



Community First  
Yorkshire

# North Yorkshire Reuse Network

29th January 2025

Helping you thrive



# Focus on Impact Reporting

## Agenda

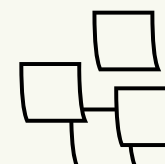
- Welcome, aims and introductions
- A brief overview of the [Impact Toolkit - Community Support North Yorkshire](#)
- Exploring the way forward: group discussion





# Welcome and Introductions

Things to consider before we begin





# Welcome and Introductions

## Who do we have in the room?

In a few seconds, please introduce yourself and say which organisation you represent.

We will have plenty of time towards the end of the session for further discussion.





# Impact Toolkit

## Measuring the difference that you make

This toolkit will take you through this process step-by-step and point you towards further resources if you need more detail, so that you can produce your own engaging report.

1. Why should you write an impact report? ▼

2. Planning your impact report ▼

3. Doing your work and gathering the information for your impact report ▼

4. Assessing the information you have gathered ▼

5. Reviewing your information and presenting your impact report ▼

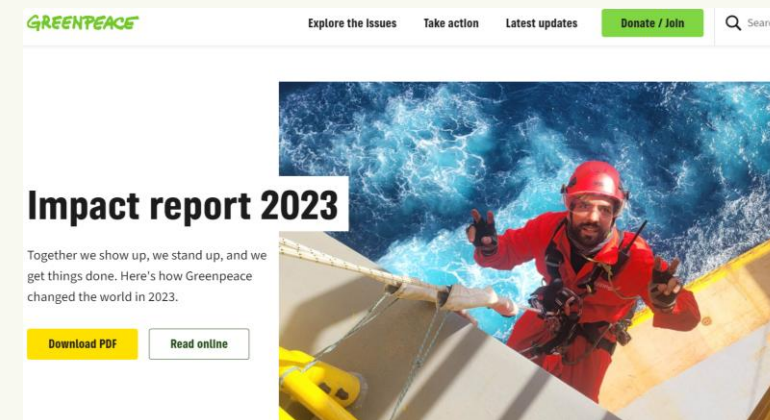
[NPC's cycle of good impact practice](#): Plan - Do - Assess - Review



# 1. Why should you write an impact report?

## The benefits of writing an Impact Report

- **To learn** from the information gathered so you can improve your effectiveness and achieve more for your beneficiaries.
- **To show** funders, supporters and others what you have achieved.





## 2. Planning your impact report

### What you need to consider before you start

- **What is an impact?** What is the difference between input, activities, outputs, outcomes and impact?
- **What is your desired impact** or goal and how do you plan to deliver it? What is your theory of change?
- **What do you need to measure** and how do you collect it?
- **Who are the people you are aiming to have an impact on?** Are your methods of collecting information appropriate for them?
- **What changes are they likely to experience?** Which changes should you measure?
- **How can you measure the change?**

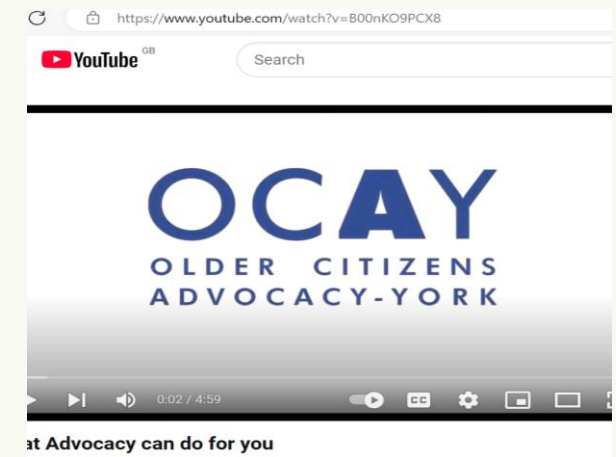




## Planning your impact report

### Terminology quiz. Identify: input, activity, output, outcome, impact

- a) The actions, tasks and work a project or organisation carries out to create its outputs and outcomes, and achieve its aims.
- b) Longer-term effects of a project or organisation's work that people achieve for themselves.
- c) The resources, such as money, personnel, equipment and materials that are required to implement a programme or project.
- d) The changes, benefits, learning or other effects that result from what the project or organisation makes, offers or provides.
- e) Products, services or facilities that result from an organisation's or project's activities. .







# Planning your impact report

## Terminology quiz- answers

- a) **Activity:** The actions, tasks and work a project or organisation carries out to create its outputs and outcomes, and achieve its aims.
- b) **Impact:** Longer-term effects of a project or organisation's work that people achieve for themselves.
- c) **Input:** The resources, such as money, personnel, equipment and materials that are required to implement a programme or project.
- d) **Outcome:** The changes, benefits, learning or other effects that result from what the project or organisation makes, offers or provides.
- e) **Output:** Products, services or facilities that result from an organisation's or project's activities. .





## 3. Doing your work and gathering the information

### How you collect the information for your report

- **Collect** the information you need. Consider both quantitative (numbers) and qualitative (stories) data.
- Consider the different **types** of data you could collect e.g. user, engagement, feedback, outcomes, impact.
- Consider the **methods of collecting** the data e.g. surveys, interviews, focus groups, case studies, creative methods, observations, photographs and audio/video recordings



## 4. Assessing the information you have gathered

How much did you do, how well did you do it, and is anyone any better off?

1. **Analyse** your data - look for patterns and themes then draw conclusions.
2. **Collate and evaluate** the quantitative and qualitative data you have gathered and combine the two to be able to demonstrate the nature of the change and why it has happened.
3. **Draw conclusions** from the information. How does it compare to e.g. the national average, someone not receiving your support.
4. **Put your findings into context.** Be honest about the limitations of your evidence and identify the negative and unexpected findings as well as the positive.
5. Assess the monetary value or **Social Return on Investment** of your interventions.

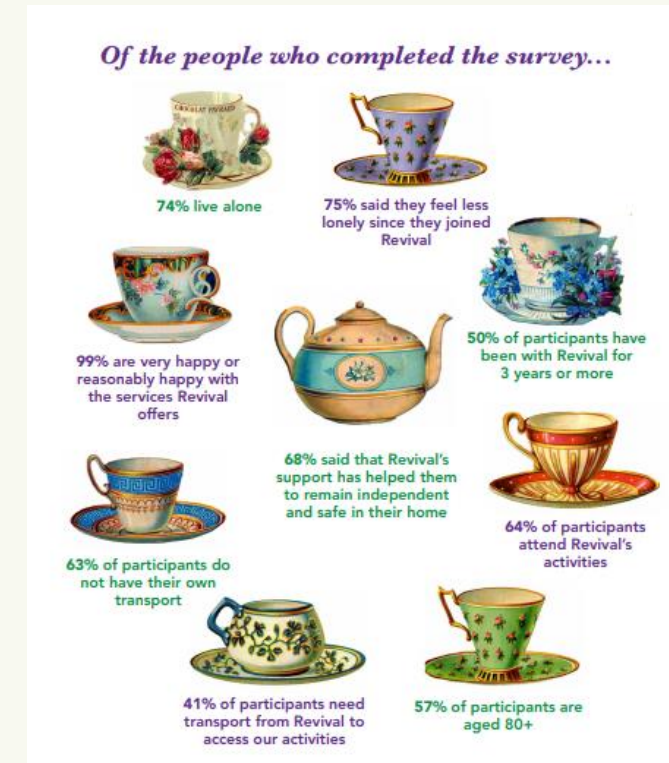




## 5. Reviewing your information and presenting your impact report

### Present and share your findings

- **Learn from your findings.** Are your trustees ready to improve?
- **Consider the format, style** and appropriate level of detail for your organisation by looking at good examples
- Write your overall **impact statement**. Be succinct and describe the change you are making rather than the work.
- Decide on your **report structure** e.g. Summary, introduction, activities, outcomes, recommendations and actions.
- **Publicise your report** making it accessible to your various audiences.





## Discussion and questions

### Share your thoughts and experiences

- Any Questions?
- Do you currently create an impact report? What is it like?
- Have you been inspired to create an impact report?
- Do you think you are likely to use the toolkit?
- Have you any suggestions of good examples of impact reports?
- What important news would you like to share?
- [Impact Toolkit - Community Support North Yorkshire](#)





## What next?

### References and further reading

[Impact Toolkit - Community Support North Yorkshire](#)

[Starting to measure your impact – Social Impact Experts](#)

[Key Fund](#)

[Impact report 2023 - Greenpeace UK](#)

[Our Impact – Kyra Women's Project](#)

[North Yorkshire Sport Impact Report](#)

[dementia-uk-impact-report-2023-24.pdf](#)

[Nesta's Strategy to 2030 | Nesta](#)

[Layout 1](#)

[Impact 2023/24 - Older Citizens Avocacy York](#)

[World Book Day Our Impact](#)



## Conclusion

### What are your take-aways?

What's the most useful thing you have learned today?

What do you think you might do as a result of this session?

Next meeting- provisionally Weds 30th April in person at Allerton Waste Recovery Plant (off A1, 4 miles south of Boroughbridge)





Community First  
Yorkshire

# Keep in touch!

Contact us at:

[communitysupport@communityfirstyorkshire.org.uk](mailto:communitysupport@communityfirstyorkshire.org.uk)

Sign up to  
receive our  
newsletters  
here:



Sign up  
for our  
funding  
portal  
here:



Helping you thrive