

Winter coats for 8 poor men What do we mean by impact?

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Why might we be interested in impact?

Funder

- To understand which projects offer best value for money?
- To understand where to focus our giving?
- To see how our programme is progressing?
- To evaluate our own activities?

Grantee

- To help understand how project methodologies should be adjusted?
- To test our hypotheses?
- As evidence to support bids for further funding?
- To decide which approaches work best?

What do we mean by it?

- A short term specific change eg a “poor man” is less cold
- A long term specific change eg advice which prevents someone from being evicted
- A less specific change which may be difficult to quantify eg an increase in confidence
- A more specific change where the real difference it will make will not be apparent for some years eg enhanced parenting skills

What are our concerns?

- We are a long term local funder seeking to address need currently defined as “basic needs”, “isolation” , “children, young people and families”, “more confident individuals and communities”
- We rely on grantees to understand what the most effective interventions will be for any given part of the community
- We want to understand the extent of our reach into our community
- We ultimately want to help build a more resilient and sustainable community synthesising a broad range of outcomes and activities
- Strong partnership – between beneficiaries and projects and between projects and us

What do we most want?

- Simple but reliable numbers
- Evidence of the impact from a beneficiary point of view – one by one
- The authentic voice of beneficiaries – case studies, video and audio, photos, quotes
- Material which enables us to understand the overall narrative from lots of different perspectives

What do you most want?

What do we do with the information?

- Helps us assess the reach of our programme
- Enables us to tell the story of our AOB
- Helps trustees see the programme in terms of individual human beings
- Helps us understand where we are best placed to intervene
- Builds the future strategy

The 8 poor men

- Were each given a coat;
- All felt a bit warmer and so a bit more energetic
- The health of some was improved
- One felt well enough dressed to apply for a job
- 15 years later, one had saved enough money from lower fuel bills to enjoy a night at the theatre, inspired by what he had seen, he became a writer, made a lot of money and, remembering the first warmer winter he had enjoyed set up a foundation to ensure all local people were warm.