



Charity impact reporting: Examples of best impact reporting practice

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1. Introduction

This document presents examples of best practice in impact reporting amongst the sample charities examined for the report Charity Impact Reporting: Informing the Forthcoming Charities SORP funded by ICAS. It links to the content in Section 5.3 of the report and is a more detailed version of Table 5.4 in that it presents examples of qualitative and quantitative forms of impact. The document can be used as a standalone piece – definitions of the different forms of impact as used in Charity Impact Reporting are presented as an appendix.

2. Qualitative Impact

2.1 Service-user testimonials:

Barod, Annual report (2021)

Barod specialises in substance use support and operates across much of South and West Wales. It offers support to individuals affected by alcohol and drugs and their families and friends. The excerpt below (p. 19) refers to Barod's newly launched P2P (peer to peer) naxolone project where peers are trained in naxolone supply. Together with feedback from the peers, the excerpt below reflects a service user's experience.

The peers have provided feedback on the project being a positive focus and a change to help others in their local community.

"I feel proud about being part of this because I know I am helping."

"I have used kits in the past and save lives. No bad can come from this."

"If someone didn't save my life with naloxone, I wouldn't be here today."

Credit: Barod (<https://barod.cymru>)

Brightside, Trustees' annual report (2021)

Brightside is an online mentoring charity that connects young people facing barriers with inspiring mentors. Mentors share their experiences and insights to enable mentees to make informed decisions about their future. The quote below (p. 6) from a mentee supports the charity's overview of its mentoring programme in the report.

“It's been so useful for me especially during this pandemic when everything is all over the place.

My mentor has allowed me to be more confident when thinking about university and has given lots of appropriate knowledge and feedback regarding my needs. This programme has helped a lot.”

Mentee,
Greater Manchester Higher: HE Explore

Credit: Brightside (<https://brightsidementoring.org>)

I CAN¹, Impact report (2020)

I CAN¹ is a children's charity specialising in communication. I CAN experts help children to develop speech, language and communication skills to ensure that they fulfil their potential. The below excerpt is part of a case study of 'Ollie's Story' (p. 6).

His parents have seen amazing progress - he can tell them what he's learnt at school and what is important to him

"We had the best Christmas present of all - some thing I had waited five years to hear him say - 'mummy'!"

Credit: I CAN (<https://Speechandlanguage.org.uk>)

¹ Following publication of its 2020 and 2021 documents, in October 2022, I Can rebranded itself to Speech and Language UK

Llamau, Impact report (2021)

Llamau is a homelessness charity seeking to eradicate homelessness for young people and vulnerable women in Wales. The charity seeks not only to provide accommodation for service users but also address their often complex circumstances and needs. The excerpt below relates to a domestic abuse programme.

Domestic abuse training could be the difference between a woman surviving domestic abuse or dying because of it.

"Being able to get this help after 20 years is something that will change my life. Who would have thought that one conversation with my nurse would lead to this support. I honestly feel like a door has been opened for me after being trapped underground for a long time. I woke up this morning and smiled for the first time in a very long time" Survivor voice

Credit: LLamau (<https://www.llamau.org.uk>)

ReachOut, Impact report (2021)

ReachOut is a national mentoring and education charity that operates in under-resourced areas. It supports young people to grow in confidence and character. The excerpt below (p. 10) reflects on a character education programme that ReachOut helps schools deliver in accordance with the Gatsby Benchmarks. The Gatsby Benchmarks are designed to serve as a framework for world-class careers provision and have been adopted as part of the UK government's careers strategy for England, statutory guidance for schools and guidance for colleges. At a school level, its eight benchmarks provide a clear framework to organise careers provision by identifying the key elements of an excellent careers programme (Gatsby, Foundation, 2023).

"I understand myself on a much deeper level than I would without ReachOut and some of the things they teach, like Character strengths. Slowly I could see that my character has built up and I've become a much better person."

Aya, 15

Credit: ReachOut (<https://www.reachoutuk.org>)

2.2 Case studies or anecdotes

Brightside, Impact report (2022)

Brightside is an online mentoring charity that connects young people facing barriers with inspiring mentors. Mentors share their experiences and insights to enable mentees to make informed decisions about their future. The excerpt below (p. 27) comes from a volunteer case study:

for us. I was keen to help because my mentee's scientific interests overlapped with my own, and the award would make a big feather in their cap. They submitted a fantastic piece of work and won a Gold award! They did a really super job and I got so much more out of it than I would have expected by helping them develop their thinking.

Credit: Barod (<https://barod.cymru>)

Brightside, Trustees' annual report (2021)

For the same aforementioned charity, the quote below (p. 6) reflects on the power of online mentoring from a user perspective, supplementing quantitative information around the online programme (number of matched pairs of mentors and mentees: 9,400, proportion of mentees from the lowest socio-economic regions of the UK: 61%; and proportion of mentees who completed the exit survey felt that their confidence had improved: 77%).

“It's been so useful for me especially during this pandemic when everything is all over the place.

My mentor has allowed me to be more confident when thinking about university and has given lots of appropriate knowledge and feedback regarding my needs. This programme has helped a lot.

Mentee,
Greater Manchester Higher: HE Explore

The Children's Trust, Trustees annual report (2021)

The Children's Trust is a leading charity that specialises in children with brain injury and neurodisability. The charity delivers rehabilitation, education and community services to children and young people, and their families. The excerpt below is from a case study about Madison who received inpatient rehabilitation at the charity's specialist centre, and on discharge back to home was supported in her rehabilitation by the Brain Injury Community Services team.

“Madison developed a better understanding of her brain injury, and more of a willingness to accept support. She came to understand how people like her teaching assistant could help. She now independently requests support, accesses the quiet room, and is more willing to tell friends when she needs help.”

Credit: The Children's Trust (<https://www.thechildrenstrust.org.uk>)

Magic Breakfast, Impact report (2018 – 2021)

Magic Breakfast is a charity that seeks to alleviate hunger as a barrier to education through the provision of free breakfasts to school children principally in under-privileged areas. The fundamental principle upon which it is developed is that hungry children cannot concentrate on their schoolwork. The excerpt below (p. 10) is about an infant school and nursery that the charity supports. The school is located in an area of high deprivation where families struggle financially and school attendance and lateness in arrival are problematic.

The breakfast offer was highlighted in the school's 2019 Ofsted report:

“The actions you have taken to address the high absence rate of pupils, such as introducing the breakfast club, are improving the school's overall attendance figure swiftly towards the national average”

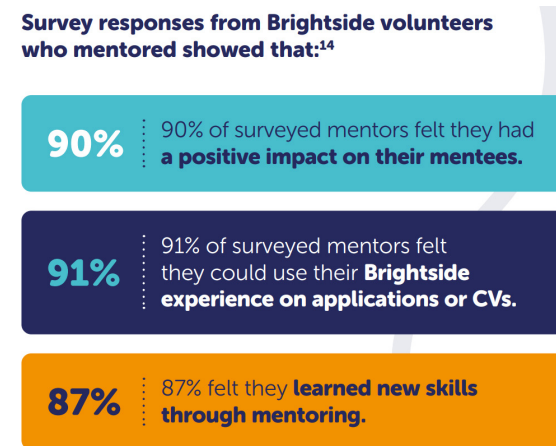
Credit: Magic Breakfast (<https://www.magicbreakfast.com/contact>)

3. Quantitative Impact

3.1 Survey results

Brightside, Impact report (2022)

Brightside is an online mentoring charity that connects young people facing barriers with inspiring mentors. Mentors share their experiences and insights to enable mentees to make informed decisions about their future. The excerpt below (p. 27) comes from a volunteer case study:



Credit: Brightside (<https://brightsidementoring.org>)

Llamau, Trustees' annual report (2021)

Llamau is a homelessness charity seeking to eradicate homelessness for young people and vulnerable women in Wales. At the start of its annual report, the charity reflects on its achievements during the year and distinguishes between the number of women and young people helped (for the distinctive services offered) and the impact of the services on those helped – reflecting on the latter as successful interventions - 'what we do works'. The examples below (p. 4) are amongst the several achievements that the charity highlights under this title.

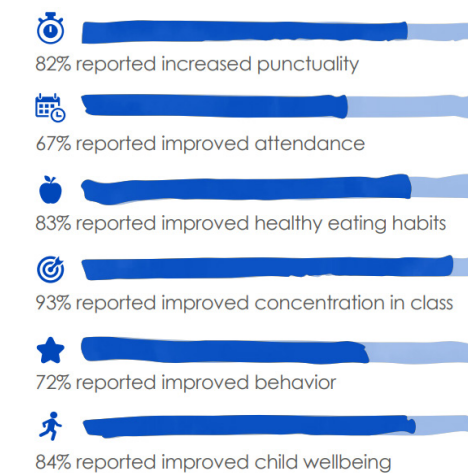
- **71%** of young people reduced or ceased offending
- **70%** of young people developed improved anger management skills

Credit: Llamau (<https://www.llamau.org.uk>)

Magic Breakfast, Annual report (2020)

Magic Breakfast is a charity that delivers free breakfasts to school children facing hunger. The fundamental principle upon which the charity is developed is that hungry children cannot concentrate on their schoolwork if they are not given a nutritious meal in the morning. The excerpt below (p. 13) reflects the results of the National School Breakfast Programme (NSBP) that Magic Breakfast co-delivered with the charity Family Action.

The Programme has had many positive impacts for pupils in NSBP schools, with Head Teachers reporting improvements in both pupils' wellbeing and the classroom environment.

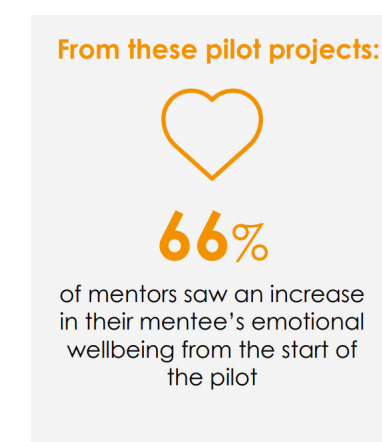


*These figures are drawn from between 342-349 Head Teachers who responded to each question as part of a Programme-wide survey.

Credit: Magic Breakfast (<https://www.magicbreakfast.com/contact-us/>)

ReachOut, Impact report (2020)

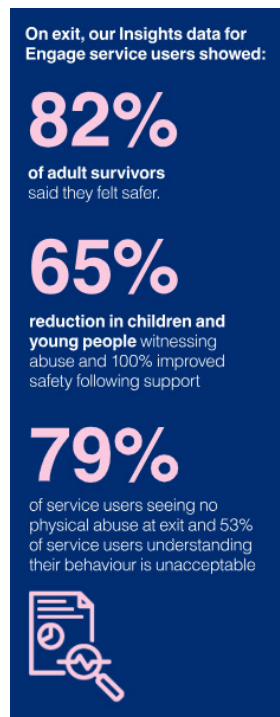
ReachOut is a national mentoring and education charity that operates in under-resourced areas. It supports young people to grow in confidence and character. The example below (p. 3) is one of several achievements that the charity highlights in its introductory pages.



Credit: ReachOut (<https://www.reachoutuk.org>)

SafeLives, Impact report (2021)

SafeLives is a national charity dedicated to end domestic abuse. The excerpt below (p. 20) reflects on Engage, a behaviour management model designed for couples or families choosing to remain in a relationship or safely co-parent.



Credit: SafeLives (<https://safelives.org.uk>)

3.2 Non-survey results

Barod, Trustees' annual report (2020)

Barod specialises in substance use support and operates across much of South and West Wales. It offers support to individuals affected by alcohol and drugs and their families and friends. The below (p.2) is one of the several key performance indicators that the Welsh Government, a key funder for the organisation, requires all service providers to submit to the NHS Wales Informatics Service. TOP - the treatment outcomes profile - is a nationally standardised evaluation measure that records the service user's journey – assessing the effectiveness of the drug treatment upon them.

Key Performance Indicator 4

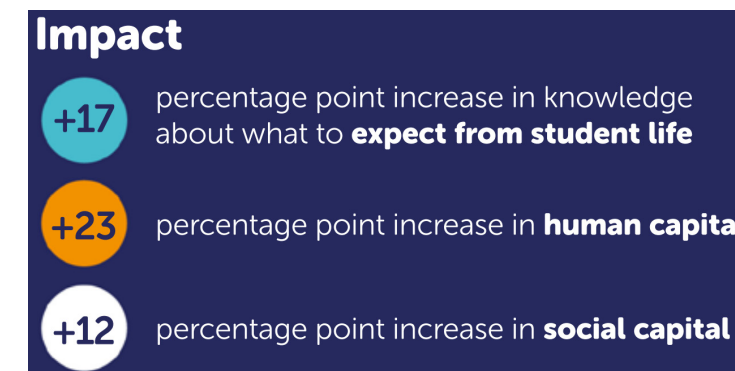
Quality of life is improved or unchanged between start and most recent review/exit TOP.

National target is 84.2% or above, Barod services achieved an average of 87.5% (2019 : 80.9%)

Credit: Barod (<https://barod.cymru>)

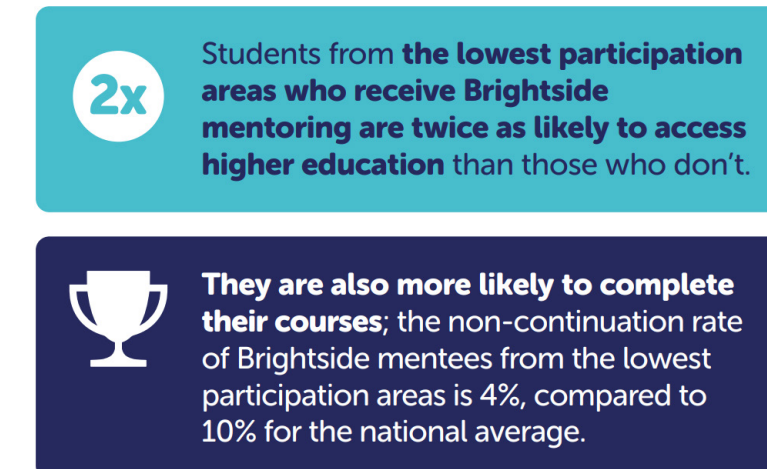
Brightside, Impact report (2021) and (2022)

Brightside is an online mentoring charity that connects young people facing barriers with inspiring mentors. Mentors share their experiences and insights to enable mentees to make informed decisions about their future. The below (from the report in 2021, p. 13) demonstrates the impact that the charity's new national programme 'Preparing for Higher Education' has had on mentees. According to a review of the organisation's theory of change, human capital refers to learning specific knowledge or skills, while social capital reflects on mentee knowledge of whom to turn to for advice and support.



Credit: Brightside (<https://brightsidementoring.org>)

Moreover, the statistics below feature in the executive summary of the charity's impact report that delves 'into the data that illustrates the positive impact of our mentoring' (p. 2, 2022 impact report).



Credit: Brightside (<https://brightsidementoring.org>)

Durrell Wildlife Conservation Trust UK, Trustees' annual report (2021)

The Durrell Wildlife Conservation Trust is an international charity operating from its Jersey Zoo in the Channel Islands to save species from extinction. Its aim is for more diverse and resilient landscapes that enable species to thrive and people to be at one with nature. The statistics below (p. 17) reflect on the impact of the charity's habitat restoration programme on Round Island (Mauritius) on the population of key reptile species native to the region. The rise in sightings per human hour of search in 2020, as compared to 2019, suggests a growing population of the species monitored.

The relative abundance of three key reptile species continued to increase on Round Island in response to our habitat restoration. The unique reptile community on the island consists of seven endemic species, which have been consistently monitored since 2006 to track changes in their relative abundance in relation to ongoing habitat restoration activities. Three key species, consisting of the keel-scaled boa (a top predator and indicator of the health of Round Island's ecosystem), the Günther's gecko (the largest Mauritian gecko that is most likely to benefit from forest reforestation) and Durrell's night gecko (only found on Round Island), are surveyed every 4-8 weeks, at night when they are mostly active. The average encounter rate of adult boas per person hour of searching was 0.681 individuals in 2020, compared to 0.577 in 2019. For Günther's geckos there were 0.596 encounters of adult individuals per person hour in 2020, compared to 0.483 encounters in the previous year. For Durrell's night geckos there were 1.876 encounters of adult individuals per person hour in 2020, compared to 1.506 encounters in the previous year. All signs that the community is responding to our efforts and slowly re-establishing larger numbers.

Credit: Durrell Wildlife Conservation Trust (<https://www.durrell.org>)

Magic Breakfast, Trustees' annual report (2020)

Magic Breakfast is a charity that seeks to alleviate hunger as a barrier to education through the provision of free breakfasts to school children principally in under-privileged areas. The fundamental principle upon which it is developed is that hungry children cannot concentrate on their schoolwork. The statistic below (p. 9) features at the start of the report where the charity is explaining its aims - as one of many statistics.



Credit: Magic Breakfast (<https://www.magicbreakfast.com/contact>)

Appendix

Impact: The sustained difference that a charity's interventions and programmes make in the lives of individuals and to society, more generally.

Qualitative impact: Impact of a charitable intervention (by the input-impact model definition – longer-term consequence of charitable intervention), captured with qualitative data.

Quantitative impact: Impact of a charitable intervention (by the input-impact model definition – longer-term consequence of charitable intervention), captured with quantitative data.

Service-user testimonials: Qualitative data captured from individual service-user, or about a service-user. 1st person and narrative in nature.

Case-studies or anecdotes: Qualitative data captured in regard to a service-user or an effect of intervention. 3rd person and descriptive in nature. Presumed to be collected unrepresentatively.

Survey results: Quantitative data captured from a survey conducted regarding charitable intervention.

Non-survey based results: Other forms of data that quantitatively capture the impact of an organisation's interventions – using, for example, objective and externally oriented data such as pupil performance.



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