

IMPACT REPORT

Explaining the difference your group is making longer term



Impact reports explain the impact (broad, longer term changes) of your work and can set that in the context of your needs/assets, outputs, outcomes and activities. You might do an Impact Report every few years or every year. If you are a charity you may use parts of it to feed into your Annual Accounts. This One Page Wonder provides a snapshot of things to consider with links for those who want to go deeper.

Questions to ask

Like any piece of writing, think about your audience, purpose and key messages as this will guide the type of report you create. Here are some examples, but it is worth you creating your own version of the table. You may also want to think about how you are going to share it - online, over email or in print.

Audience?	Purpose?	Key messages?	Type of Impact Report
Current Grant Maker who requests a report	Explain progress against outcome/impact indicators.	For example, we achieved 3 of the 4 outcomes and 1 unexpected outcome. Analysis suggests we are on track to achieving impact targets.	Check what your funder would like, you may want to refer them to a long version report.
Individual givers	To show their money has been spent well.	Their investment has changed people's lives.	Short report with the option to find out more. Likely to be more visually appealing with summaries, infographics and/or photos.

Answering the questions above will help you decide whether a long or short report is **proportional**.

Gathering your information

To fill in the information for the headings on the right you will probably need a mixture of information sources from a range of people. Here are some of the pieces of evidence that can feed into your report. This will tie to the outcomes framework covered in the 7 Impact for Funding sessions.

Quotes from stakeholders	Surveys from stakeholders	Research of needs /other approaches
Monitoring statistics, eg number of sessions, number of attendances, number of unique individual attendances.	Case studies	Introduction from the Chair/CEO/Other
Photos	Recommendations from stakeholders	...and other things depending on your situation.

Long Impact Reports

- Title page
- Contents
- Foreword/Acknowledgement
- How to Use this report
- Executive summary
- Introduction
- Methodology
- Background
- Findings (answering questions around outputs, outcome, quality and feedback)
- Discussion
- Conclusion
- Recommendation
- Appendixes

Check out the following from page 12 for more information.

www.communitysouthwark.org/Handlers/Download.ashx?IDMF=3b577a5e-ce24-4790-ae54-99b5ce5f276e

This link has a useful checklist for your report:

www.inspiringimpact.org/learn-to-measure/review/impact-reporting/

Short Impact Reports

Shorter reports may amalgamate or miss some of the above areas. I suggest the following would allow a proportionate amount of information for smaller projects.

- A brief introduction to say what the report is aiming to do.
- Why you are doing the work (needs).
- What you are doing (activities).
- What you have provided (outputs)
- What's changed (outcomes)
- How that relates to bigger change (impact).
- What all that means.
- What you are thinking for the future.

Ethical data sharing should also be considered including whether you have permissions to share any personal data and whether your Safeguarding Policy allows you to do so.

The Principles of Impact Reporting from NPC (2012) may also be of interest www.thinknpc.org/resource-hub/the-principles-of-good-impact-reporting/

If you need help with these, or the terminology used here, then contact Karen (details below) and check out the Impact resources and Impact useful links pages on our website.

Emailed to stakeholders

Website

Slides at an AGM

How will you sharing your Impact Report?

Video/Easy Read version

Link from auto signature

Social media

We hope this One Page Wonder inspires. Please get in touch if you use these tips or for further help!