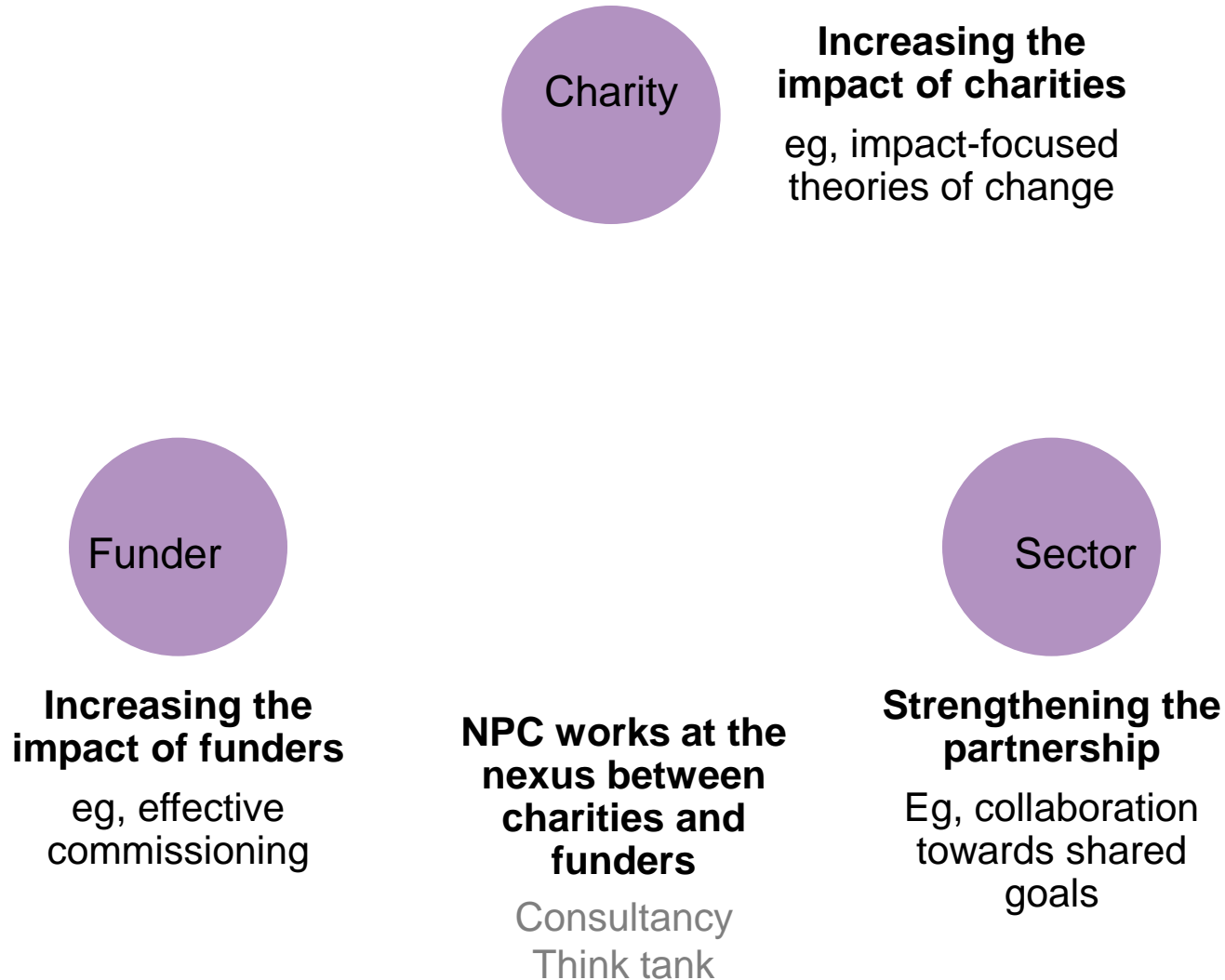


# **ARTS INFORM'S IMPACT ASSESSMENT PROJECT – WORKSHOP**

Marina Svistak

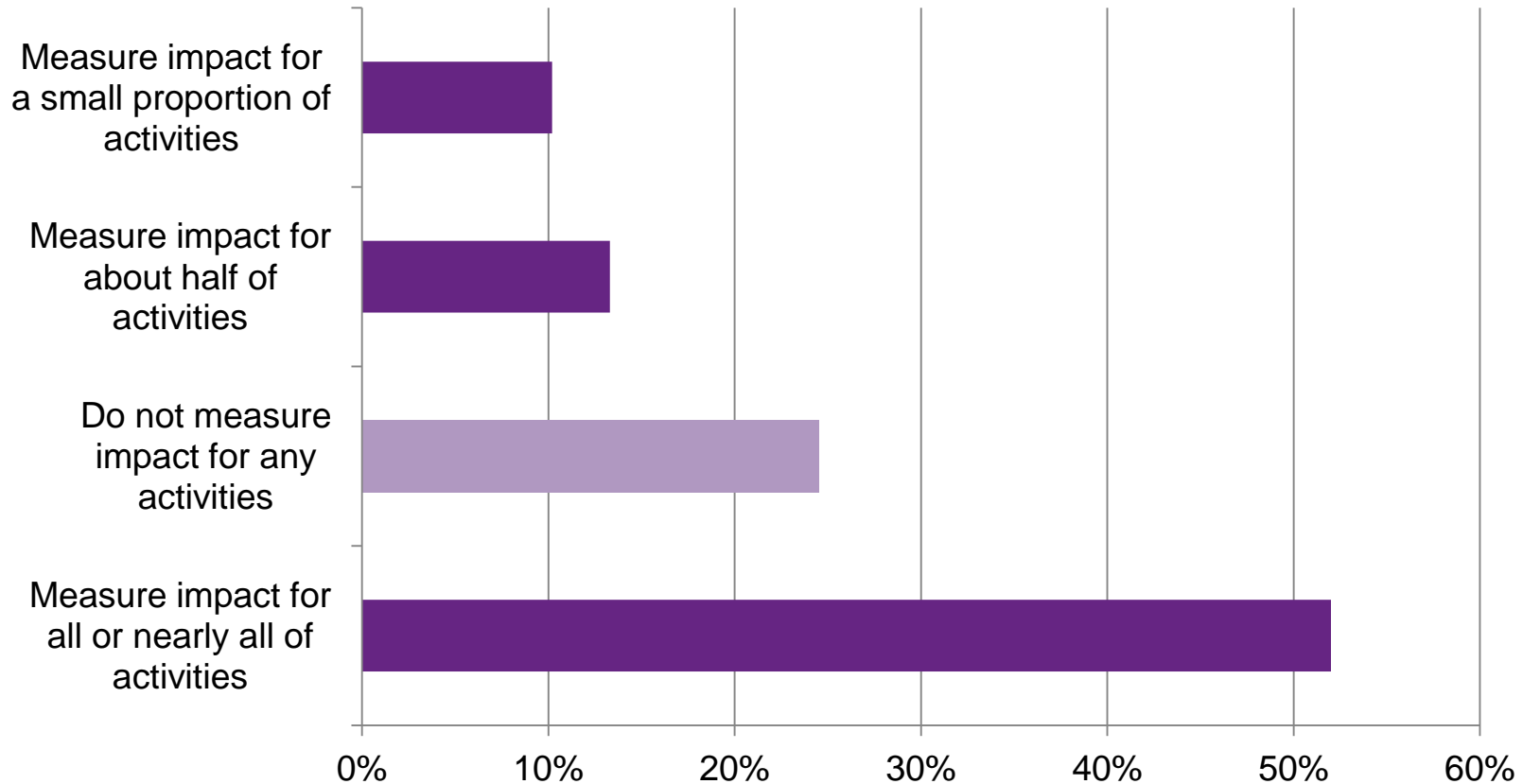
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17<sup>th</sup> July 2013



# WHO'S MEASURING IMPACT?

Most charities now say they're measuring impact



Question: how would you describe your organisation's current approach to measuring its impact? N=1,000

**Impact:** The difference an organisation or activity makes to the people or problem it aims to help

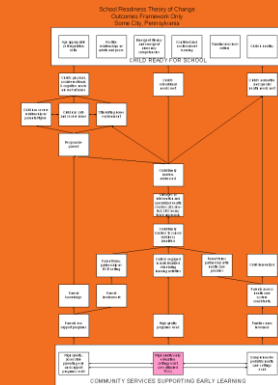
**Impact measurement:** Planning, managing, tracking and reviewing how much difference you are making

# COMPONENTS OF NPC'S APPROACH TO MEASURING SOCIAL IMPACT

Strategic vision / goals



A well-developed Theory of Change



Existing evidence



Appropriate measurement tools



# THEORY OF CHANGE

= a conceptual map of how activities lead to outcomes

i.e. it links activities → intermediate outcomes → final outcomes

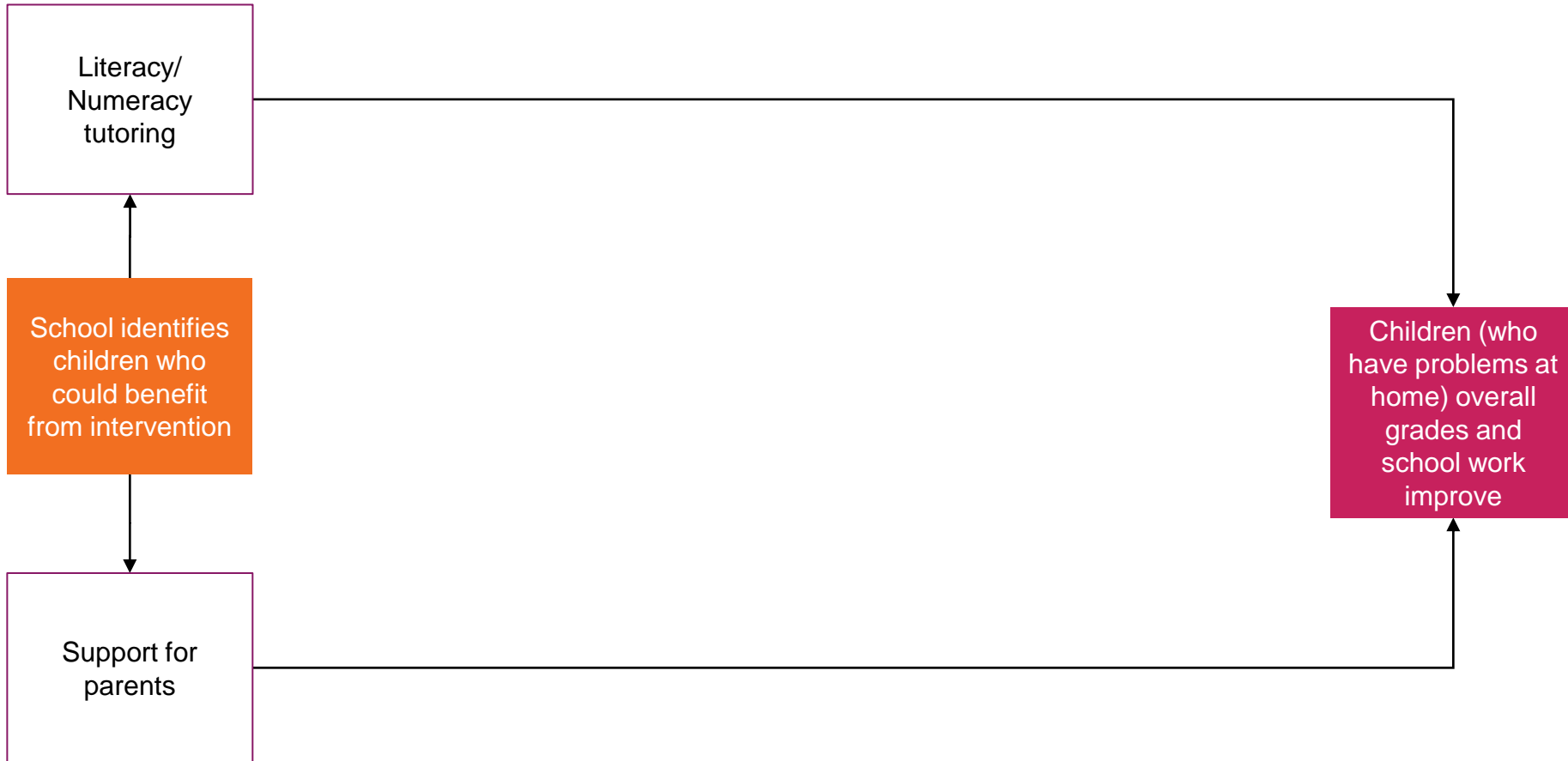
## EXAMPLE: *CHILDREN WITH NEEDS*

Need: children are falling behind at school because of problems at home

A charity runs two services to address this need:

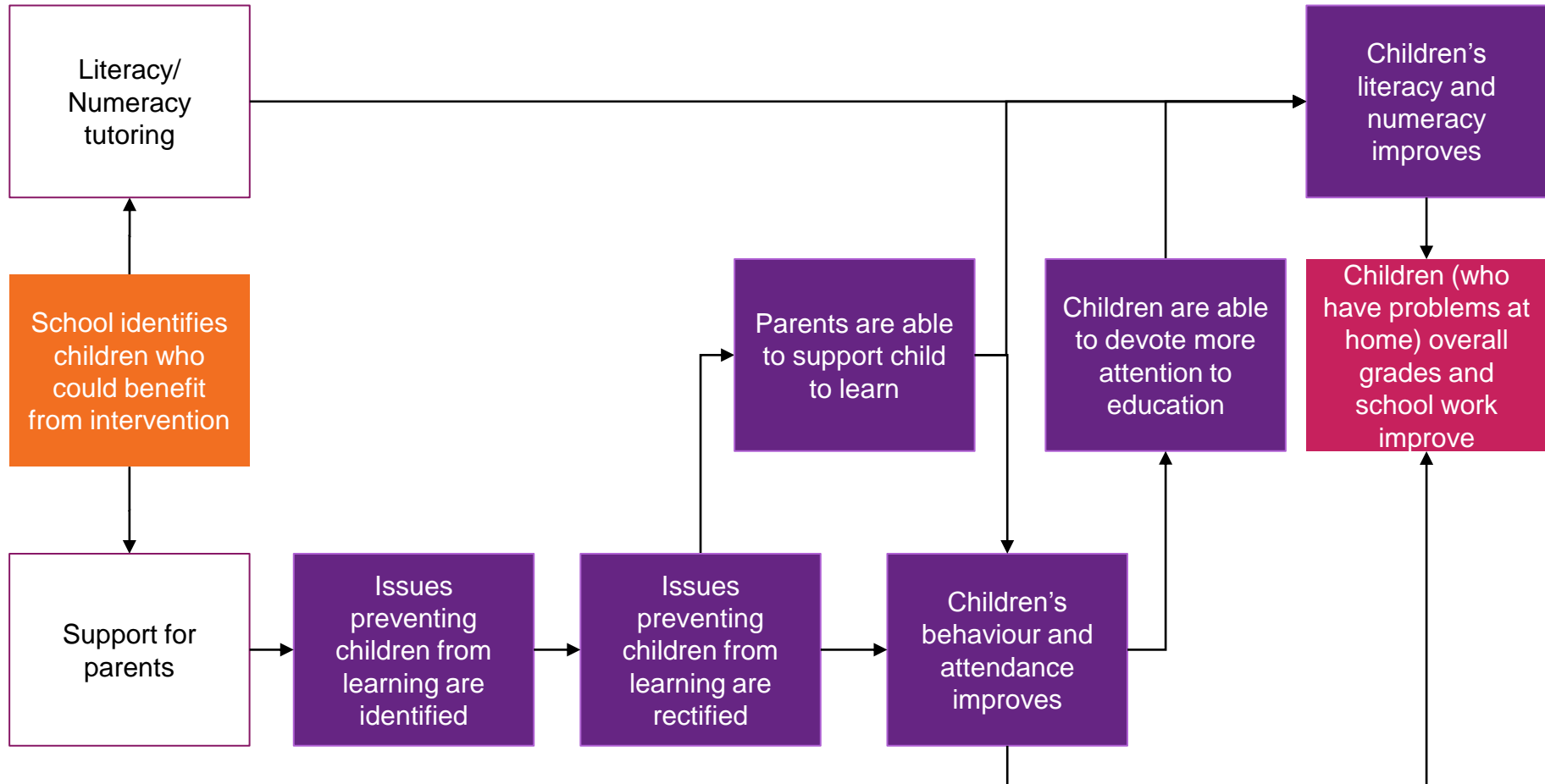
- 1) Tutoring for the children on literacy and numeracy
- 2) Support to the parents at home to help them with their children

# ACTIVITIES AND FINAL OUTCOME FOR *CHILDREN WITH NEEDS*

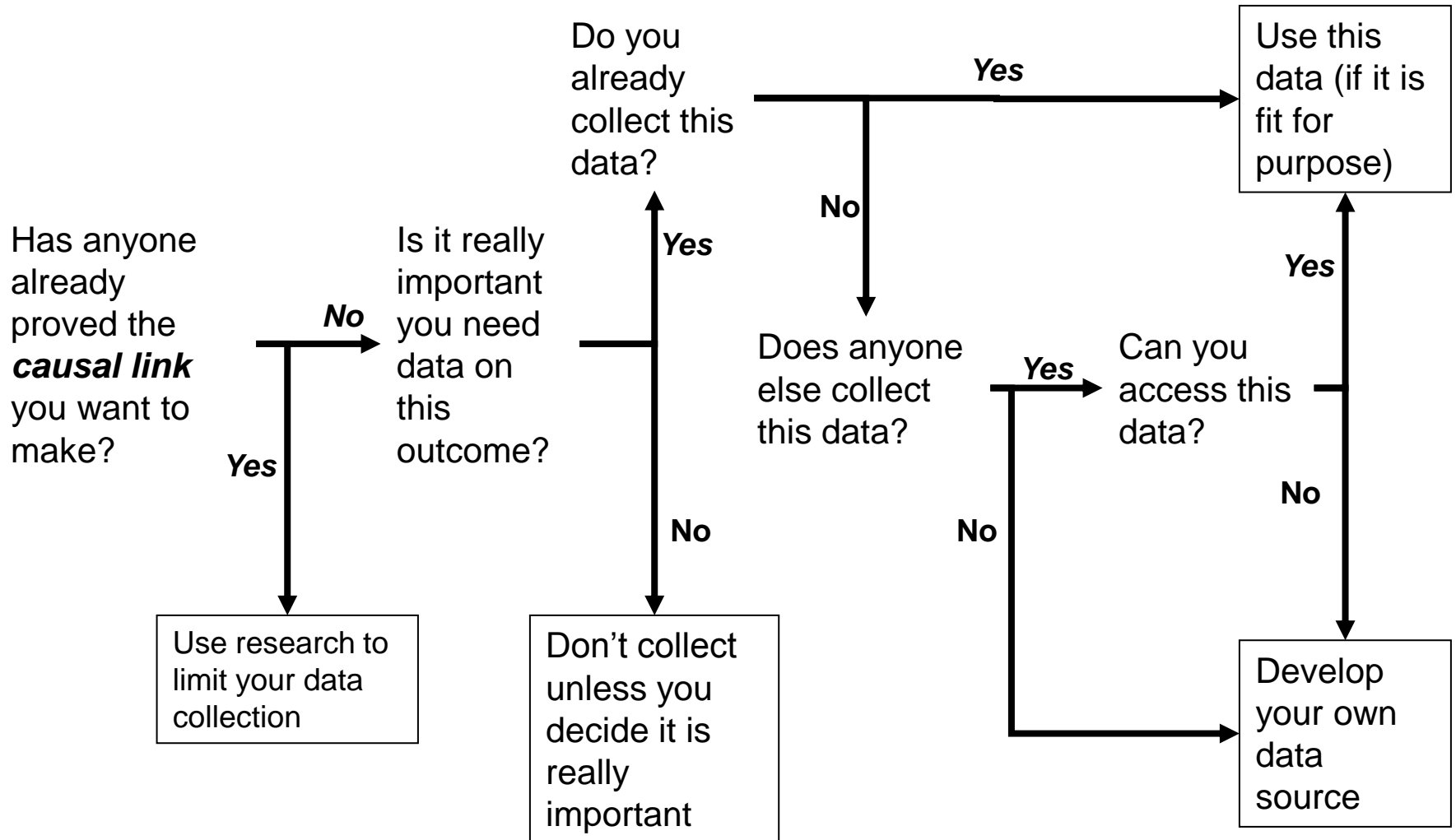




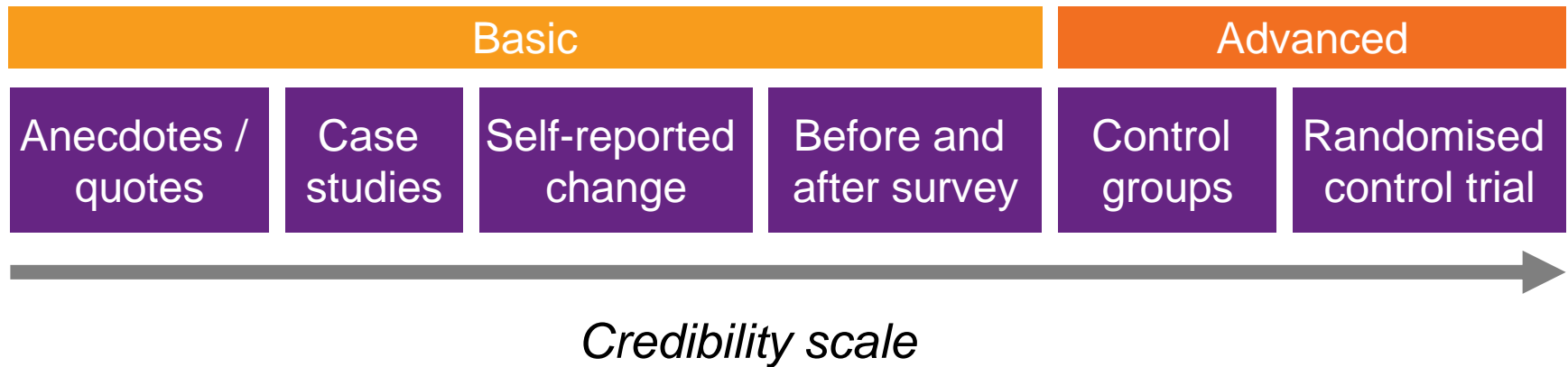
# ADD INTERMEDIATE OUTCOMES



# BEFORE YOU THINK ABOUT COLLECTING DATA ASK YOURSELF:



# LEVELS OF EVIDENCE



# **THANK YOU**

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