

The 4 important questions to answer in your Impact Report

Many people struggle to write an Impact Report. It can feel overwhelming, its hard to know where to start, and measurement can feel disconnected from day-to-day work. Use the grid below to explore 4 questions that will shape your report and assess what will need to do to be ready to write your report.

1. What are the impact you seek to have in the world through your activities?

Content for report <i>Sources: Mission & vision, strategic planning, funding applications</i> <i>Environmental practices; Diversity & inclusion; Living wage data; on working practices; Fair supplier practices; Local purchasing practices; External validation/accreditation of practices</i>	We have this already	Can work on this easily	More challenging/not clear what's involved
<ul style="list-style-type: none"> Describe the problem(s) that your organisation is tackling, how you address these and the vision for what the world will look like if you achieve your goals? 			
<ul style="list-style-type: none"> Describe your organisation's contribution, and how this fits into the bigger picture of what other organisations, government and community organisations are doing? 			
<ul style="list-style-type: none"> Describe what you do to be an ethical, inclusive or sustainable organisation? 			

2. What is your pathway to impact?

Content for report <i>Sources: choices of who, what, where etc in strategic plan, funding reports, Theory of Change</i>	We have this already	Can work on this easily	More challenging/not clear what's involved
<ul style="list-style-type: none"> Describe the strategic choices you have made in terms of where is the greatest need and who you are best placed to serve? 			
<ul style="list-style-type: none"> Describe your 'impact pathway' – why your activities matter and how they lead to your intended impacts? You can include case-studies to illustrate this. 			

3. What are your results?

Content for report <i>Sources: data on # of people served; # activities delivered; stakeholders engaged; quality of services delivered; results (e.g. training assessments); client/staff feedback</i>	We have this already	Can work on this easily	More challenging/not clear what's involved
<ul style="list-style-type: none"> Present numbers on depth of outreach: who you reach with your products services highlighting vulnerable or excluded groups & the different 'personas of people you serve'. 			
<ul style="list-style-type: none"> Present numbers in terms scale of outreach: activities/products or services delivered 			
<ul style="list-style-type: none"> Present data on quality of your work: internal monitoring and feedback from the people you support/stakeholders that describe their experience and the value of what you do? 			
<ul style="list-style-type: none"> Highlight if you are working towards or have achieved any industry standards or certification in these areas? 			

4. How are you learning and improving as an organisation?

Content for report <i>Sources: e.g.</i>	We have this already	Can work on this easily	More challenging/not clear what's involved
<ul style="list-style-type: none"> Communicate the challenges you face and how you are learning, adapting, and evolving in order to maximise your impact as an organisation? 			

As you develop your Impact Report you will identify gaps in your knowledge and questions about how you work. These create a road map for not just how you report on your impact, but what to focus on to improve your impact performance.

If you have questions as you complete your Impact Report, e-mail me or book a free 15 minute call antons@socialperformance.net.