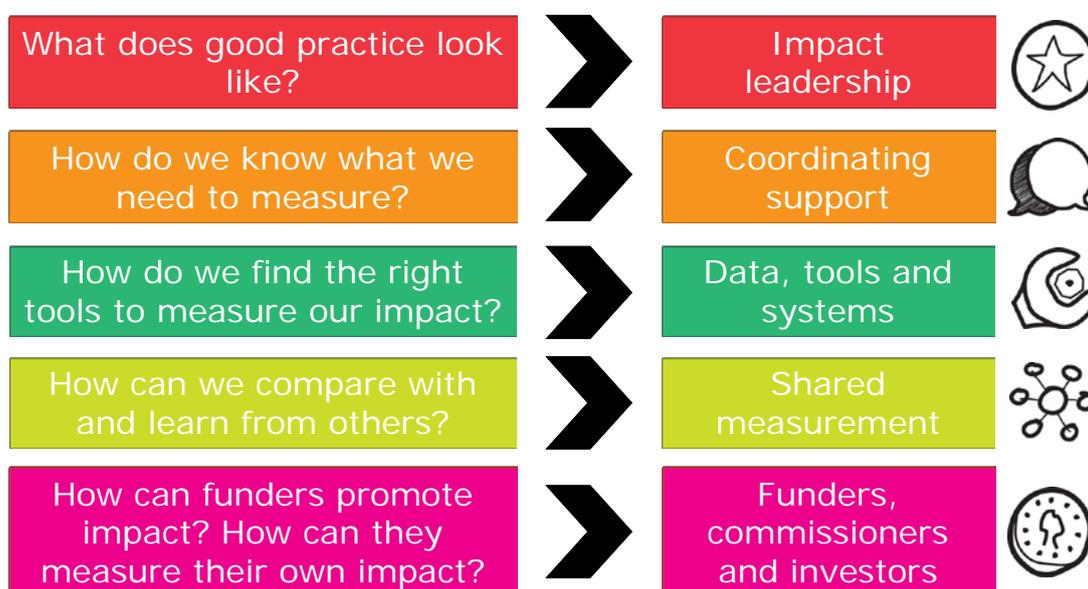


Annual report 2012/2013

Background

Inspiring Impact aims to make high-quality impact measurement the norm for charities and social enterprises by 2022. This means we want more non-profits to measure their social impact, to use impact data to manage and increase impact, and to share findings. The programme aims to address five key questions, through five strands of activity:



Inspiring Impact is a collaborative programme, delivered by membership bodies and impact measurement specialists in the voluntary sector: the Association of Charitable Foundations (ACF), Association of Chief Executives of Voluntary Organisations (ACEVO), Building Change Trust (BCT), Evaluation Support Scotland (ESS), Charities Evaluation Service (CES), New Philanthropy Capital (NPC), National Council for Voluntary Organisations (NCVO) and Substance.





Activities and achievements

The Inspiring Impact programme is divided into five strands which together promote better impact practice in the sector.

- **Impact leadership:** NCVO produced the *Code of Good Impact Practice*, which sets out guidelines detailing what good impact practice looks like in the charity sector. The Code is the first document of its kind, developed with extensive consultation across the sector to ensure it can be adopted as widely as possible. The draft Code was published in April 2013, attracting over 130 consultation responses, before the final Code was launched on the 17th June 2013 at NCVO's Evolve conference—the largest meeting of charities in the UK. Charities and social enterprises can sign up to show their support for the Code on the Inspiring Impact website.

Also part of Inspiring Impact's work on Impact Leadership, ACEVO produced *Are you leading for impact?*, a report making the case for charity CEOs to focus on their impact practice, and outlining the benefits this brings. The report contains real life examples from voluntary sector leaders about their understanding of their organisation's impact, and how an impact approach has helped them to improve it.

ESS, our Inspiring Impact partner in Scotland, also produced a *Good Practice Case Study Report* of three organisations in Scotland with pioneering approaches to impact measurement, to provide examples for other organisations to learn from.

- **Coordinating support:** The **Impact Measurement Diagnostic** has been scoped and designed by CES, with the aim of helping organisations understand the support available to them, and decide what kind of approach is most suited to their needs. The diagnostic is a step-by-step self-assessment tool that allows organisations to review and improve their impact practices, and has been designed to be appropriate for charities and social enterprises of all sizes. A paper-based version of the tool has been piloted extensively, and next year the diagnostic will be made available online.
- **Data, tools and systems:** Impact measurement is often hampered by the lack of a platform for appropriate tools, data and systems, which is why Substance has been leading on developing an **Online Impact Marketplace**. Substance has engaged tool providers and charities, scoping out the requirements for the platform, and producing a specification for how the marketplace will look, and the functions it will perform. Substance will be working closely with CES next year to integrate the marketplace and diagnostic on the Inspiring Impact website.
- **Shared measurement:** The *Blueprint for Shared Measurement*, outlining the benefits and approaches for shared measurement in the charity sector, was launched by NPC in March. Organisations that work on similar issues can use shared measurement to learn more about what works best to solve social problems, and compare their results to those of their peers to better understand their impact. The *Journey to Employment (JET) Framework*, also produced by NPC, outlined how shared measurement could work in the youth unemployment sector. The report received much positive feedback, culminating in an invite to an EU Presidency expert roundtable on youth employment in Ireland.



- **Funders, commissioners and investors:** The **Funders for Impact Working Group**, led by the Association of Charitable Foundations, launched the **Funders' Principles and Drivers of Good Impact Practice** alongside the *Code of Good Impact Practice* at the Evolve conference in June 2013. The principles have been widely consulted on, and have been designed to help funders think about their own impact, as well as how they can support their grantees to increase the impact of their work. Like the *Code of Good Impact Practice*, funders can sign up on the Inspiring Impact website to show their support for the Principles.

Our work across the UK

- **Inspiring Impact Scotland:** ESS have promoted our work in Scotland, as well as producing the Scottish case studies of good impact practice. ESS ran a session on Inspiring Impact at SCVO's *The Gathering* event, and held a 'pre-launch' event for the *Code of Good Impact Practice* in June 2013, which was well attended by Scottish charities and funders.
- **Inspiring Impact Northern Ireland:** Our partners in Northern Ireland, Building Change Trust (BCT) and Community Evaluation Northern Ireland, hosted an Impact Summit where Inspiring Impact partners travelled to present our work so far. Inspiring Impact NI has secured funding for the next three years to deliver the programme in Northern Ireland, and BCT will continue to attend Inspiring Impact board meetings and feed into decisions.
- **Inspiring Impact Wales:** In the first year of the programme we engaged the Wales Council for Voluntary Action (WCVA) and will continue to do this next year.



INSPIRING IMPACT

Our Funders

The first year of Inspiring Impact has been kindly funded by the following organisations. We would like to thank them for their generosity, support and belief in the impact agenda.



In our second year, we are pleased to be welcoming some new funders as well as continued support from the Big Lottery Fund, Cabinet Office and Deutsche Bank.





How are we measuring our impact?

In its first year, Inspiring Impact has engaged key organisations across the sector, and developed a collaborative model which will allow us to work together over the next decade. We have produced a number of key outputs, such as the *Code of Good Impact Practice*, which provide the foundation for our approach over the next decade.

Based on our theory of change, we expect to substantially influence practice in the sector from Year Two (July 2013), building on the key outputs produced in Year One. To track our progress to our end goal against our theory of change we:

- Are monitoring our activities and outputs to ensure we are moving towards our short-term outcomes, collecting data on our reach and engagement, including event attendance, report downloads and website visitors.
- Will monitor short-term outcomes to ensure we are working towards our long-term outcomes, for example through surveys of organisations involved in the programme.
- Will monitor our long-term outcomes through sector-wide surveys, building on the results of NPC's impact measurement survey conducted in summer 2012, which we will use as a baseline.

How have we communicated the programme?

NPC is leading the communication of Inspiring Impact. In the past year we have:

- Continued to improve our website inspiringimpact.org, and updated it regularly with news about the programme and outputs as they are launched. We've improved the functionality of the site so that charities and funders can now sign up and show their support for the *Code of Good Impact Practice* and *Funder Principles*.
- Maintained an active Inspiring Impact Network, through regular **blogs** sent out to the network, an active LinkedIn group, and a presence on twitter. Some of our blogs have also appeared on our delivery partners websites and in the sector press.
- Built Inspiring Impact's reputation by launching the *Code of Good Impact Practice* and *Funders' Principles* at NCVO's Evolve conference, the largest charity conference in the UK. We have also organised several Inspiring Impact networking events, to connect those interested in impact measurement across the sector, and communicate our achievements to date.

Engagement with the sector is key. Consulting with the sector help to ensure the outputs we have produced so far—such as the *Code of Good Impact Practice*—are relevant and practical. Building a network of committed supporters helps to provide an engaged audience for our outputs and catalyse cultural change in the sector. We aim to reach 5% of the sector—8,000 organisations—by 2015. We currently have over 1,000 people signed up to our network, and our website receives around 4,000 views per month—a figure we are building on as we expand the library of resources on the site. We expect our reach to climb steeply now that the Code and Funder Principles have been launched.



INSPIRING IMPACT

Below is an overview of some of our results so far:

Figure	Explanation
Building a network	
46,731	<i>Website hits since our launch in July 2012</i>
1047	<i>Supporters signed up to our network, via our website</i>
599	<i>Twitter followers</i>
348	<i>LinkedIn group members</i>
Providing resources	
494	<i>Downloads of the Code of Good Impact Practice in the first month after it launched</i>
316	<i>Downloads of the Funders' Principles in the first month after it launched</i>
Events	
684	<i>The number of charities, consultants, representative bodies, funders, commissioners, and investors who have attended Inspiring Impact events.</i>
Influencing political processes and frameworks	
EU	<i>We are engaging with the impact agenda in Europe through the GECES impact measurement subgroup.</i>
International Reach	
4	<i>Inspiring Impact is now starting to generate global interest. We have been talking to organisations based in Russia, New Zealand, North America and Australia about sharing resources and speaking at conferences. The Code of Good Impact Practice has been translated into Russian.</i>