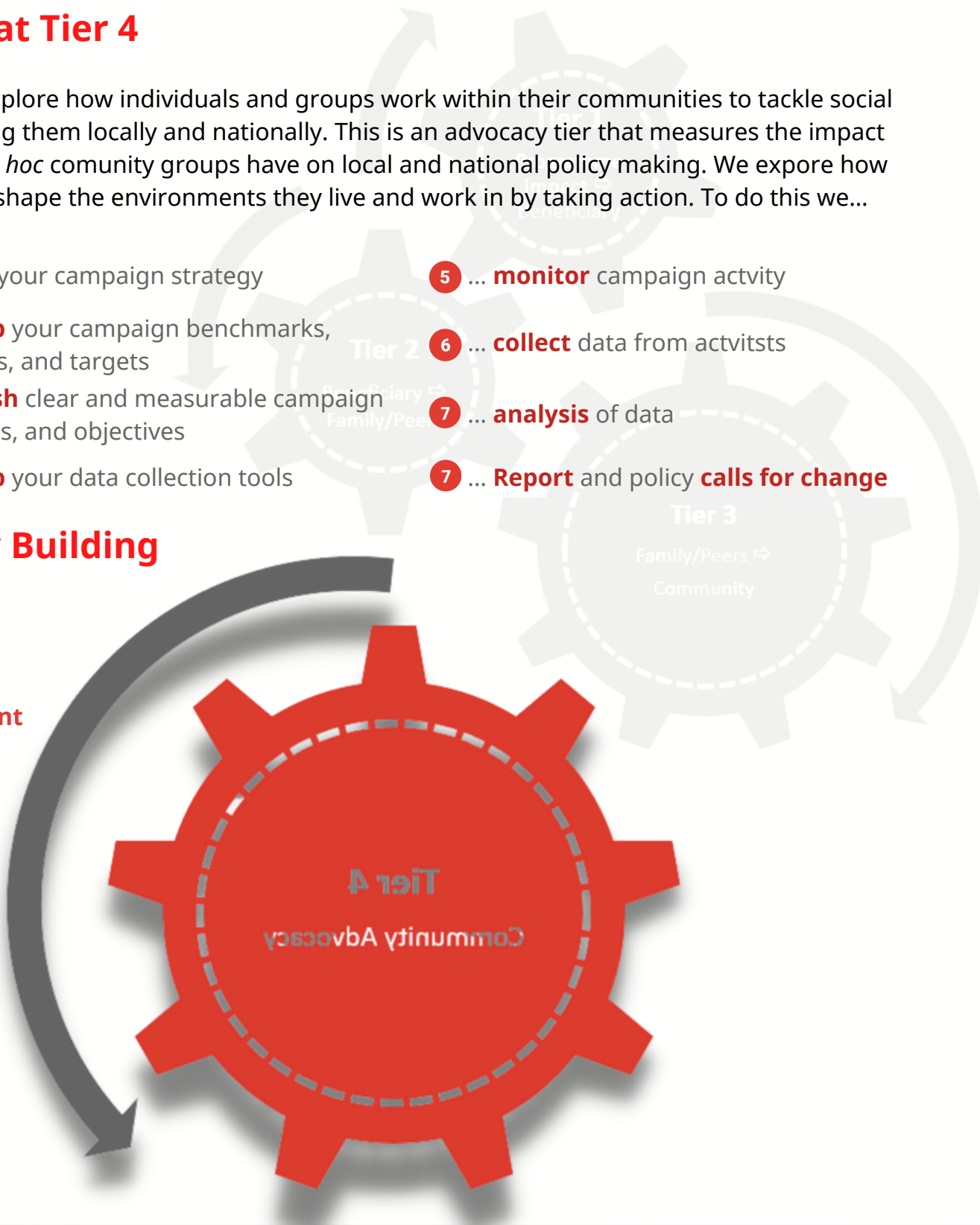
Capacity Building



Campaigns
Measurement











Using data
for impact
seminars











Capacity Building:

Developing your impact measurement and reporting capacity

-  **Pro-bono impact training** - We'll build your evaluation capacity by giving your team the tools to understand, identify, and measure impact at each tier
-  **Web Support** - Our website (www.communityimpactcic.org.uk) hosts training materials and the practical resources you'll need to develop and implement your evaluation strategy
-  **Community Impact Networks** - You'll have the option to work with other like-minded voluntary sector organisations to build your capacity, and scale up the work you do
-  **Consultancy** - You'll be able to receive impact support through our 'workshop' consultancy seminars as well as on a one-to-one basis to help you move your work along
-  **Staff, Volunteer, and Governor training** - We'll make sure your staff, volunteers, and board understand the importance of impact measurement, and give them the skills to do it
-  **Business Development** - We'll work with your team to show how your data can be used for fundraising and bid development, service improvement, and strategy development
-  **Peer Researcher Development** - We'll work with you to recruit and develop peer researchers and base your evaluation strategy firmly on participatory principles
-  **Campaigns Measurement** - We'll work with community groups and local advocates to support local advocacy on issues important to the community you work in

We'll support your organisation at each tier, making sure you have the **capacity** to collect and use data to make a difference to the lives of your beneficiaries, and beyond them, to the communities they live and work in

								
Tier 1	●	●	●	●	●	●		
Tier 2		●	●	●	●		●	
Tier 3	●	●		●	●	●	●	
Tier 4	●							●

Community Impact Networks: Working through delivery challenges together

Working together in consortia

Community Impact Networks™ bring charities working in similar thematic or service delivery areas together to access hands on business development support. These are opportunities for charities to bring their operational, strategic, and impact measurement challenges into a forum where practical advice and consultancy can be given. These are opportunities to develop bidding consortia for joint service delivery commissions; bring evaluation and impact measurement into a single, shared measurement, process; or simply ask advice from other, highly motivated, charities in your area - either geographically, or working in a similar service area. Here's our network offer:



... **advice and hands-on consultancy** - these are practical forums not talking shops. We'll look deeply into the **business development** challenges you have and come up with practical solutions



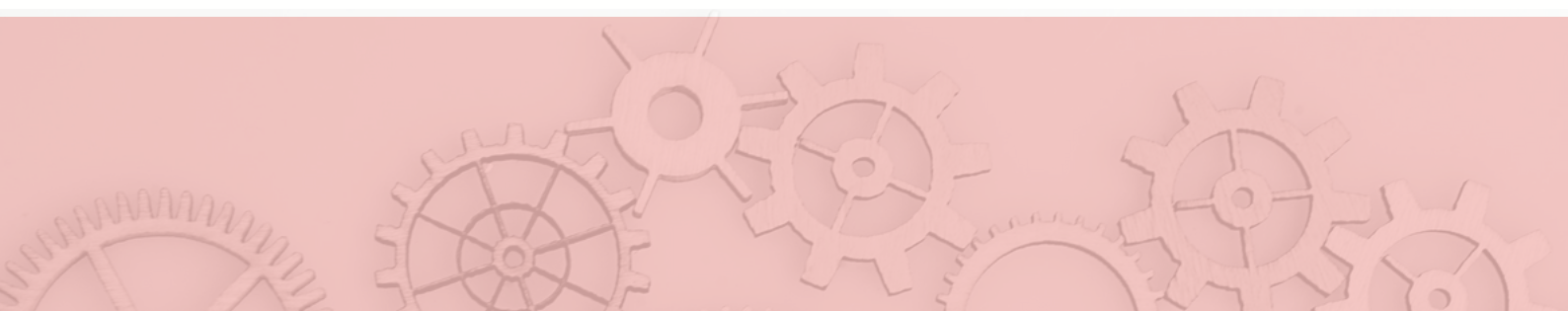
... **rolling up our sleeves and looking 'under the bonnet'** - We'll measure impact and report data that shows you where you can **improve** delivery, **evidence** your work better, and **scale-up** your offer



... **support for bid-development** - We'll support you to **evidence** your work more effectively in funding bids, and show how to bring work together for joint bids on shared initiatives



... **shared impact measurement** - We'll help **Community Impact Network** members to get economy of scale from your evaluation budgets by developing shared impact measures that reflect the core offer you make to your beneficiaries



Key Terms: A Glossary

Some terms it's good to know

Impact

This is the **change**, or difference, a voluntary organisation makes to the people it works with (service users, or beneficiaries)

Evaluation

This is the process of collecting data to show how **effective** your services are. Evaluation measures service (or programme) impact against the aims and objectives you've set for it

Measurement

This is the process of gauging the **size** of the impact you've achieved

Outcome

An outcome is an **area** where you want to see change in an individual using your services or programmes. An example is 'awareness' - if you want to increase people's awareness about something, that's one of your outcomes for the service

Output

An output is **what you deliver** to achieve the change you want to see. An example is 'information' - if information is a key part of what you provide to service users (say, on a health issue), that's one of your outputs for the service

Input

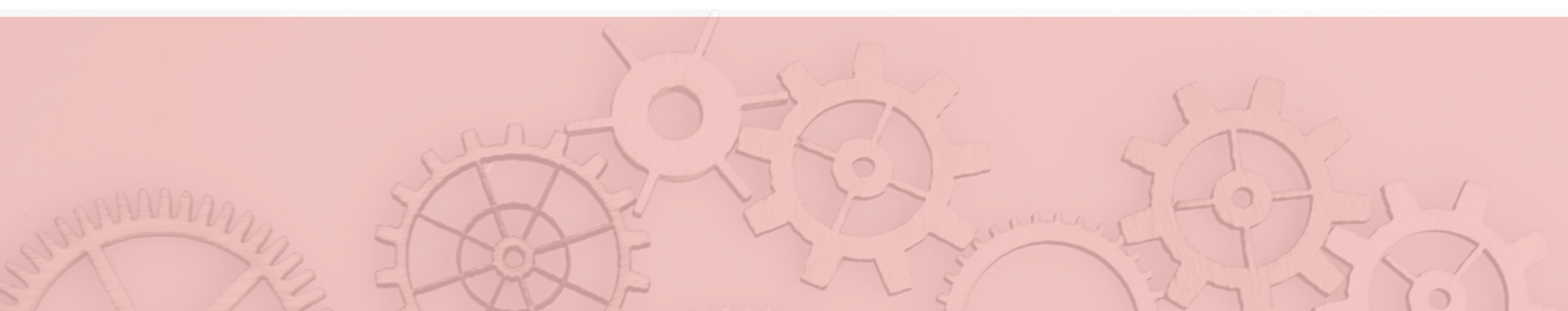
Inputs are the underlying **resources**, or **activities**, that allow you to deliver services and other outputs. An example is 'staff skills'. Without the skills that enable you to work effectively with, say, young people, you can't achieve the change (or impact) you want to see

Effectiveness

Services, or programmes, are 'effective' when they **achieve the outcomes** chosen for them. Effectiveness is determined by measuring the change (impact) you observe in your service users

Sample

A **sample** is a sub-set of the service users you work with. **Sampling** is used for a number of reasons (resource limitations for example). Sometimes sampling involves segmenting your service users to ensure representativeness. Sometimes it's just those you can easily reach (called a 'convenience' sample)



About Us



Community Impact was founded to support charities to better understand the impact they have.

Community Impact supports charities to move beyond simply collecting and reporting data to using this to build organisational and community capacity.

We do this by:

- Showing charities how to use evaluation data operationally to support service/programme delivery
- Supporting performance and programme improvement
- Using data to support business development and funding
- Identifying how service users go on to play active roles in their communities and linking this back to initial service delivery.