

# SOCIAL IMPACT WORKSHOP

Designing the social impact management framework for social enterprises.



# What is Social Impact

*“The net effect of an activity on the community and the well-being of individuals and families.”*

or

*Centre for Social Impact (CSI)*

*“A significant positive change that addressed a pressing social challenge.”*

or

*University of Michigan Business School*

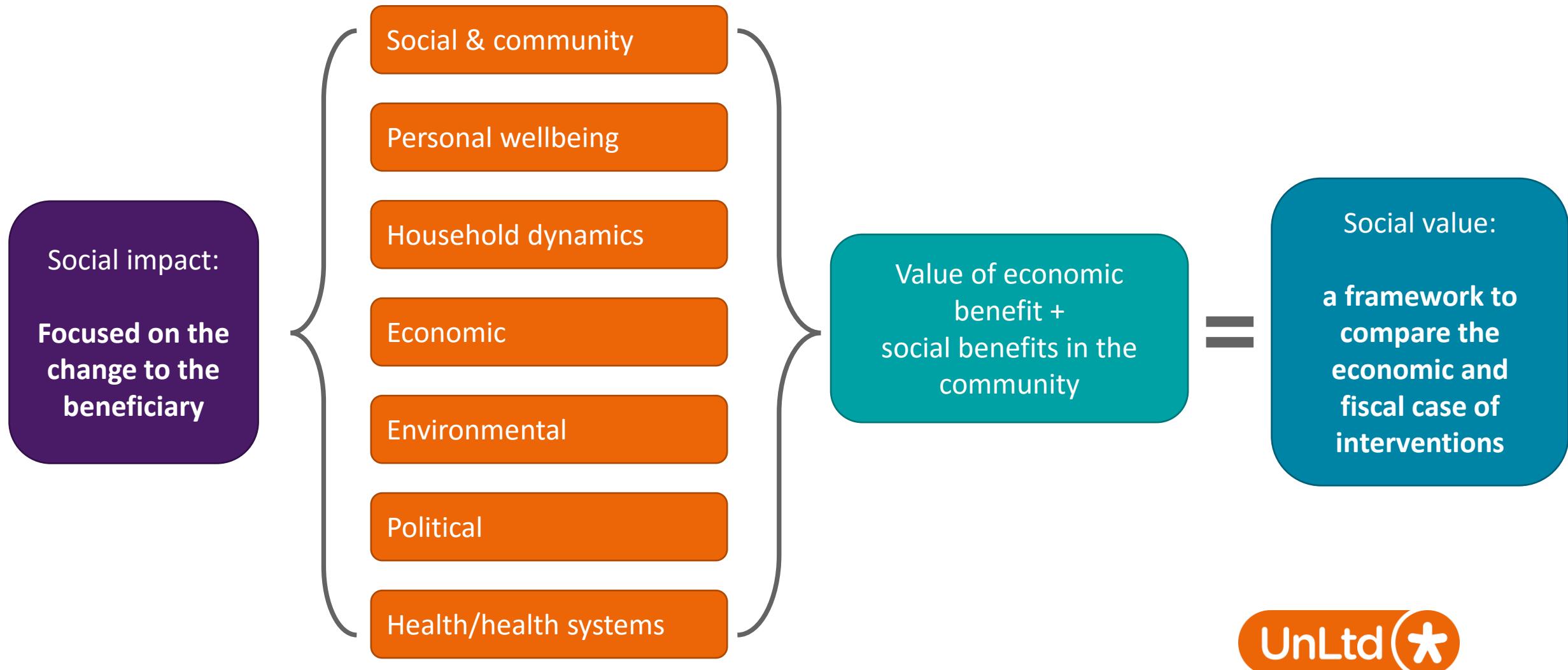
*“the social change that an organisation creates through its actions (i.e. the impact of its interventions).”*

*UnLtd*



- 1) It has to be an **actual change** that wouldn't have happened without your work.
- 2) It's about an **important change** to a person/people/community.
- 3) It has to be a change that has some '**staying power**', it lasts beyond the interaction.

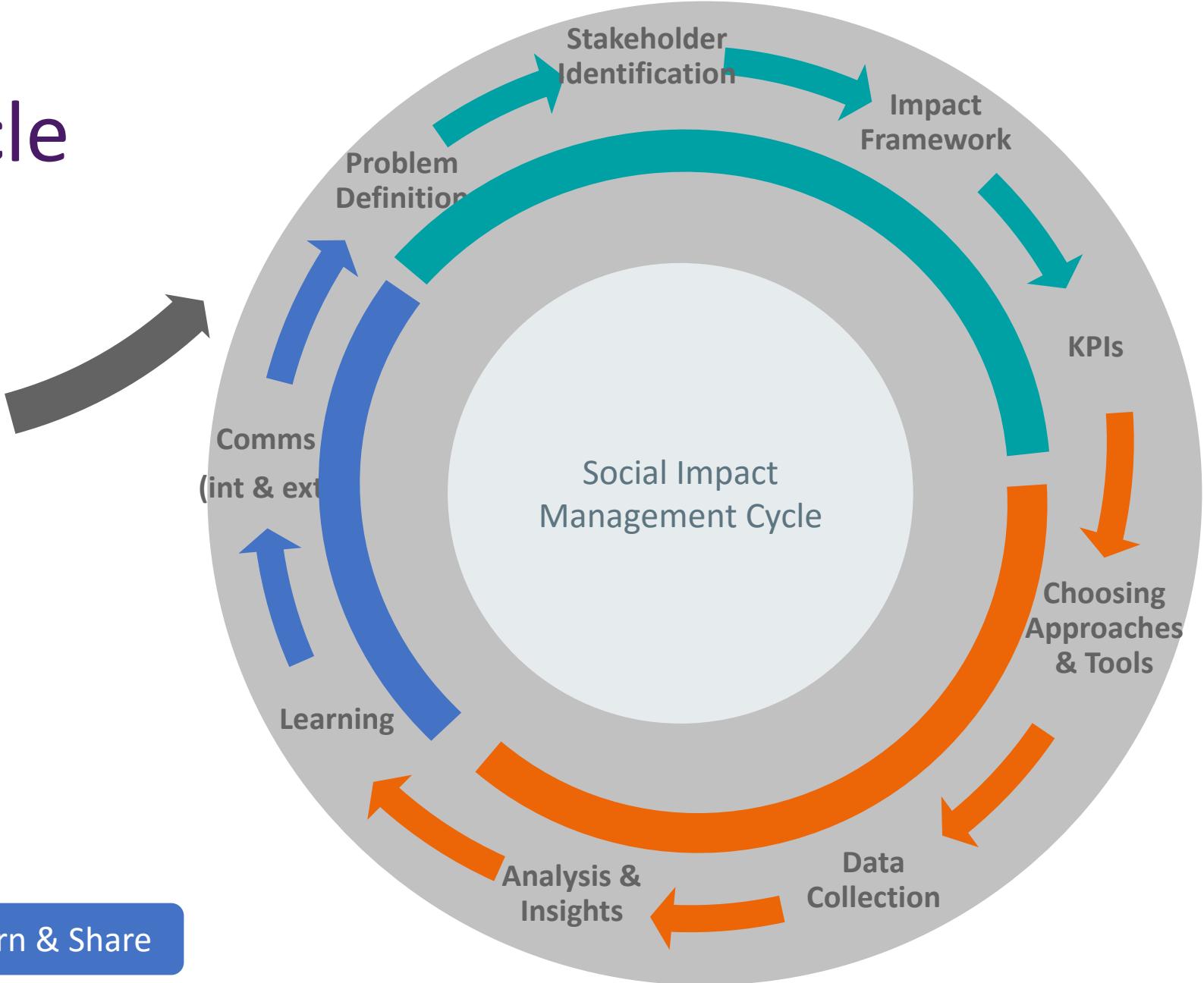
# Social Impact vs. Social Value



# Why Measure Social Impact?

- ★ Developing long term strategy
- ★ Managing resources and opportunities
- ★ Improving product/service quality
- ★ Applying for funding
- ★ Communicating with customers

# Social Impact Management Cycle



# Defining the problem

What is the key issue you are trying to address?  
Why is it important?

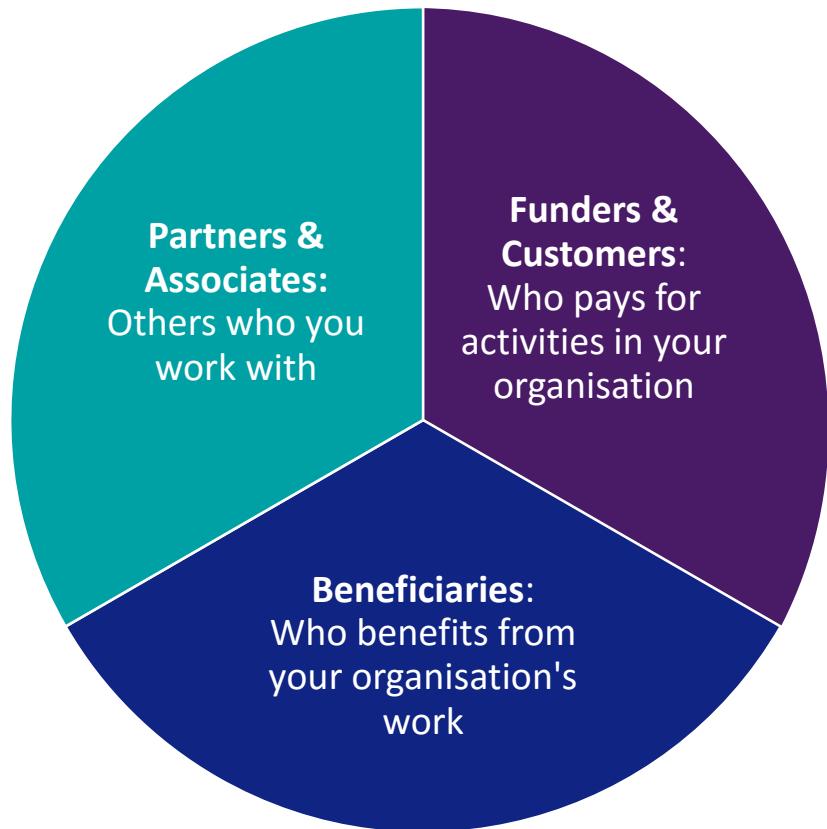
Who is it a problem for?

What  
**Political**  
**Economic**  
**Social**  
**Technological**  
**Legal**  
**Environmental**  
factors shape this problem?

What evidence do you have that this is worth the investment?

What are the other solutions?  
What are the benefits/shortcomings of these solutions?

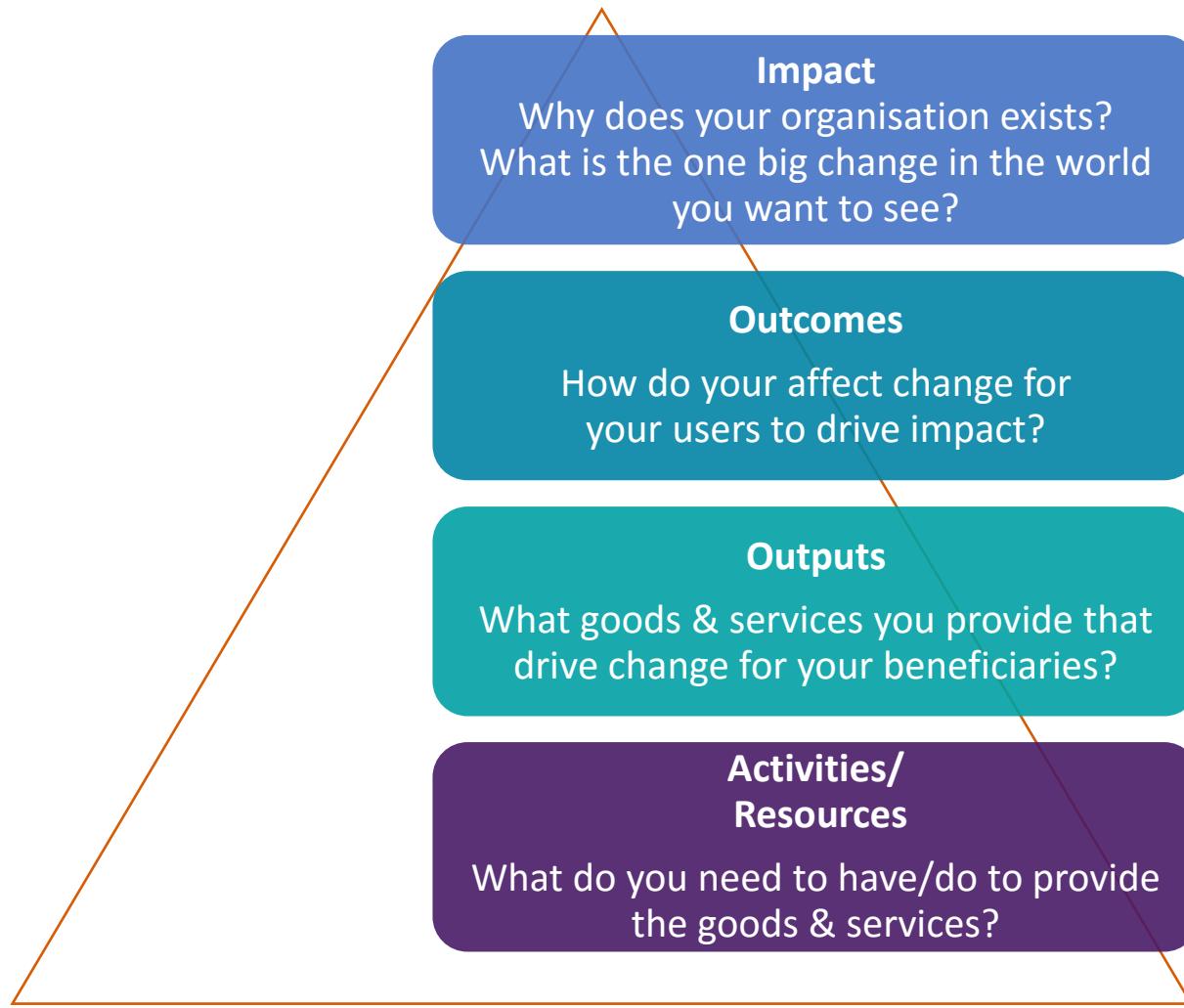
# Mapping Key Stakeholders



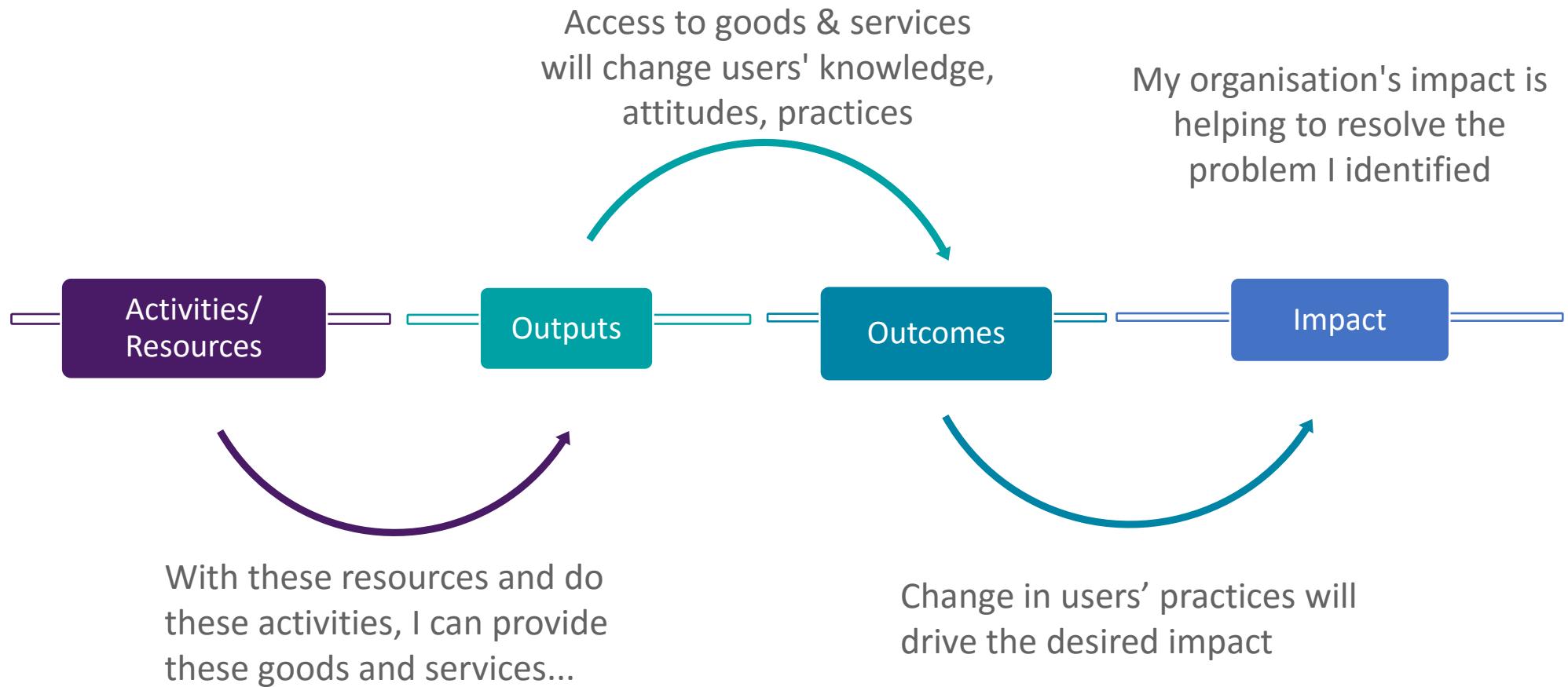
What do they want to know?

How will you inform them?

# Impact Framework: Theory of Change



# Theory of Change: Testing Assumptions



# There are many ways to present a theory of change



# ARTBRIDGES: THEORY of CHANGE



and our **ULTIMATE IMPACT**:  
more opportunities and access for people in Canada to engage and participate in arts within our communities. As well, communities in Canada are healthier and more resilient.

# Impact Framework: Theory of Change

## *Activities*

**What do you do to provide goods & services?**

- Up to 10 post it notes.

## *Goods & Services*

**What goods & services you provide**

- Up to 5 post it notes.
- Focus on the goods and services your users access.

## *Outcomes*

**What are changes for your beneficiaries?**

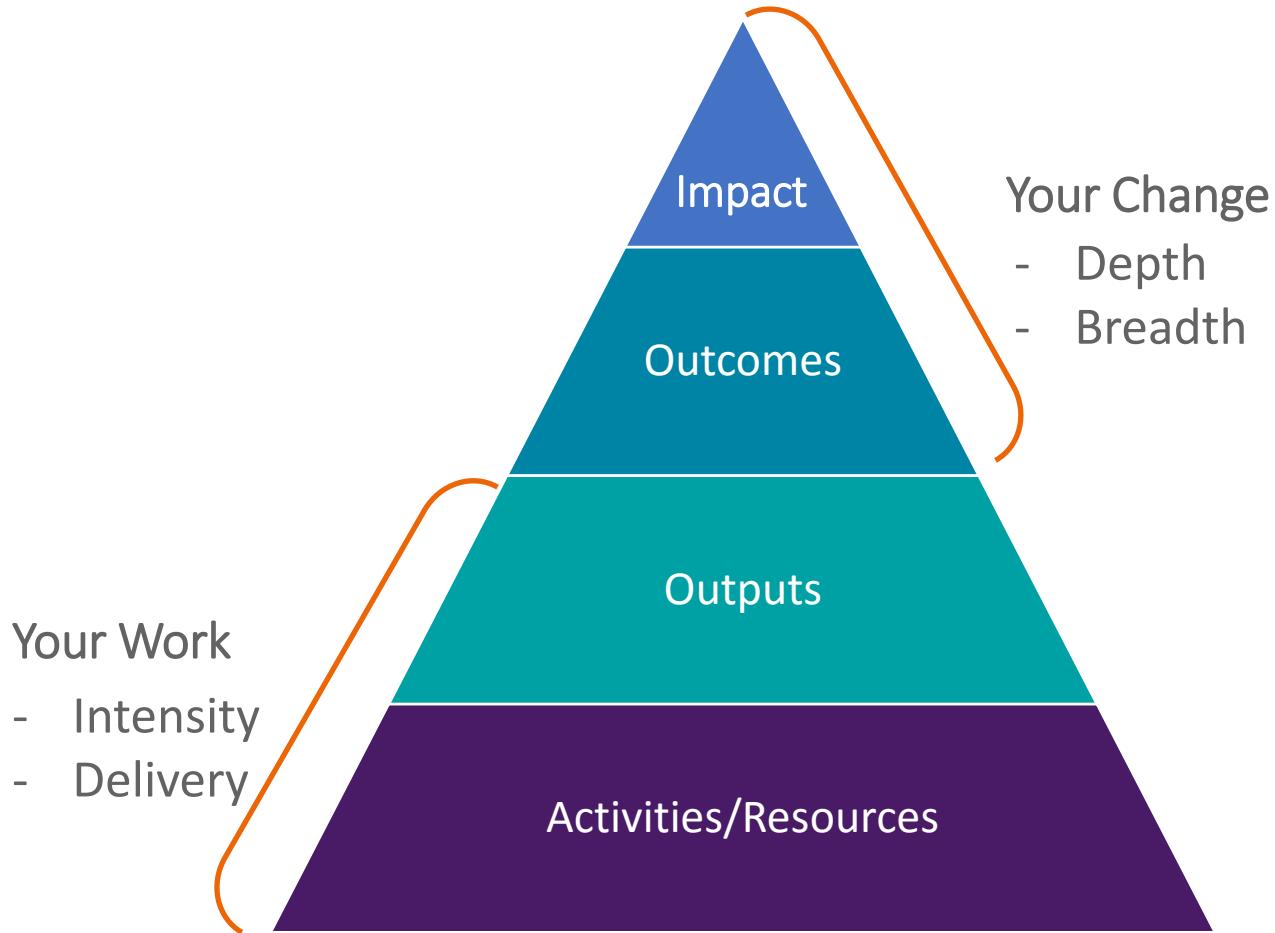
- Up to 3 post it notes:
- Focus on the change in **behaviour, knowledge or attitude** of the user.
- **Long-term outcomes** can be changes in social, economic, environmental, physical sphere.

## *Impact*

**What's the change in the world you want to see?**

- Preferably 1 (up to 2) post it notes.
- Think about the big picture.

# What Do We Want to Measure?



# How Can We Measure?

Quantitative



Forms, surveys

Qualitative



Diaries

Secondary



Public data



Beneficiary  
photography

# Data Collection & Analysis: It's all about planning

Indicator	Method	Milestone	Target	When will data be collected?	How long will it take?	Who is responsible?	Cost

The UnLtd Data Collection Planning Tool gives a step by step exercise of how to plan your data collection activities and to think about your analysis.