Community Food Forum
Impact Workshop

Tues 2\textsuperscript{nd} 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 deepend/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](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:

A. Identify & engage stakeholders

B. Understand what changes

C. Evidence material outcomes

D. Report to internal and external audiences

E. Implement impact-led strategy
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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