



New
Philanthropy
Capital

How was it for you?

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Today's session

- What is New Philanthropy Capital?
- Why do we want to measure anyway?
- Four stages for thinking about measurement:
 - Why does what I do make a difference?
 - What should I measure?
 - How should I measure it?
 - So I've got all of this data, now what?

I want you to come away from today with a better idea of how your organisation can demonstrate the impact of what it does.

New Philanthropy Capital: a unique mix

part *research house*

- Creating a body of research which is **public** and **distributed for free** on our website

part *think tank*

- **Challenging** opinions on charity effectiveness
- Informing **public policy**
- Identifying **best practice** in funding

part *consultancy*

- Advising donors on **effective charities** to support
- Advising charities on **impact** measurement and **effectiveness**
- Creating strategies for donors to **give effectively**

part *innovator*

- **Developing and trialling** tools to measure charity effectiveness
- Piloting initiatives such as the Results Library to **challenge existing practice**





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Why measure (1)?

- Transparency
- Accountability
- Value for money
- Budget cuts
- Funding
- Funding
- Funding
-



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Why measure (2)?

“The number one reason why we measure the results of what we do is staff retention”

-Mick Atkinson, The Place2Be

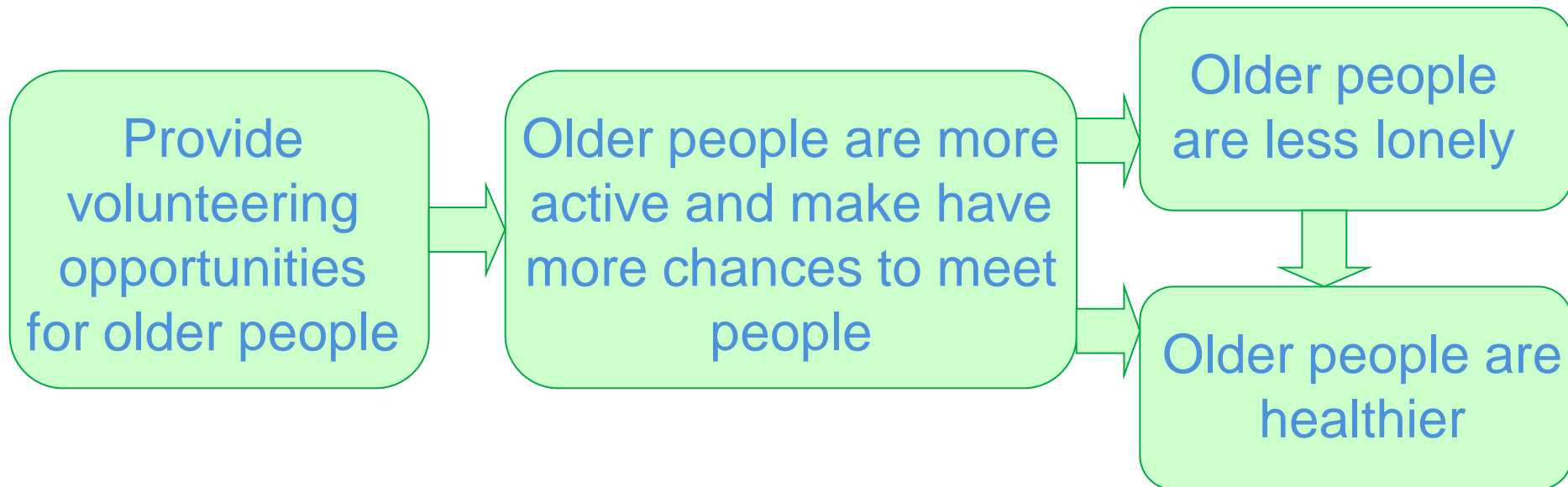


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Why measure (3)?

Improve what you do!

Step 1: Why does what you do make a difference?



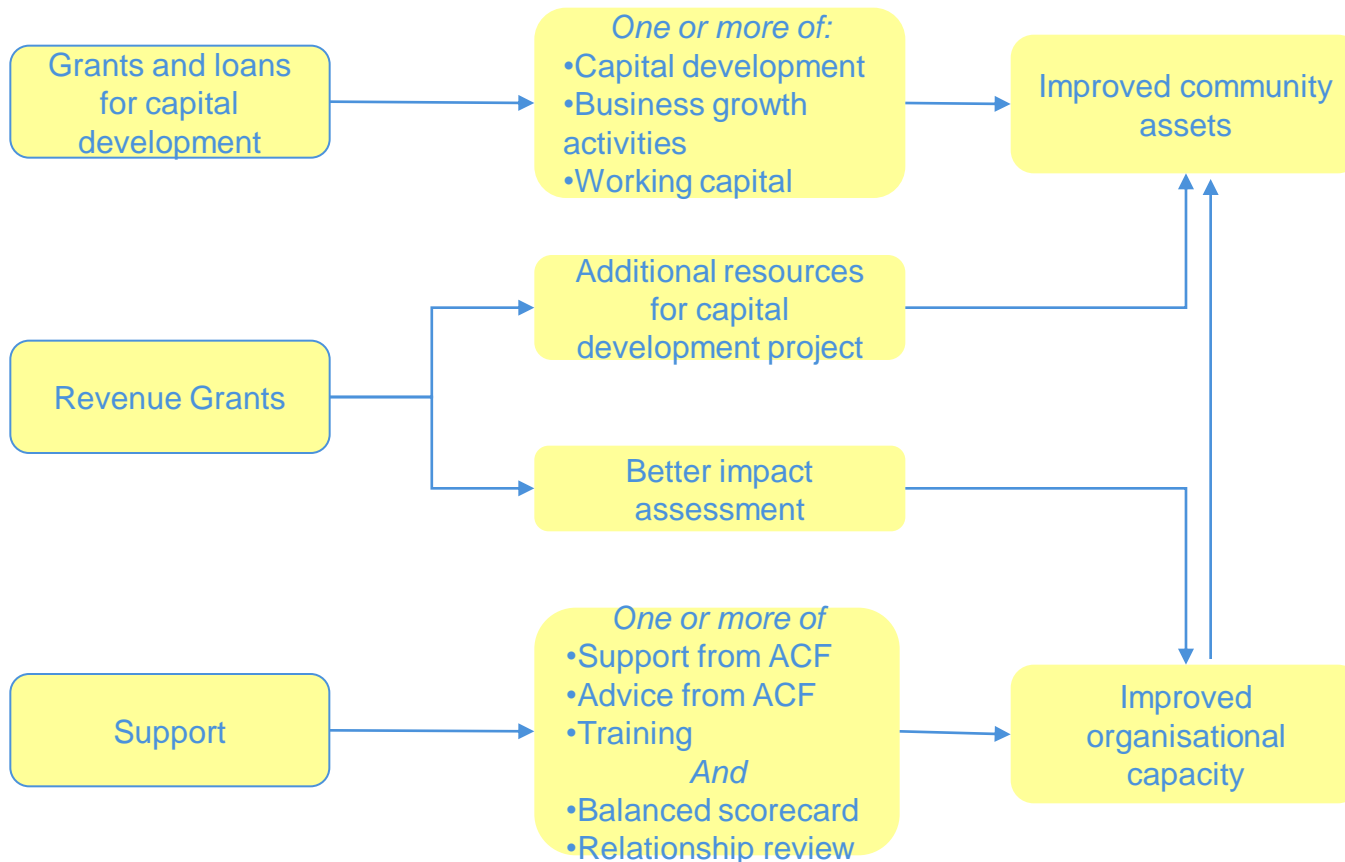


Another theory of change

Activities / inputs

Outputs

Intermediate outcomes





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Your turn

- Map out your 'theory of change'
- Link your activities to your final goals
- Build up a picture step by step
- Keep asking yourself 'so what?'



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Step 2: What should I measure?

- Test each element of your theory of change
- Don't think about practicalities—what would you measure in an ideal world?
- Think about what you already measure.



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Test it out on each other

- Get into pairs
- Take it in turn to explain your measurement frameworks
- Challenge each other—will measuring those things really demonstrate the impact of your organisation?



Step 3: How should I measure it?

- Qualitative data:
 - In-depth interviews
 - Drawings
- Quantitative data
 - Surveys
 - School exam results

The most important thing to remember is to keep the data collection process objective. Ask everyone or ask people at random.

DON'T cherry pick people you know will say nice things.

Step 4: So I've got all of this data, now what?

Test the assumptions in your theory of change.



Remember!

- Your staff are the ones who will collect the data
 - Make sure they understand what it's for and are involved in designing the process
- Keep asking 'what will this information make me change?'
 - If the answer is 'nothing' then don't bother!



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