



Impact Reporting

Judith Miller for Charity Accountants' Conference

15 November 2023



Purpose of the session

11.15 – 13.15

- Why is impact reporting important?
- What is being done?
- How would we start or improve?



**Interactive session
with discussion!**



Impact: some definitions

“have a strong effect on someone or something”

“a significant or major effect”

Alternatives: make an impression on, touch, change, alter, modify, hit, transform, shape

“Impact is the difference you make”

Group discussion

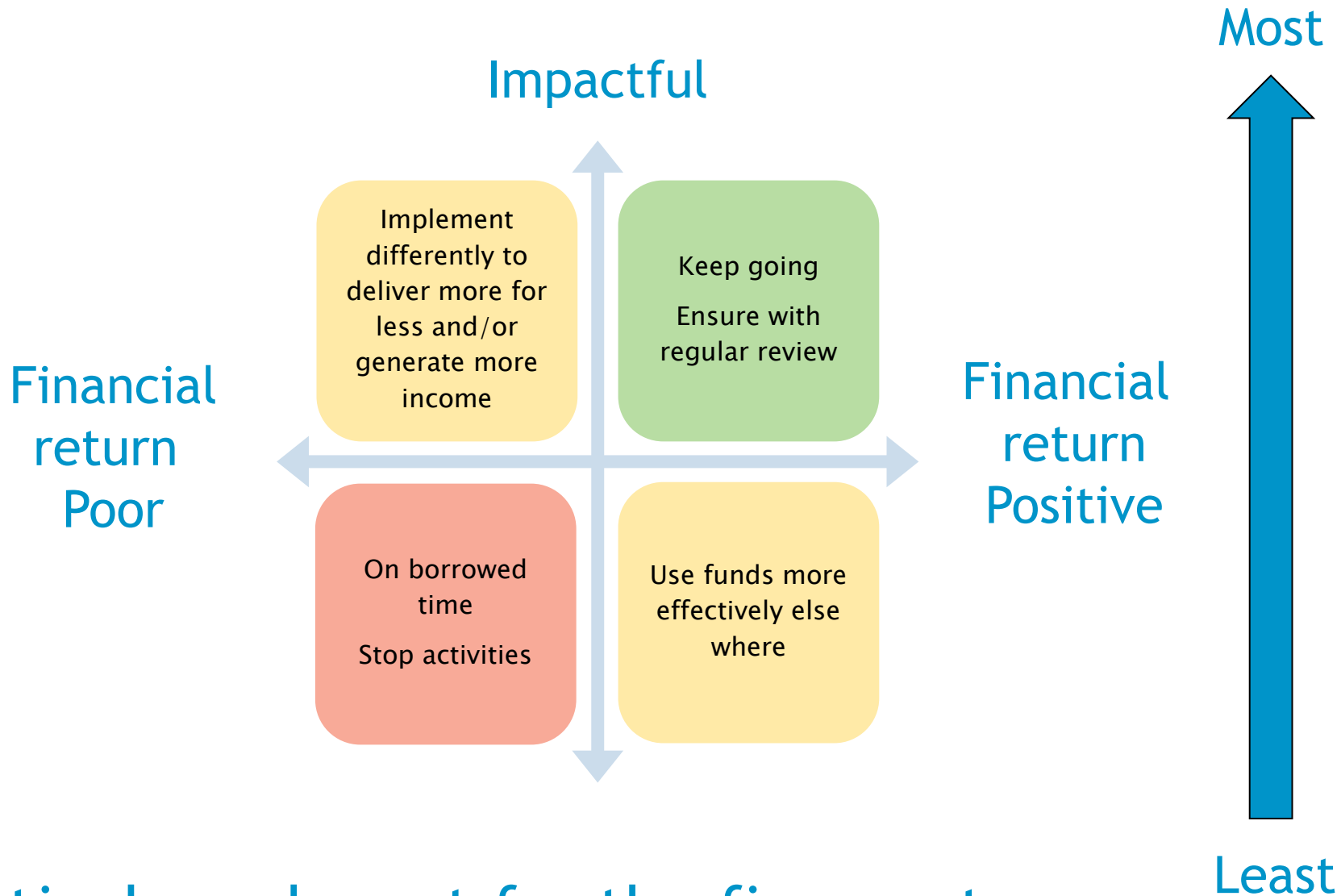
Why is reporting on impact important?

Who are the stakeholders who care about your impact and why?



Why measure and report on Impact?

- Trust and confidence
- Demonstrate accountability
- Income generation
- Engagement
- Better resource allocation
- Learning and continuous improvement
- Existing and future funders/donors
- Beneficiaries
- Team members



Particular relevant for the finance team

You need to be clear:

What is the impact your charity is aiming to make?

What impact do you want your reporting to have?



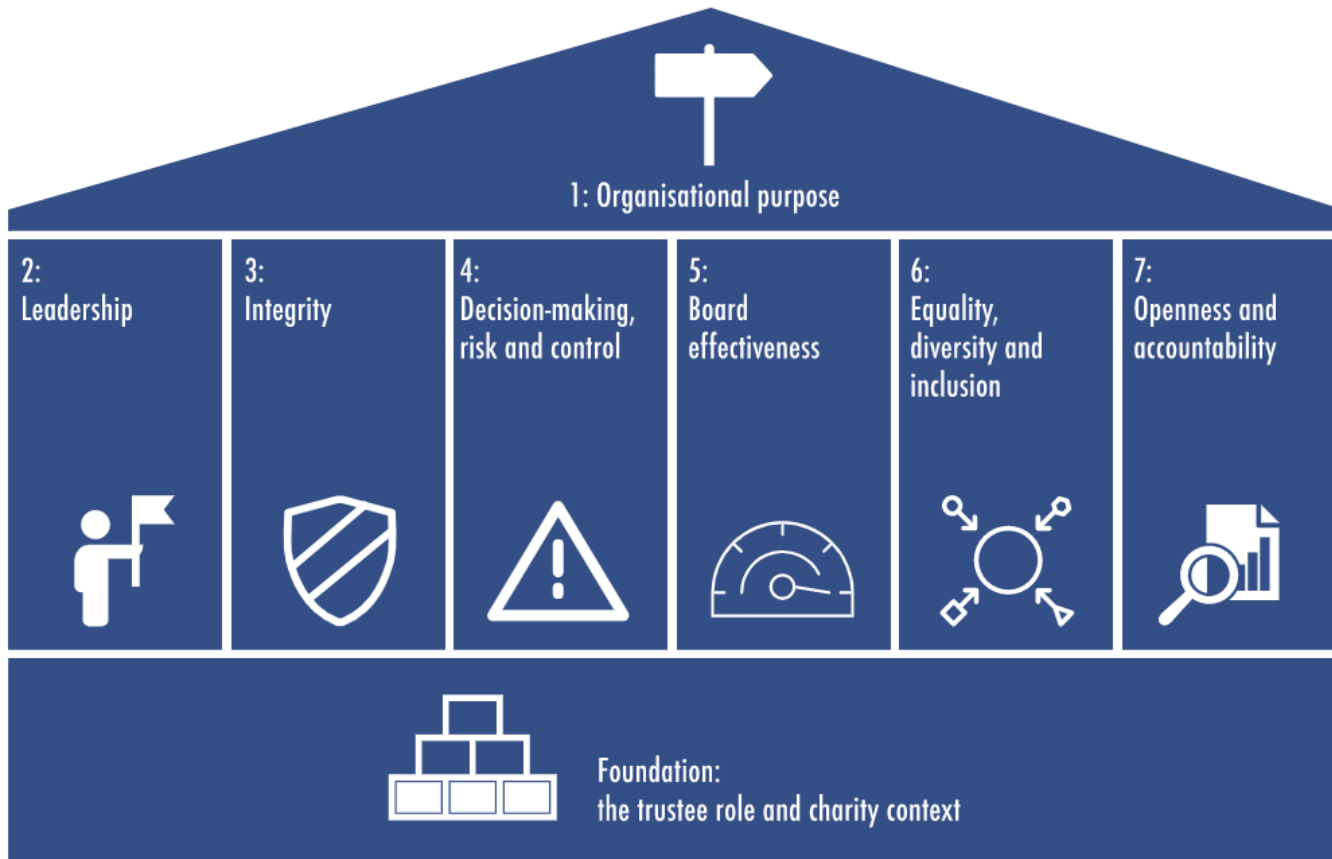
Requirement & Expectations:

What does the Charity Commission expect?

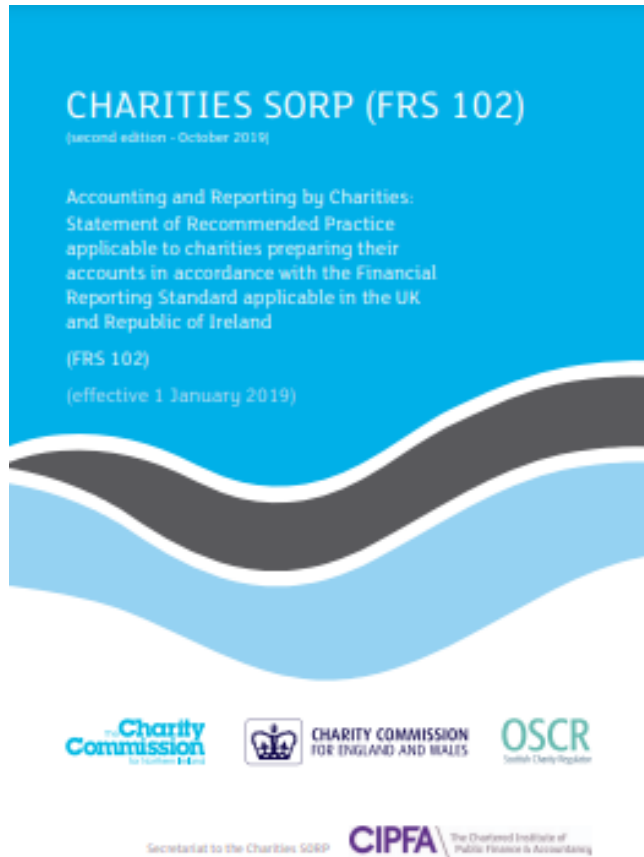
What does the Charity Governance Code say?

What does the SORP say?

Charity Governance Code



So what does the SORP say?



Chapter 1

- Overview and purpose
- Context
- Content



Purpose of the report? Para 1.1

- Publicly accountable to stakeholders
- Stewardship and management of funds
- Consider the information needs of primary users
 - Regulators
 - Funders
 - Donors
 - Service users
 - Other beneficiaries

Para 1.2 – ‘Fair, balanced and understandable review’





Para 1.2

- Assist the user to make economic decisions in relation to the charity
- Assess the charity's progress against its objectives
- Understand its plans in relation to its purposes



Objectives and activities

- 1.35. Good reporting provides a coherent explanation of the charity's strategies for achieving its aims and objectives and explains how the activities it undertook contributed to their achievement.

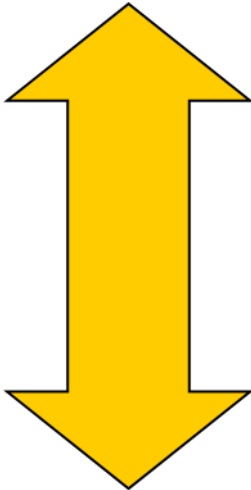


Achievements and performance

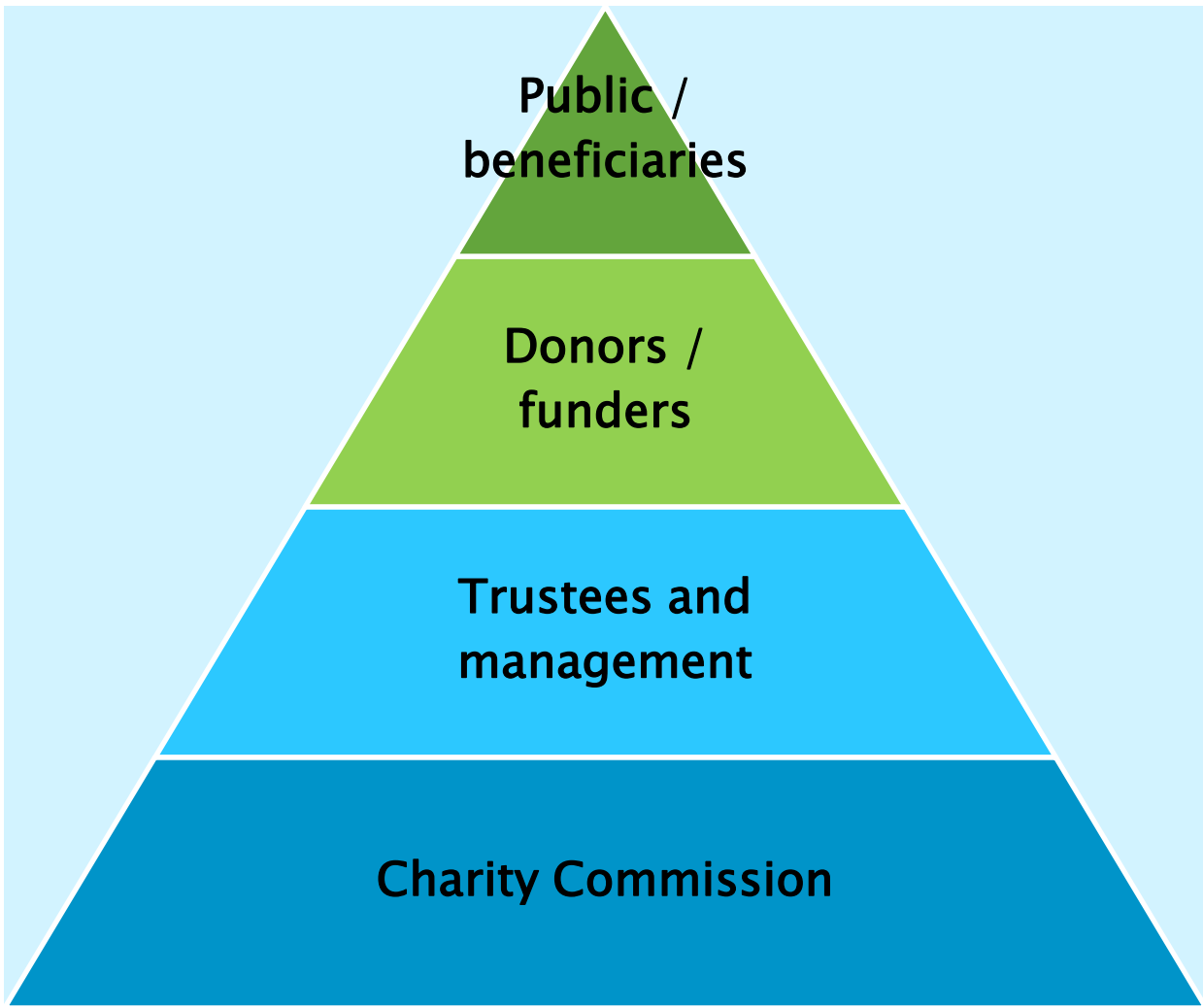
- 1.40. Good reporting sets out how well the activities undertaken by the charity and any subsidiaries performed and the extent to which the achievements in the reporting period met the aims and objectives set by the charity for the reporting period. Good reporting provides a balanced view of successes and failures along with the supporting evidence, and demonstrates the extent of performance and achievement against the objectives set and the lessons learned.

What (& who) is reporting for?

Impact/summary focus

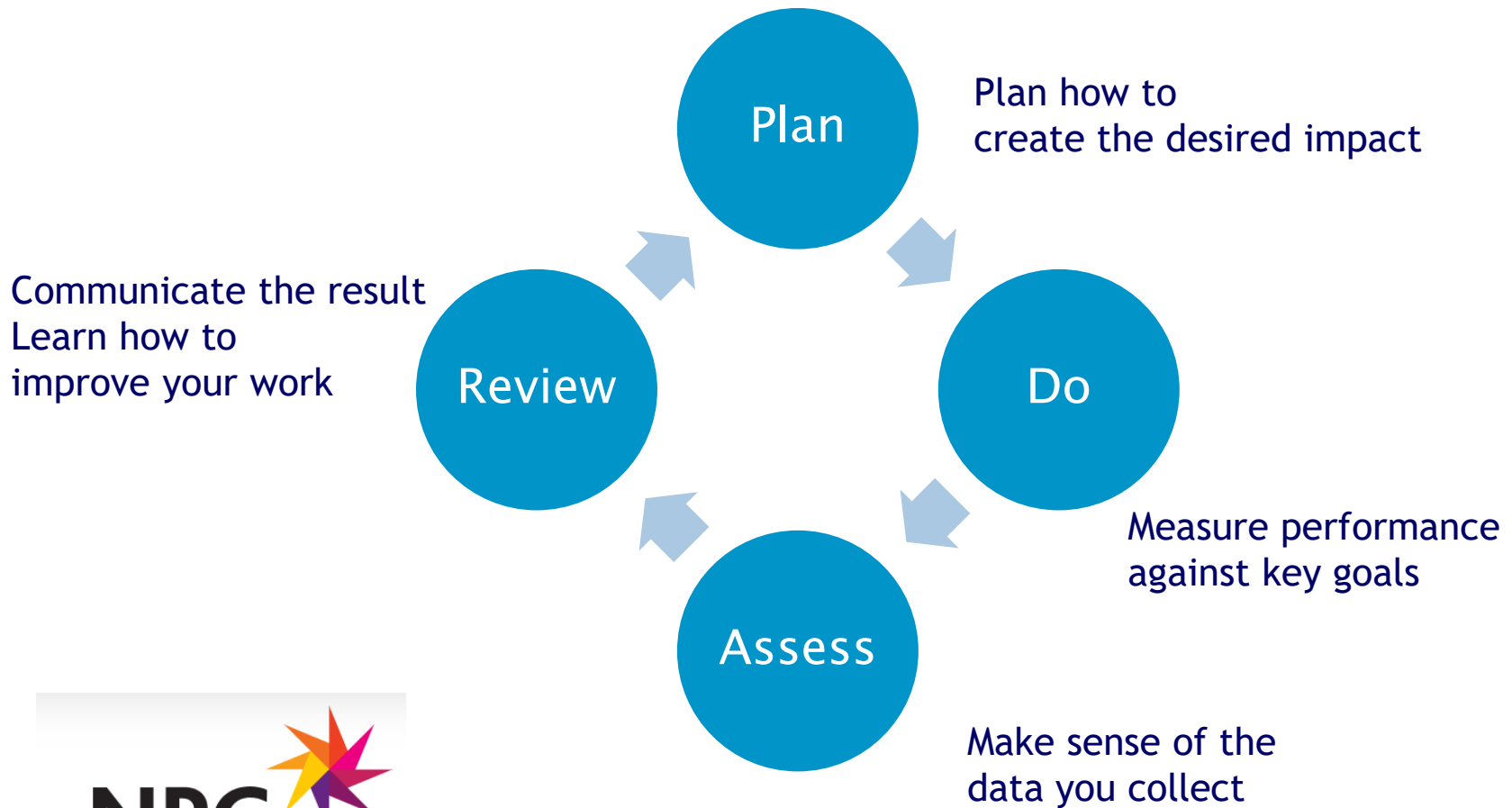


Technical/compliance focus





Cycle of good impact practice



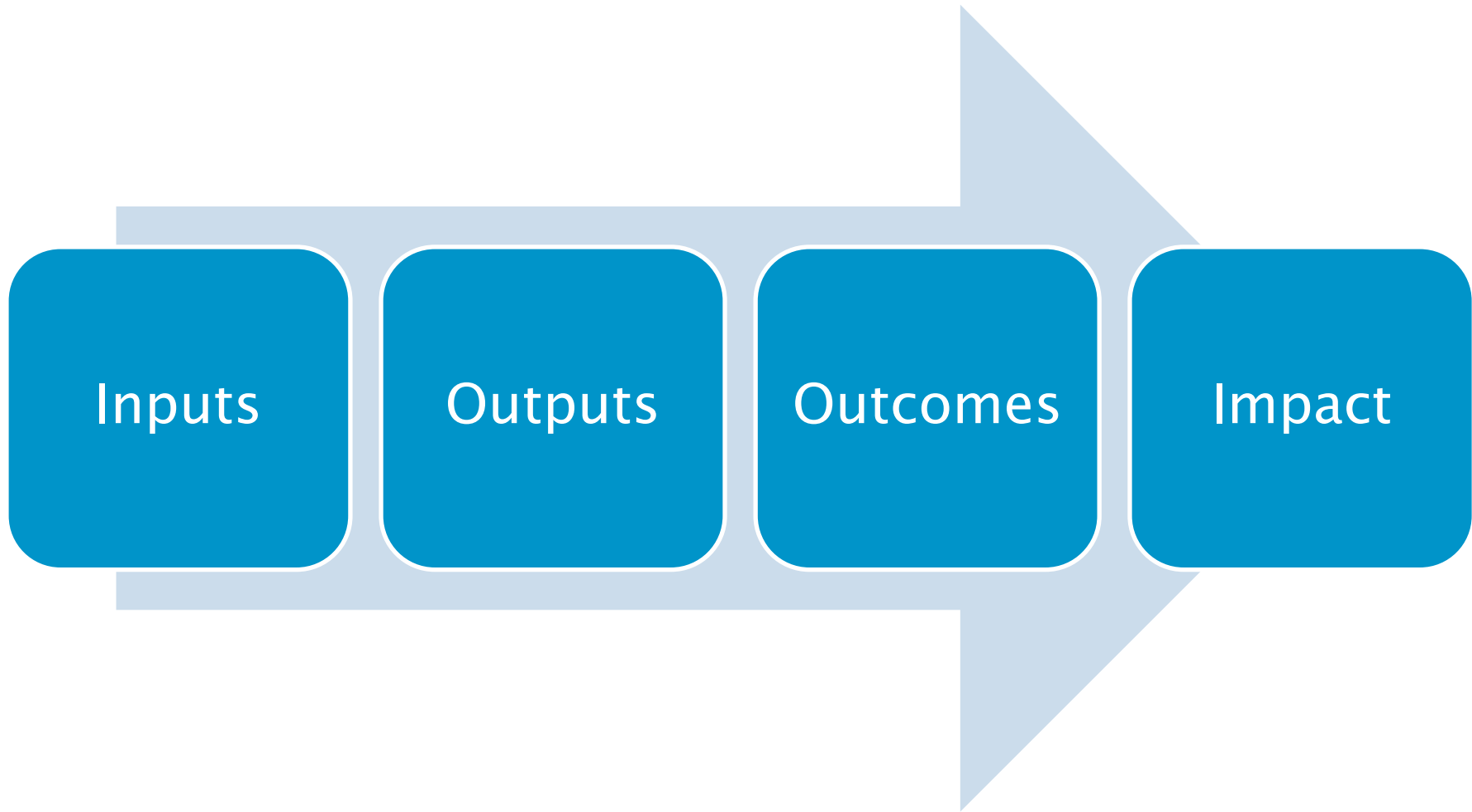
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One big feedback loop

The essentials of Impact Reporting

- **Need:** What is the problem that you are addressing?
- **Activities:** What are you doing?
- **Outcomes:** What are the results?
- **Evidence:** How do you know you have made a difference?
- **Lessons Learnt:** How will you change what you do?







Inputs

Outputs

Outcomes

Impact



Data : What NPC says

NPC: 'no numbers without stories, no stories without numbers'

- **Quantitative data (numbers)** helps answer the questions what, who, where and how many? The results of quantitative data allow you to make numerical statements about the prevalence of views, attitudes and experiences, to measure difference between sample groups over time, and to establish patterns and causal links.

- **Qualitative data (stories)** seeks to understand in depth why and how change happens. Examples of qualitative approaches include in-depth interviewing and observation.



Data types

User: who are you reaching

Engagement: forms of interaction

Feedback : what do people think

Outcomes: short term changes, benefits

Impact: long term differences to people's
lives



Data : collection methods

Quantitative: attendance, take-up etc

Surveys

Interviews

Focus groups

Case studies

Observation

What are others doing?

Examples from the sector



Did you know...?

There are over 200 types of dementia – the most common are Alzheimer's disease, vascular dementia, Lewy body dementia, frontotemporal dementia and mixed dementia.

Memory loss is only one possible symptom of dementia. Other common symptoms include:

- confusion
- problems with speech and communication
- difficulties with decision-making and problem-solving
- changes in behaviour and personality

Dementia is the leading cause of death in the UK.



Over **940,000** people in the UK are thought to be living with dementia.



In the UK, someone develops dementia

every three minutes.



Around **70,800** people with dementia are affected by young onset dementia – where symptoms develop before the age of 65.



700,000 people in the UK are informal carers for a person with dementia.

Our year in numbers

100%

of people said they would recommend our Admiral Nurse services to family and friends



33,199

calls and emails to our Helpline



We published **nine** new leaflets, including:

- A stay in hospital
- End of life care
- Understanding frontotemporal dementia
- Employment and young onset dementia





Around 17,000 people signed up for our Walk 30 Miles in September challenge, raising an amazing £922,000.



We ran an awareness campaign for Black History Month, including videos, supporter stories, a blog post and a Twitter Space.



A team of 171 runners completed the London Marathon 2021 for Dementia UK – up from 122 in 2019, when the Marathon last took place in person. Another 232 supporters ran the Virtual London Marathon for us.



We launched our 'Guiding the way' campaign, highlighting the challenges many families face when applying for NHS continuing healthcare (CHC) funding for a person with dementia, and calling for improvements to a complex and often unfair system.



Georgia Kousoulou, one of our Celebrity Supporters, fronted our Remember a Star Christmas appeal in honour of her grandmother, who has dementia. She also shared her experiences in OK! magazine.

Our popular carol concert at St George's Church in London returned after being cancelled in 2020 due to Covid-19.



We carried out our first National Admiral Nurse Census in March 2022, recording our nurses' activity on one selected day. The results demonstrate the uniqueness, complexity and impact of their essential roles.



How we supported people

Joanna's story

My mum was diagnosed with vascular dementia in 2015, aged just 59.

The signs were there for some time – she found it hard to engage in conversation and would sit staring into space. I found lots of unopened letters in her flat, including unpaid bills. She had been in a car accident and hadn't responded to the insurance claim, invalidating her insurance – but was still driving.

I was devastated by her diagnosis – especially as we were informed by letter, with no phone call or follow-up.

Mum moved into a retirement property for extra support, with visits from carers, but she had a number of bad falls. She became incontinent and would go unchanged for hours.

I gave up my job as a police officer to support Mum. I also had three young children and

was at burnout. I couldn't get through a day without crying.

Thankfully, there was a dementia specialist Admiral Nurse, Louise, in my area. The first time I spoke to her, I knew she understood what I was going through. It was such a relief.

Louise told me how important it was to look after myself and gave me lots of practical advice. She helped me apply for care home funding and came with me to important meetings.

Louise also said I could call the Dementia UK Helpline whenever I needed. That felt like a safety blanket, helping me cope with the emotional trauma of seeing Mum deteriorate before she eventually passed away in 2021.

Mum's dementia was a very rocky road for our whole family, but when I didn't know where to turn, Louise was there for me. She was my guardian angel.



Your support changes lives

We believe that no one should have to face dementia alone – and we can only achieve that aim with your support.

These are some of the things you helped us achieve in 2021-2022.

We supported our nurses and other professionals to develop their dementia knowledge and skills through our online Summer School, Admiral Nurse Academy, Annual Forum and a new leadership pathway.

We launched 32 new Admiral Nurse services across the UK so more families can access support in their area.

We adopted new ways of sharing dementia information, including animations, Twitter Spaces, Instagram Reels and social media takeovers.

We adapted to ever-changing Covid-19 restrictions, for example by reinstating some in-person events, developing our virtual fundraising challenges, and supporting staff to work flexibly.

We created a specific young onset dementia section of the Dementia UK website with resources including information pages, blogs, family stories, films and a database of support services.

We increased the number of nurses working on our Helpline from 14 to 16 on weekdays and from five to six during evenings and weekends.

We supported our Helpline nurses to develop their expertise in helping families with complex needs, including supporting suicidal callers and managing safeguarding concerns.



Thank you!

We are so grateful to the thousands of amazing supporters who helped us offer a lifeline to families facing dementia in 2021-2022.

“I’m leaving a gift in my Will to Dementia UK because no one should face dementia alone. It is an honour to support their vital work.”

- Jan, legacy pledger

Could you help us continue our life-changing work in 2022-2023 and beyond?

Donate

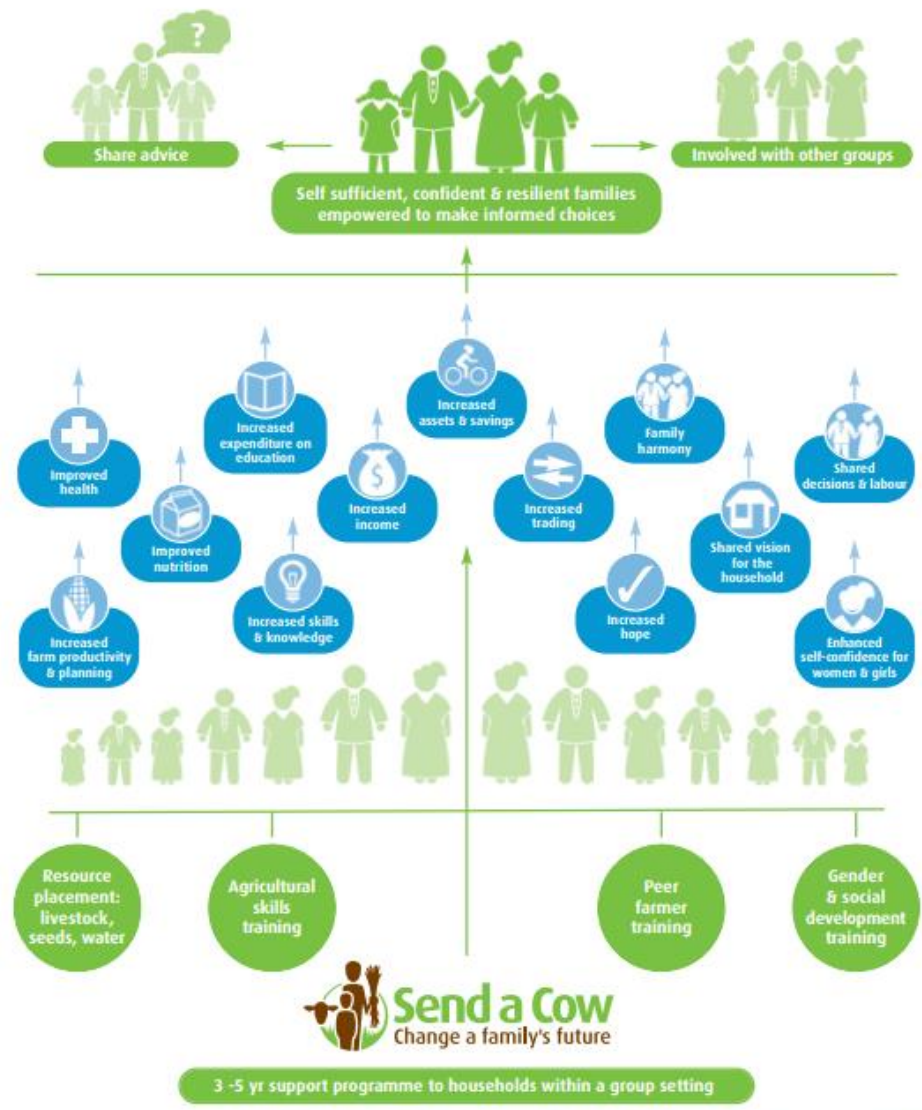
If you would like to make a one-off donation, a regular gift, or a gift in memory or celebration of a loved one, please visit

dementiauk.org/donate

Pledge

Gifts in Wills help us make a difference to families facing dementia far into the future. For more information, please visit

dementiauk.org/leave-a-gift-in-your-will



How we work with individual families

Are you confident that you can provide enough food and income for your family's needs from your farm?



Are you and your husband equal partners in deciding how to use land?



OUR APPROACH

WE GROW TREES TO PROTECT THE ENVIRONMENT

We support people to use trees to improve the fertility of soil and manage land in a way that helps them tackle the effects of the climate crisis.

WE GROW TREES FOR LONG-TERM CHANGE

We campaign for forests to be managed by the people who depend on them. We work with communities and local government so they can agree rules for using forests and their resources.



WE GROW TREES TO GROW BUSINESSES

We support communities to make and sell tree products, like shea butter and soap. The income they make from their businesses pays for essential healthcare and education.

WE GROW TREES FOR HEALTHY FOOD

Trees provide nutritious fruit, nuts and leaves, giving people stable supplies of food even when other crops fail, all year round.

WHAT WE DO

Tree Aid works with people in the drylands of Africa to tackle poverty and the effects of the climate crisis by growing trees and restoring and protecting land.

Led by local people, our projects make sure trees thrive so they can provide nutritious food and incomes today, and look after the environment for tomorrow.

We support people to manage their land and resources in a way that helps slow down the effects of the climate crisis and stops fertile soil being lost.

Together with local communities, we also work to influence policy and push for change that protects trees, people's livelihoods and our planet.

We play a vital role in one of the most urgent movements of our time – the Great Green Wall, an epic international initiative to grow a vast mosaic of trees, vegetation and fertile land across Africa's drylands.

OUR GOALS

We launched our new strategy in 2022, with ambitious aims to scale up our work over the next five years and move ever closer to our 20-year goal of reversing deforestation and land degradation in the drylands of Africa.

Our new strategy focuses on three key areas to restore 220,000 hectares of land and grow 12 million trees:

1. Empowered families

Thriving, resilient and empowered smallholder families are central to achieving sustainable social and ecological change across the drylands of Africa. We will support households to develop skills and knowledge to enable them to lift themselves out of poverty. Only through empowering households can we ensure that change at the community level and beyond is possible.

We will support over 2.4 million people to gain knowledge and skills so that they have the tools to grow and diversify their incomes, adapt farming to more sustainable and higher-yield approaches, increase dietary diversity and improve nutrition, address gender inequities within households and become more resilient to future climate shocks.

2. Empowered communities

We know collective action is vital to achieve our mission. In the coming five years, we will support 4,000 communities to work together to effectively manage their landscape. We will ensure they have systems, skills and means to manage and restore their local landscapes.

We will also work with local authorities and traditional leadership to ensure fair and equal access for all members. We will support the development of cooperatives too, to ensure groups can maximise their potential to grow as businesses and access new markets.

3. Empowering & enabling systems

We recognise that our work is part of a broader movement across Africa's drylands and that the scale of the challenges this region faces are too great to tackle alone. In line with our Theory of Change, true sustainable impact requires an enabling environment and systems which reinforce and empower communities to thrive.

We're committed to challenging and changing systems, to empower communities and families to restore their landscapes and lift themselves out of poverty. We will do this in collaboration with both the communities we work in partnership with and other stakeholders who strive for change.

STRATEGIC REPORT

OUR MISSION

To enable people living in the drylands of Africa to unlock the potential of trees to reduce poverty and protect the environment.

OUR VISION

Thriving, sustainable communities across the drylands of Africa.

OUR IMPACT IN 2022/23



2,548,871

trees grown with communities



905,430

people supported from 181,086 households



1,299

communities benefited from Tree Aid projects



57,258

hectares of land under sustainable management



144%

average increase in household income



60%

of people who we worked with directly were women



763

enterprises supported to process & sell tree products



4,107

hectares of land benefiting from restoration activities

BURKINA FASO 22/23

- 1,404,863 trees grown
- 807,700 people supported
- 1,302 hectares of land benefiting from restoration activities
- 548 enterprise groups supported

MALI 22/23

- 251,925 trees grown
- 49,020 people supported
- 960 hectares of land benefiting from restoration activities
- 79 enterprise groups supported



SENEGAL 22/23

- 58,937 trees grown
- 49 communities supported
- 293 hectares of land benefiting from restoration activities
- 51 hectares of land under sustainable land management

GHANA 22/23

- 737,077 trees grown
- 35,255 people supported
- 1,213 hectares of land benefiting from restoration activities
- 95 enterprise groups supported

ETHIOPIA 22/23

- 96,069 trees grown
- 13,455 people supported
- 339 hectares of land benefiting from restoration activities
- 41 enterprise groups supported

FOCUS ON: MALI

Mali is one of the poorest countries in the world, with 44.7% of people living in severe multidimensional poverty.

In the south of Mali where we work, around 90% of people rely on farmland for food and income. But the climate crisis is making farming difficult and life tough. 2023 marks our 30th year of working with communities to tackle this.

PROJECT PROGRESS

Promoting forest governance

The Ségou region of Mali has been hit particularly hard by deforestation and the effects of the climate crisis. Through our three-year project there, we're aiming to promote good governance and management of forests, improving lives for 3,000 rural households.

In 2022/23 we:

- Supported local people to plant 10,336 trees
- Trained 3,000 people in soil and water retention techniques
- Worked with communities on a visioning process to understand how they would like to manage forest resources in the future.

Empowering women

Our two projects to support women in Mali's Koulikoro region to grow and sell tree products and improve gender equality came to an end this year.

Just some of their achievements included:

- Supporting 2,834 women to grow trees, food and incomes
- Joining forces with women to form 21 cooperatives to grow tree products such as fruit and nuts to eat and turn into products like soap and shea butter to sell

- Focusing on increasing women's equality through training and awareness-raising. Over the course of one of our projects, the proportion of women in local natural resource management decision-making positions rose from 20% to 50%.

Restoring Koulikoro

From 2019 to 2022, Tree Aid worked with communities in the Koulikoro region to restore and protect land, and improve people's diets and incomes.

The project's successes included:

- Supporting communities to plant 54,369 trees and regenerate a further 189,846
- Providing training for 200 farmers on sustainable practices, plus equipment, which they then used to restore 600 hectares of degraded land
- Partnering with communities to set up four nutrition gardens to grow baobab and moringa trees, improving the diversity of food on offer to local people.

New project

In 2023, we began a new project aiming to work with 44 villages in Ségou to restore land, develop green employment opportunities and improve people's incomes.

MANAGING RESOURCES, TRANSFORMING LIVES

"When we were children there were many big trees. But all these have disappeared," says Samba, 67, about his home Koulikoro, Mali. There, deforestation and the effects of the climate crisis have resulted in gradual disappearance of trees, drought and poor agricultural production.

Our Growing the Great Green Wall project is working with people including Samba to plant and regenerate native trees. Our work is contributing to the Great Green Wall, the African-led initiative to grow an 8,000km mosaic of trees and vegetation across the continent to fight the climate crisis, poverty and hunger.

Innovative techniques

This year, our project joined forces with local communities to plant 240,000 new trees. We also supported people to use an innovative but low-cost approach called Farmer Managed Natural Regeneration (FMNR) to encourage growth and recovery of 55,543 existing trees.

FMNR techniques include coppicing and pollarding to encourage trees and shrubs to grow and recover. It's one of the key natural resource management approaches we're using across Africa's drylands to support people to lift themselves out of poverty.

Samba earns money by selling cereals and gardening products he grows. Thanks to the project, his fields have now been restored and fertilised.

SAMBA, PROJECT PARTICIPANT IN MALI

"The cowpea I grew this year will help me increase my income and make it easier to feed my children. My restored plots will be fertile, and I will have very good agricultural production in the future."

OUR IMPACT IN 2022/23



251,925

trees grown with communities in Mali



49,020

people supported from 9,804 households across 199 communities



21,108

hectares of land under sustainable management



79

enterprise groups supported to process and sell tree products



Young Minds

- [Impact Report 2023 | Our Work, Impact and Objectives | YoungMinds](#)





Links to Impact and Annual Reports

Dementia UK

- [dementia-uk-impact-report-2021-2022.pdf](#)
[\(dementiauk.org\)](#)
- [Our strategy and annual reports – Dementia UK](#)

Send a Cow

- [Send a Cow Our Impact](#)
- [Ripple Effect | Our impact](#)

TreeAid

- [Our impact | Tree Aid](#)



Group discussion

What data/information have you already got?

What reporting ideas could you take away that would work best in your charity?

What one action will you commit to today improve impact reporting in your charity?

Questions?



You need to be clear:

On a structure for reporting from needs through to lessons learnt

Ensure plan is realistic – you have time and it can be resourced, take one step at a time

Ensure your approach is proportionate

Get buy in from others



You need to be clear:

What is the impact your charity is aiming to make?

What impact do you want your reporting to have?

Measurement and reporting: not an end in itself : a means to an end

Creating a feedback loop enabling continuous improvement & enhanced impact



The essentials of Impact Reporting

Need: What is the problem that you are addressing?

Activities: What are you doing?

Outcomes: What are the results?

Evidence: How do you know you have made a difference?

Lessons Learnt: How will you change what you do?





Resources

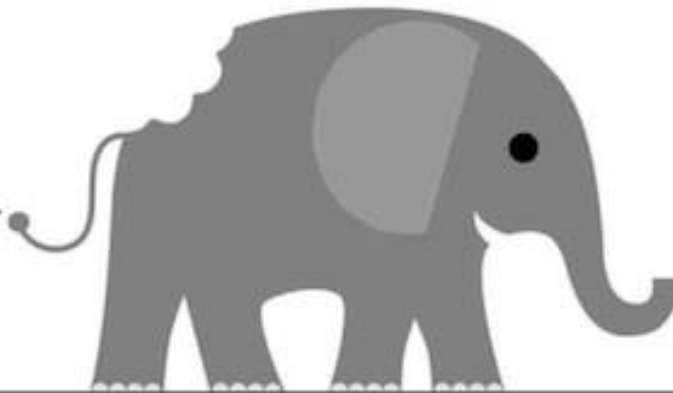
- [The code of good impact practice – NPC](http://thinknpc.org)
[\(thinknpc.org\)](http://thinknpc.org)
- [Produce an impact report – NPC](http://thinknpc.org)
[\(thinknpc.org\)](http://thinknpc.org)
- [Result–What–good–impact–reporting–
looks–like.pdf](http://npproduction.wpenginepowered.com)
[\(npproduction.wpenginepowered.com\)](http://npproduction.wpenginepowered.com)

“start where you are, use what you have, do what you can.”

Arthur Ashe

HOW DO YOU EAT AN ELEPHANT?

ONE BITE
AT A TIME





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Thank you & #AskSV