



INTRO TO IMPACT




WHAT'S THIS ALL ABOUT

KEY TALKING POINTS

What is impact?

Why is it important?

What does it mean for our team?

A hand holding a pen over a document with sticky notes. The background is a blurred image of a desk with a pen, a hand, and several colorful sticky notes (yellow, orange, red, blue) on a document. The text is overlaid on a semi-transparent orange rectangle.

My aim is for everyone in this room to understand what impact is, why it's important, and their role in it.

WHAT IS IMPACT?



- **How do you affect people's lives?**
- **What changes occur as a result of Headway providing services?**
- **Whose lives are you affecting?**

**RESPONSIBLE
BRAGGING!**



WHAT IMPACT IS

Statistics, photos, case studies, quotes, interviews that prove how you have made a positive change in someones life



WHAT IMPACT ISN'T

How you feel you've helped someone or how worthwhile your cause is



OUTCOMES ARE A PIECE OF CAKE!



EXAMPLES OF IMPACT



2  Dignity, self-esteem & inclusion

76%

of organisations say In Kind Direct products have helped to address social exclusion and isolation



OF CLUBS REPORTED AN INCREASE IN PARTICIPATION DURING INVOLVEMENT IN CLUBWORKS PROGRAMME



OF CLUBS REPORTED AN INCREASE IN PARTICIPATION OF OVER 50%



OF CLUBS SEE PARTICIPATION INCREASING FURTHER AS A RESULT OF CLUBWORKS PROGRAMME

SOCIAL RETURN ON INVESTMENT



For every £1.00 Invested in sport and physical activity in London (the inputs), £1.48 worth of social value is generated for individuals and society.

EXAMPLES OF IMPACT

“

Living with this diagnosis and the long term effects of the tumour will be with Angus for the rest of his life, so it's hugely reassuring to know this research has the potential to help doctors and nurses gain better insights into how well a child is doing, physically and emotionally, and to help them and their families get the care they need, at the time when they need it.

Hannah Wagstaff's son, Angus, aged 11, was diagnosed with a thalamic pilocytic astrocytoma in 2016.



"I like speaking to the media because I can get my point of view across and speak up for people with a learning disability - like talking about employment and the barriers that people with a learning disability face when looking for a job. I did some media work around voting in elections as well. It has helped my confidence."

Vijay Patel

EXAMPLES OF IMPACT



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2  Dignity, self-esteem & inclusion

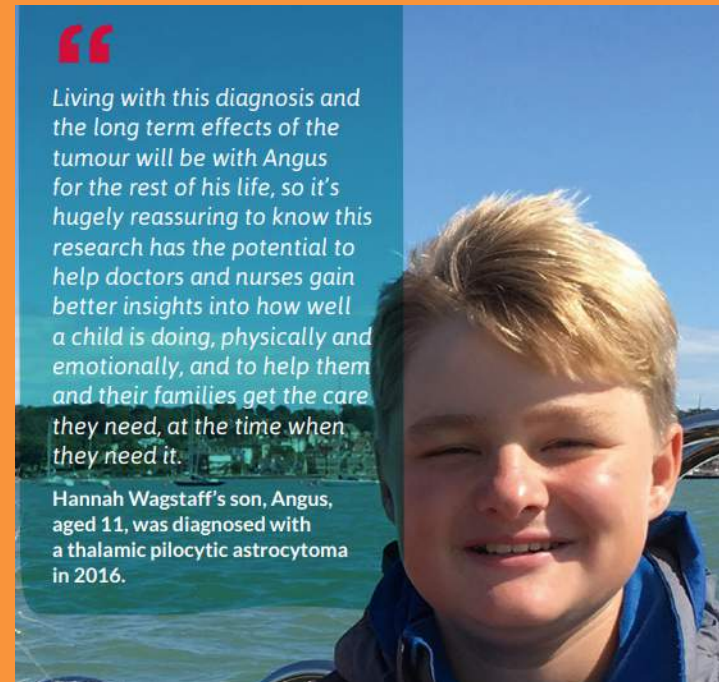
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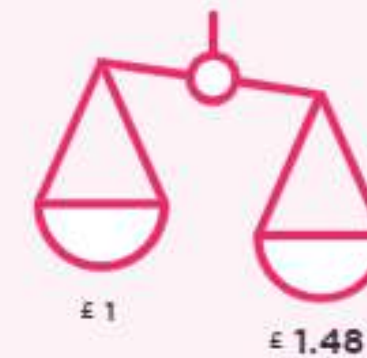


41% OF CLUBS REPORTED AN INCREASE IN PARTICIPATION OF OVER 50%



93% OF CLUBS SEE PARTICIPATION INCREASING FURTHER AS A RESULT OF CLUBWORKS PROGRAMME

SOCIAL RETURN ON INVESTMENT



For every £1.00 invested in sport and physical activity in London (the inputs), £1.48 worth of social value is generated for individuals and society.

How to understand your impact

PLANNING

Knowing your aims>outcomes>activities and the connection between them.

What is the outcome of your work that means you're effectively helping people?

MEASURE

Decide the tools you will use to measure your outcomes. Organise the process.

Decide how to do the practical parts of this efficiently

UNDERSTAND

Look at what you collect and understand what it tells you.

How will you use these findings going forward?

SHARE

Who can benefit from knowing more about how you help people?

Supporters, beneficiaries and their loved ones? funders, the public, other organisations, politicians?

**WHY IS IMPACT SO
IMPORTANT?**



Charity Sector Priorities



**Improves
Reputation**



**Helps us Find the
Way Forward**

What will we gain by looking at Impact?



PREPARE FOR THE FUTURE

Understand what works now so you can plan to do more of it in the future.



OPPORTUNITIES TO INCREASE FUNDING

The better your impact practise, the better chance you have of convincing funders



ENGAGE MORE SUPPORTERS

Make sure Bexley knows what it has in Headway. Increase opportunities for donations and support.

THE SPECIFIC CHALLENGES



COMMUNICATING WITH SERVICE USERS

To be discussed in the Q&A!



FINDING THE TIME

Can feel like more work initially

Stay motivated and realise you're learning something new.

The payoff will be worth it!



STAYING ORGANISED

Process is efficiency

Bits all over the place

How we'll make this work



TEAMWORK

Play to each others strengths
Consider who your team is-
beneficiaries have a stake in this!



BE CONSISTENT AND PERSISTENT

Make it second nature
Don't give up- it can be a slow
starter!



TALK ABOUT IT

Share experiences with your team
Help solve each others problems
Let it be a focus in meetings-
especially at the start



PUTTING IT ALL TOGETHER

Think for a moment about how your charity helps people.

Write down any stories, situations, or numbers you can think of!

Is impact worth it?

How have you used
impact to improve
your work?

How important is it
for the whole team
to be on board
with Impact?

How to measure
impact when
service users have
additional needs

Q&A TIME!

**WHAT QUESTIONS DO YOU
HAVE FOR OUR
COLLEAGUES?**

Hints and tips for
good impact



**Thank you and
Happy Impact
Measuring!**