

How do charities measure impact?

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Overview

1. Why measuring impact ?
2. What do we mean by impact measurement?
3. How do we get started?
4. What's realistic for my charity in terms of measuring impact?
5. PBE support

1. Why you're measuring impact ?

- Influencing funders
- Support advocacy and campaigning work
- Reassure board of trustees / staff
- Improve operational performance / design
- Help to prioritise funding across programmes
- Structured way to evaluate innovation in delivery

The image features decorative curved lines in the top-left and bottom-right corners. The top-left corner has several overlapping curved bands in shades of blue, teal, and yellow. The bottom-right corner has two curved lines, one in a light blue and one in a light yellow. The main text is centered in the lower half of the page.

2. What do we mean by impact measurement?

There are several ways of measuring impact

A structured, numerical approach to measuring outcomes, impact and potentially *economic or social value*

Quantitative
& economic
evaluation

+

Qualitative
research

Understanding why
and how an
intervention works

Case
studies

Describing human
experiences and
interactions

What do we mean by economic evaluation?



“We generate £x in benefits for every £1 spent”



“The benefits from our programme will offset the costs, provided that...”



“Last year our programme saved taxpayers £y”

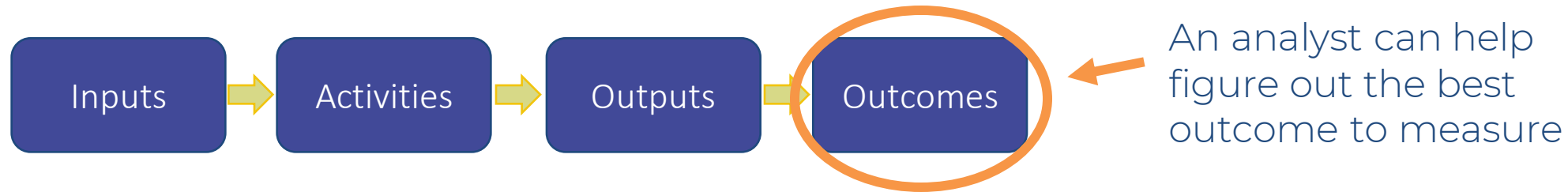


“Last year this problem cost the UK government £z million”



3. How do we get started?

Case study: Magic Breakfast



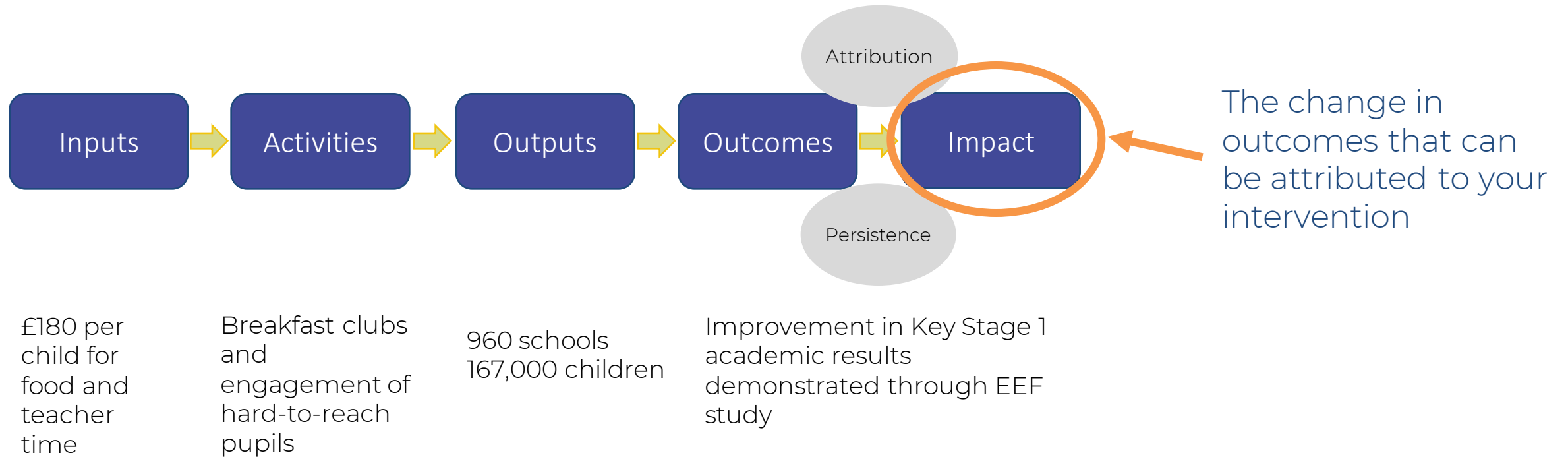
£180 per child for food and teacher time

Breakfast clubs and engagement of hard-to-reach pupils

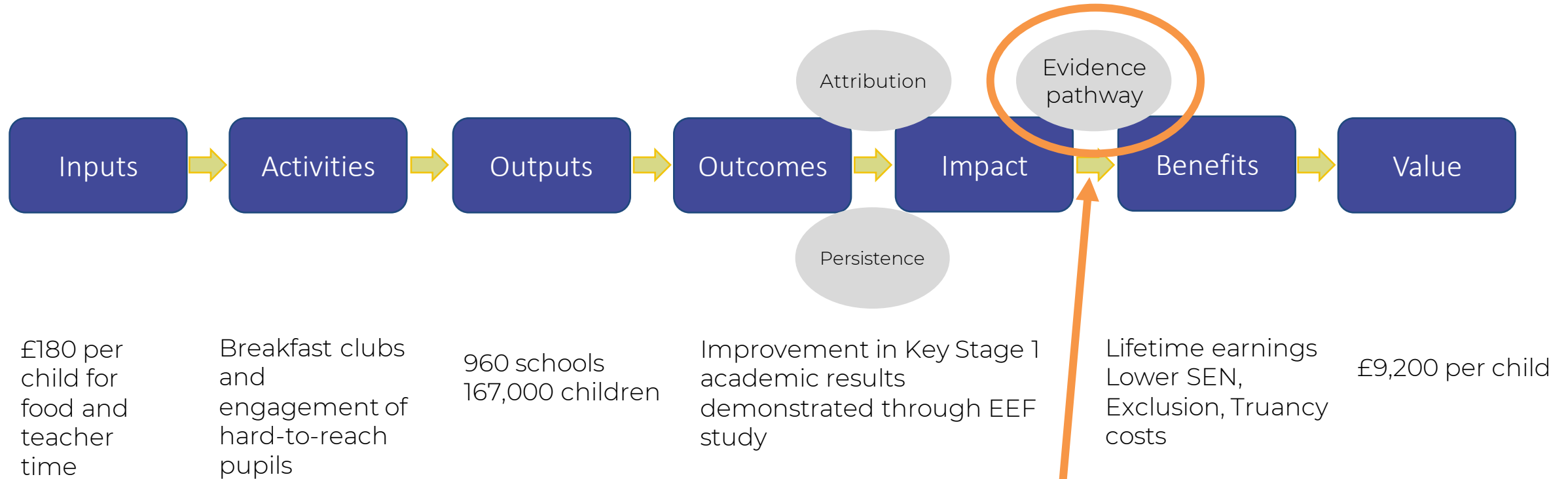
960 schools
167,000 children

Academic scores?
Wellbeing?
Health outcomes?

Case study: Magic Breakfast

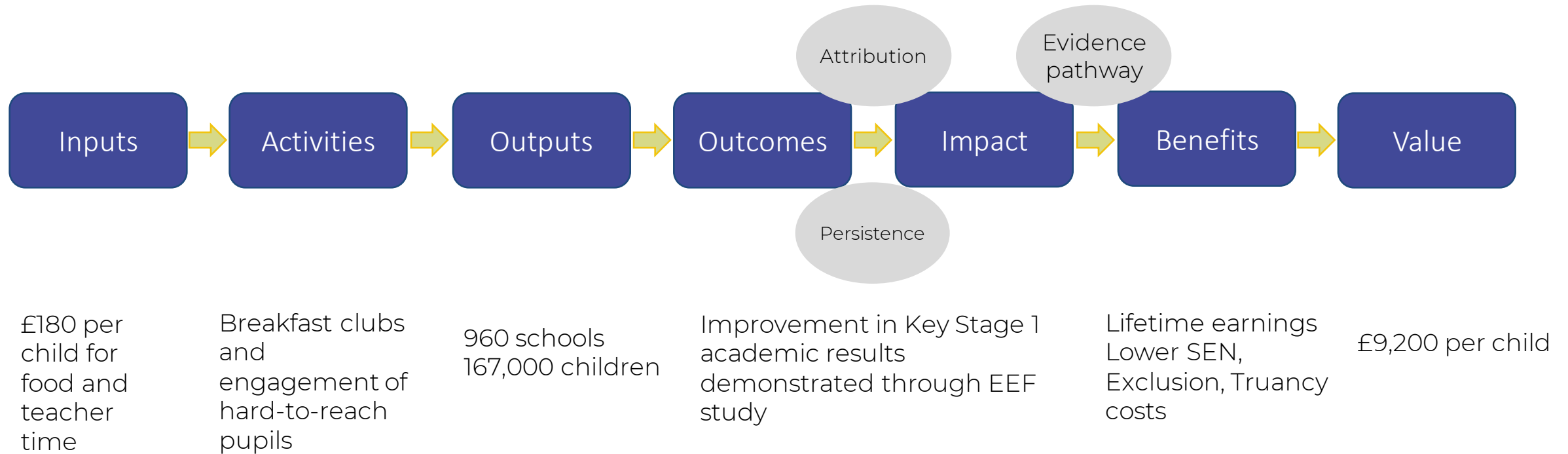


Case study: Magic Breakfast



Make sure outcome measures fit with evidence pathways!!!

Case study: Magic Breakfast



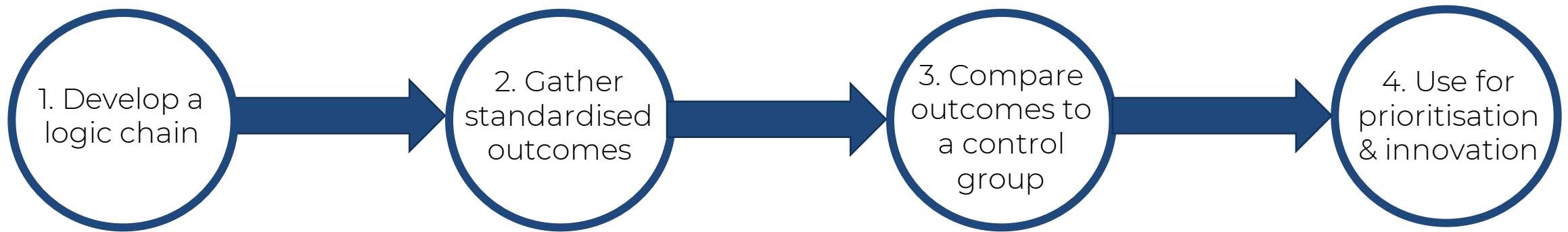
“ £1 spent on the programme could generate up to £50 in benefits “



4. What's realistic for my charity?

What's realistic for most charities?

Roadmap for developing impact measurement approach:



“Our outcomes have been linked to better employment prospects”

All charities can do this

“The benefits from our programme will offset the costs, provided that...”

Most charities can do this

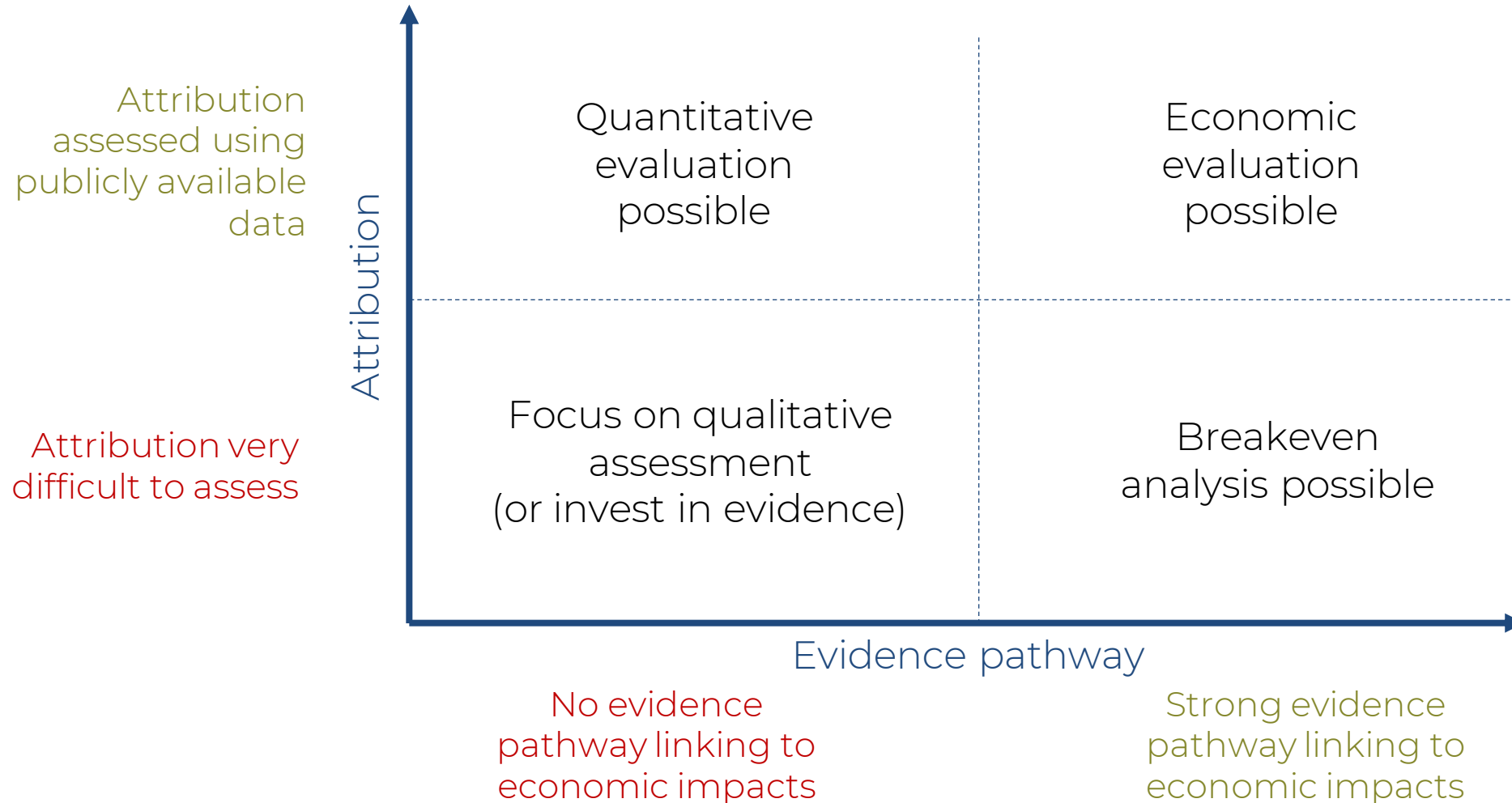
“We generate £x in benefits for every £1 spent”

This is heavily dependent on the type of outcomes a charity delivers:

- How easy to assess attribution?
- How strong is the evidence pathway?

“Our new service delivers £x more in benefits”

When is quantified impact measurement possible?





5. How PBE support charities ?

Along the journey ...

