

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

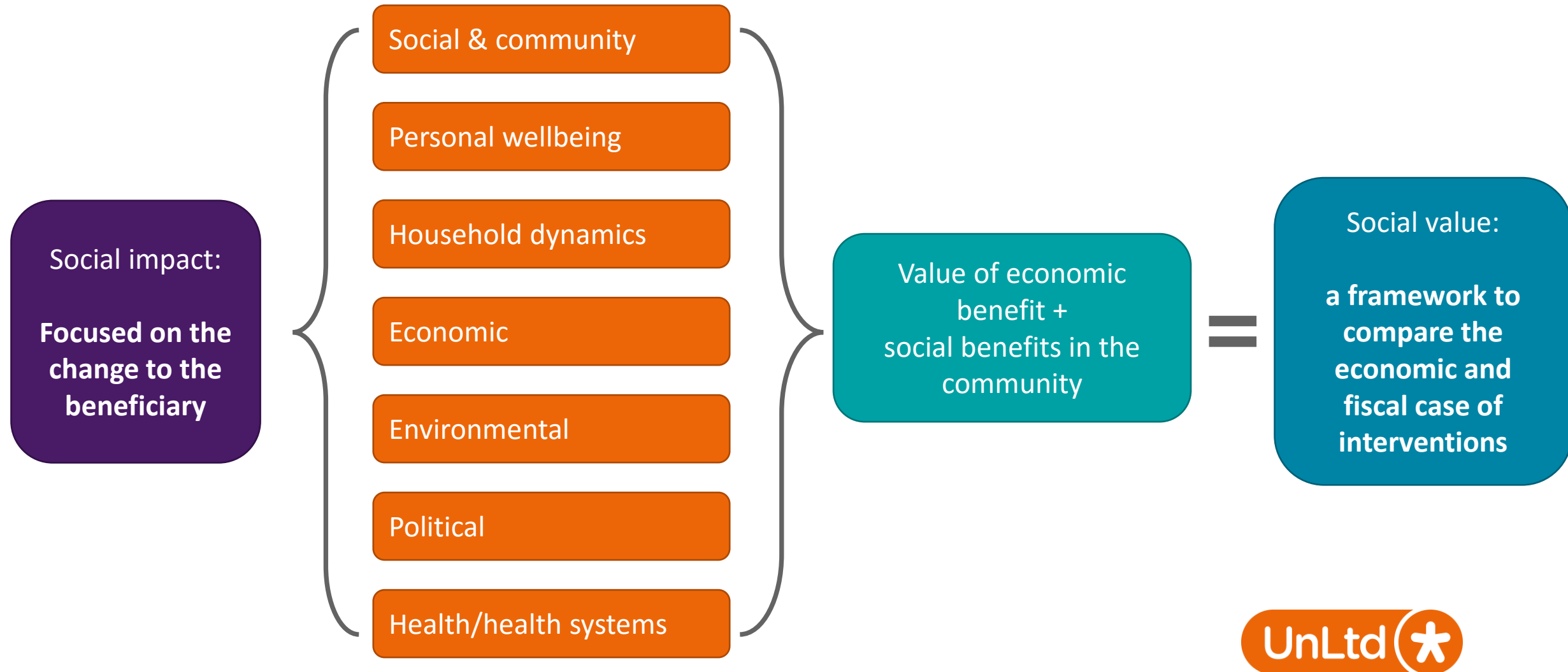
*“the **social change** that an organisation creates through its actions (i.e. the impact of its interventions).”*

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.

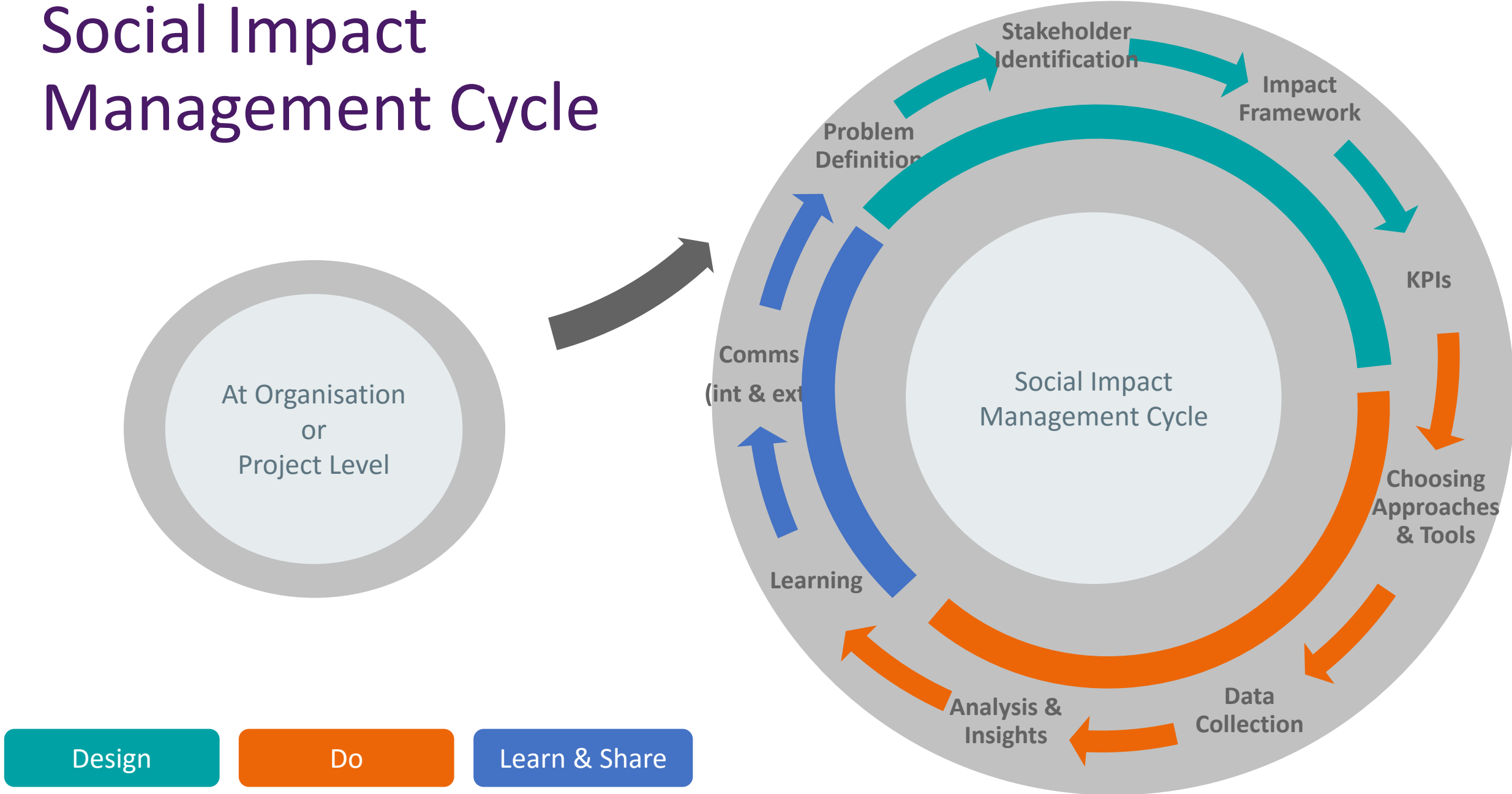
Social Impact vs. Social Value



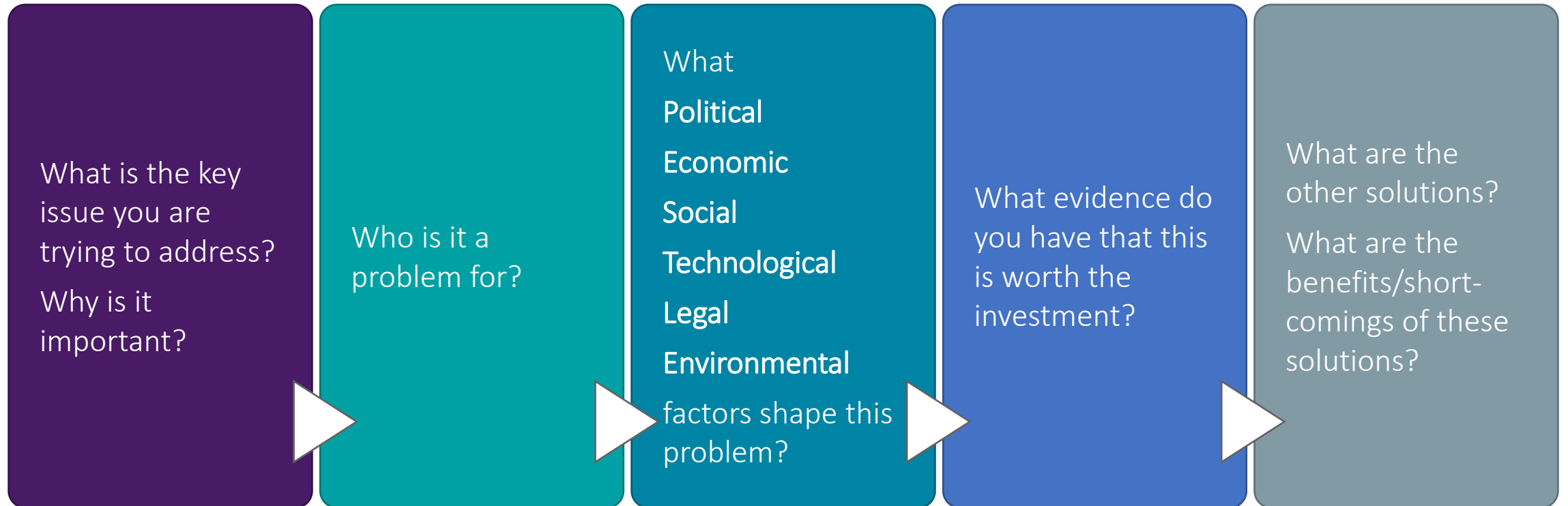
Why Measure Social Impact?

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

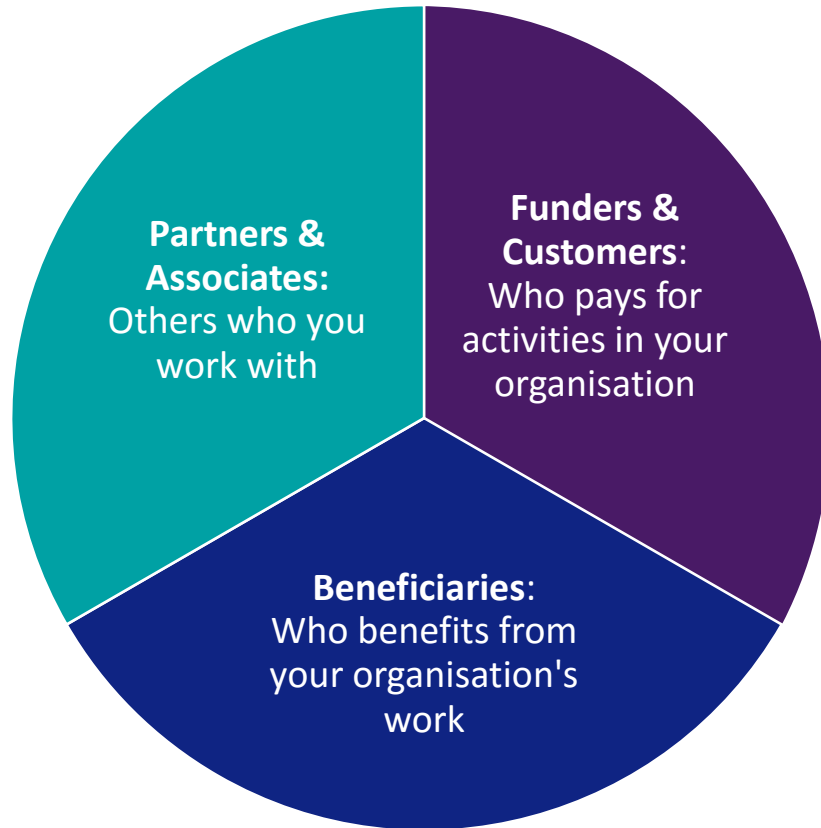
Social Impact Management Cycle



Defining the problem



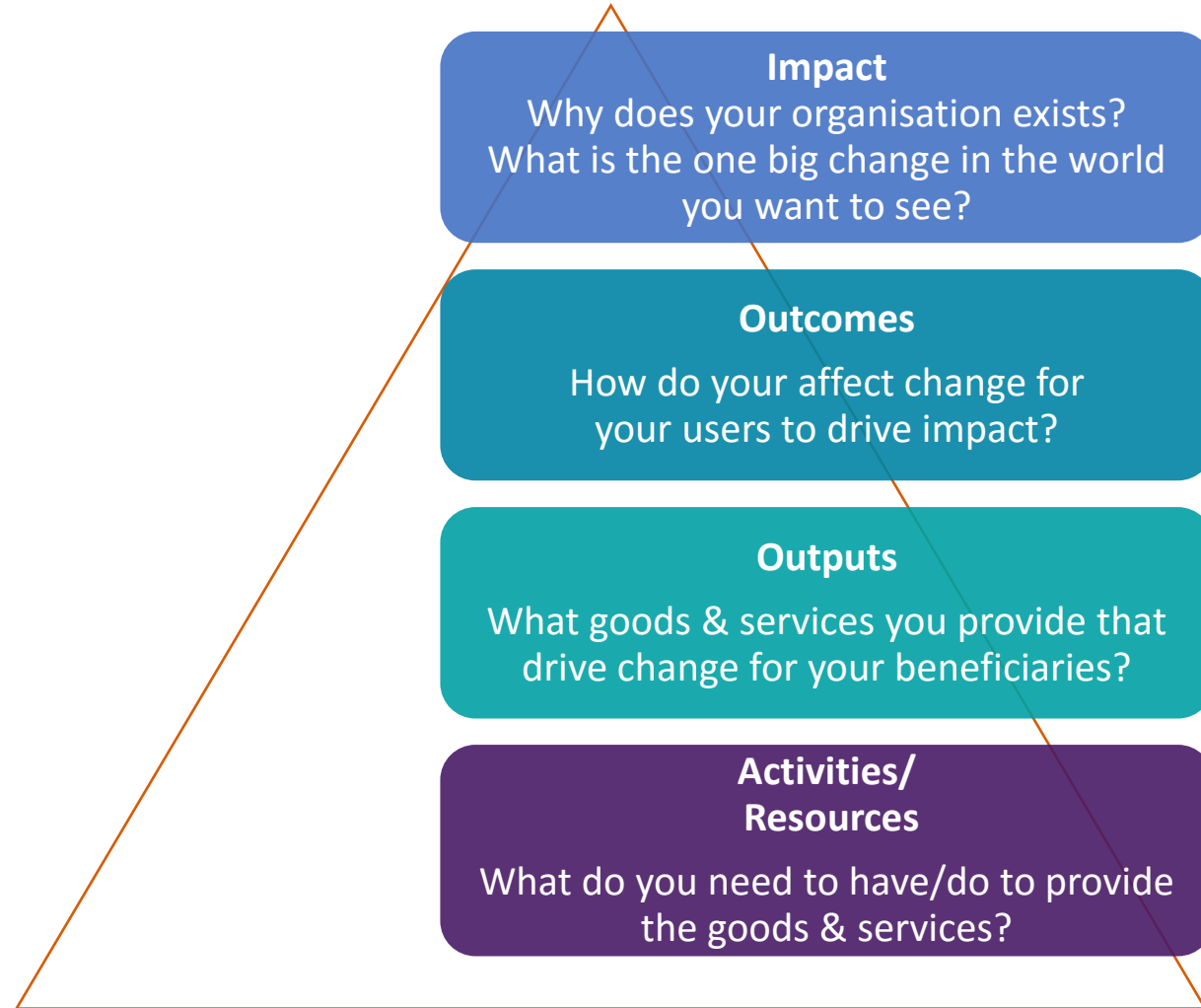
Mapping Key Stakeholders



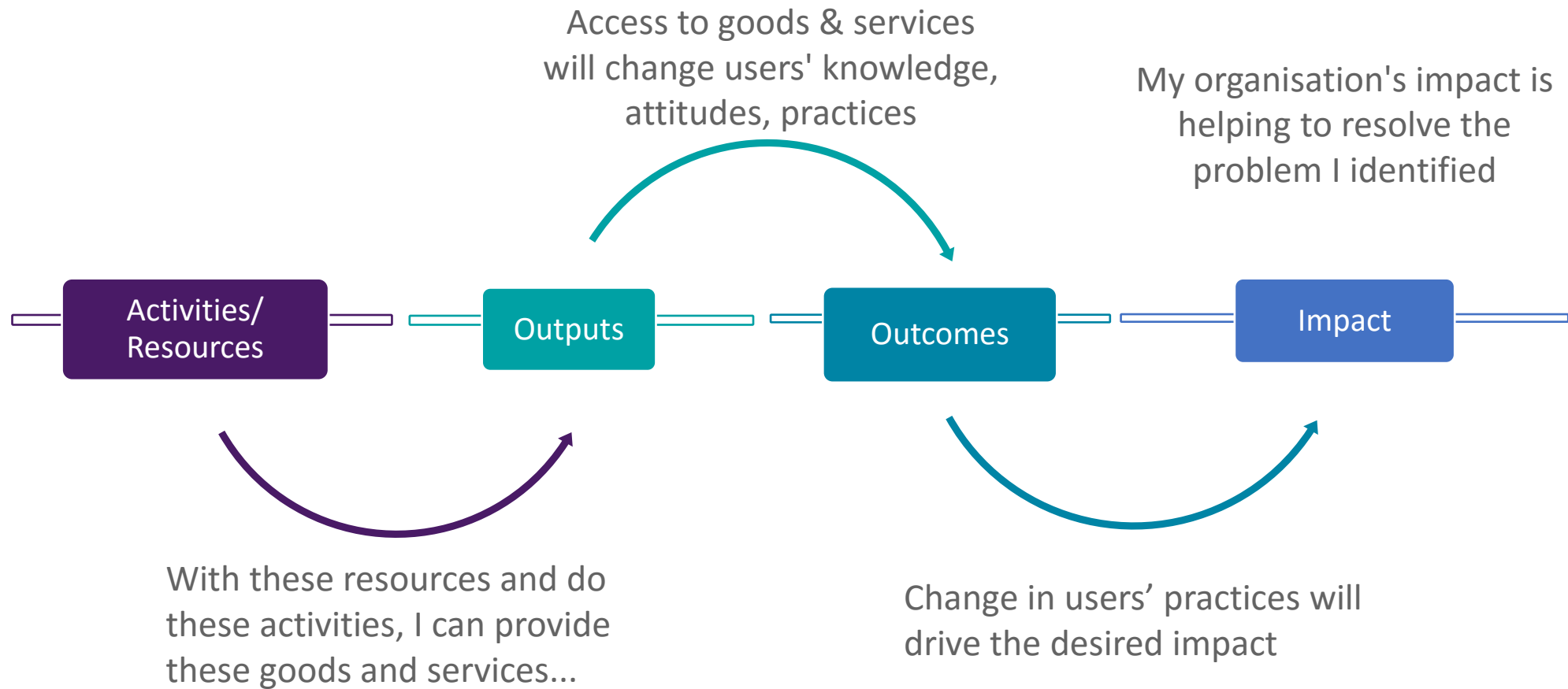
What do they want to know?

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



ART BRIDGES: 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

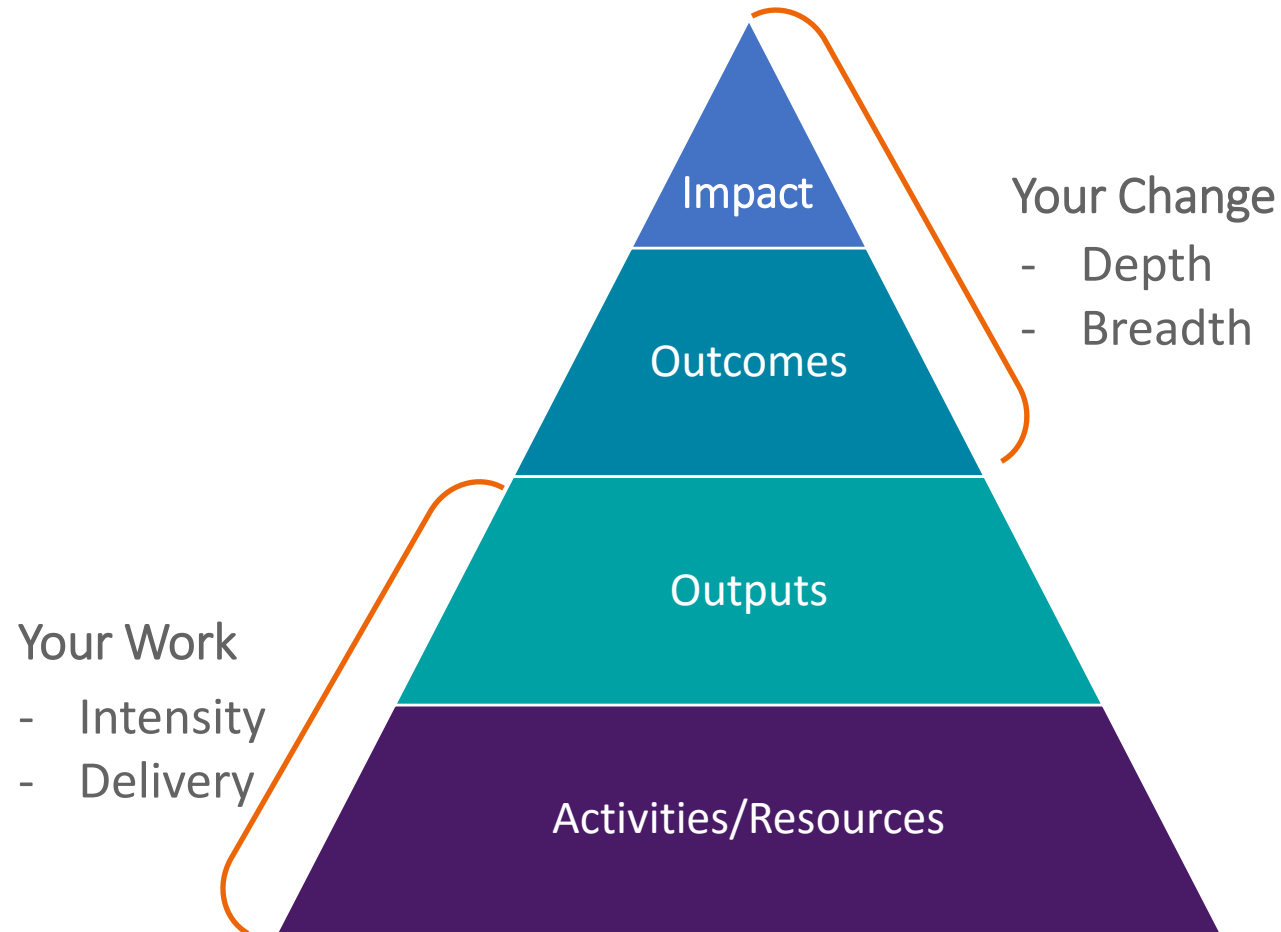
What are changes for your beneficiaries?

- 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



Beneficiary
photography

Secondary



Public data

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.