



**CAN<sup>E</sup> Invest**  
Driving growth in social enterprise

# **Community Food Forum Impact Workshop**

Tues 2<sup>nd</sup> February

Crisis Cafe

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CAN supports social entrepreneurs to build sustainable businesses by providing **space** to grow, **capital** and **business support**



# Why Measure Social Impact?

CAN Invest helps organisations to measure, demonstrate and enhance their impact. Impact studies can and should:

- Serve as a powerful demonstration of the full value of the services in economic and social terms
- Maintain and attract further support from customers, funders and other stakeholders
- To refine what you do – by understanding what changes for those that you work with (by talking to them) you can test any assumptions you have and refine your delivery accordingly: this will help you **deepen/expand your impact**

# Impact Measurement: CAN's approach\*

- Involve stakeholders
- Understand what changes
- Value the things that really matter
- Do not over-claim
- Be transparent to ensure quality

\* Fully compatible with the 7 principles of SROI measurement: <http://www.thesroinetwork.org/what-is-sroi>.

# What are your needs?

## **1. Define your impact measurement objectives**

- a. Why are you doing the exercise? If you have limited resources and multiple objectives, prioritise those objectives to limit your scope.

## **2. Identify the capabilities, processes and knowledge**

- a. You'll need to meet your objective(s). For example, maybe you need to understand what outcomes your beneficiaries are actually experiencing – focus on building effective stakeholder engagement. Maybe delivering one outcome is core to your success – focus on identifying the best way of measuring it.

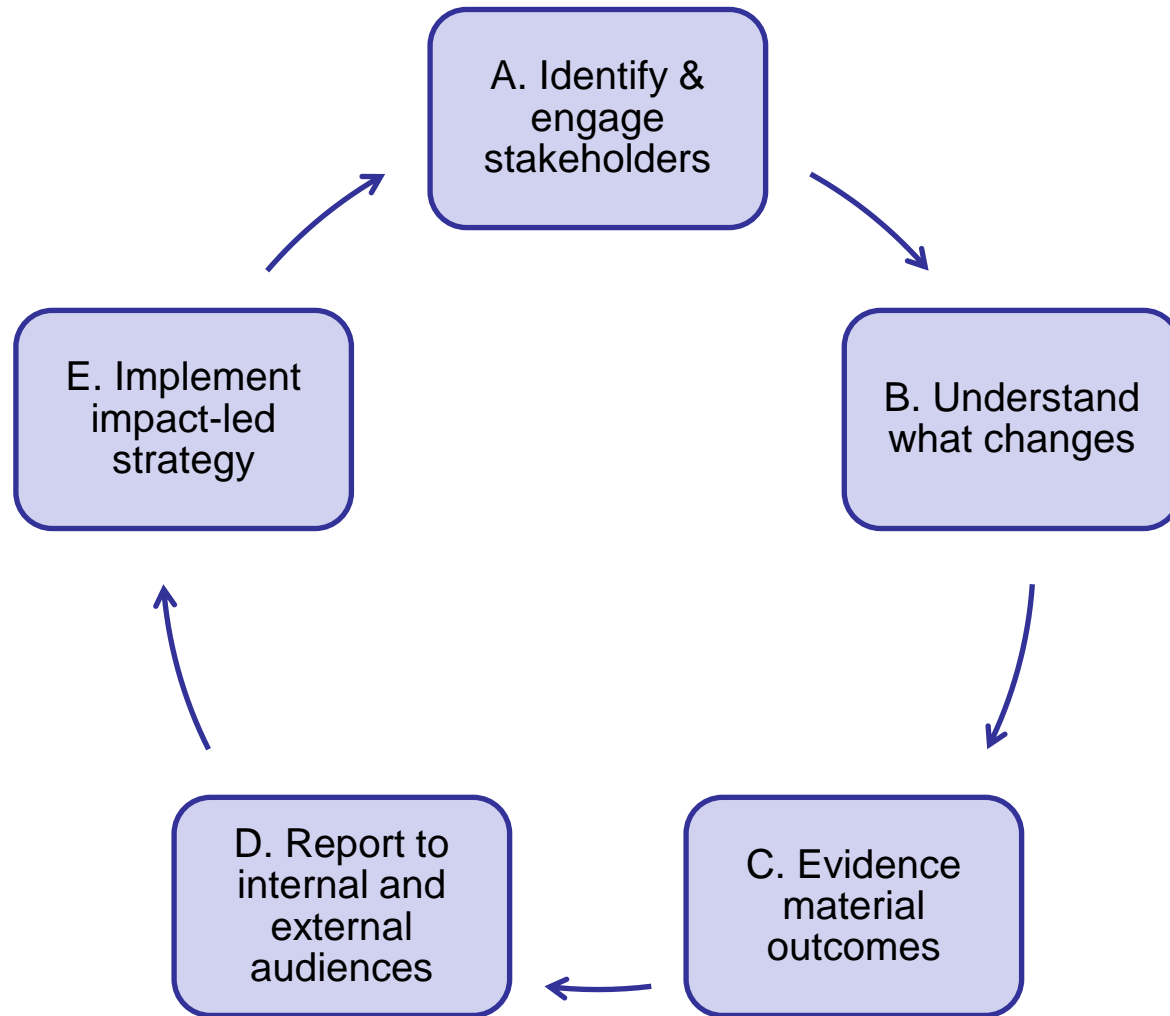
## **3. Implement**

- a. Whatever you decided in 2.

## **4. Review**

- a. What has this told you. Is it helpful? Did it meet your objective? If yes, can you refine it further? If no, why not – would something else have worked better?

# The virtuous cycle to becoming impact-led



# Impact measurement – typical stages/outputs

## 1. Theory of Change

- a. Visual map of what an org does and their vision – internal/external comms, link activities to goals, clarify assumptions and vision

## 2. Data collection tools

- a. Surveys, interviews, focus groups, etc. to track what changes

## 3. Impact measurement framework

- a. Where you track and report on impact data

## 4. Impact report

- a. To report on what changed, why and how to various stakeholders



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If you would like to talk about anything related to impact measurement, please contact Ben Pearce:

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