



# Rosa Training Day

## Communicating your Impact

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18<sup>th</sup> June 2025



# Agenda

- 1. Linking impact data to strategy**
- 2. Good data practice**
- 3. Embedding data**

# Rosa's Summer Conference 2025

17<sup>th</sup> and 18<sup>th</sup> June



# **We help organisations better understand, measure and maximise your social impact.**

We develop simple and straightforward impact and measurement frameworks and use live data to help tell a clearer impact story.



## 1. Linking impact data to strategy

# What is your biggest challenge to measuring impact?

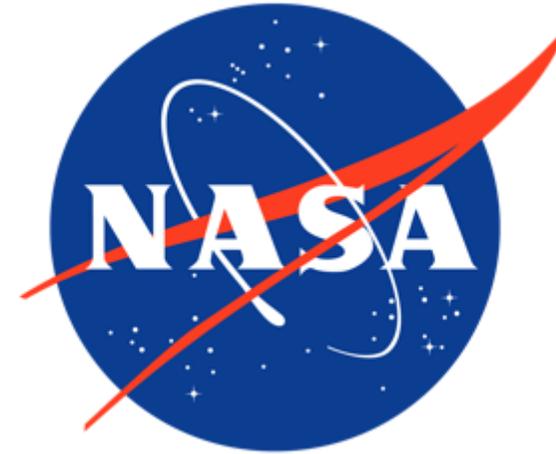


- 1st | Not knowing where to start
- 2nd | Making sense of the data/too much data
- 3rd | Different reporting requirements for different funders
- 4th | Accessing the right impact and data skills
- 5th | Time, capacity, and funding to measure impact
- 6th | Not a priority with everything else going on
- 7th | Knowing what information to collect
- 8th | Other

# Putting Purpose First



- With every decision or opportunity, every member of the British Rowing team in 2000 asked themselves:
- ***WILL IT MAKE THE BOAT GO FASTER?***



In 1962, President John F. Kennedy visited NASA for the first time. During his tour of the facility, he met a janitor who was carrying a broom down the hallway. The President then casually asked the janitor what he did for NASA, and the janitor replied, **"I'm helping put a man on the moon."**

# Purpose & impact

- Purpose acts as the 'north star' for the entire organisation therefore it is critical it reflects your shared intended social impact
- If you were completely united on purpose the same eight words would be used to describe what you do
- Trying to retrofit impact onto what you do is messy and ineffectual



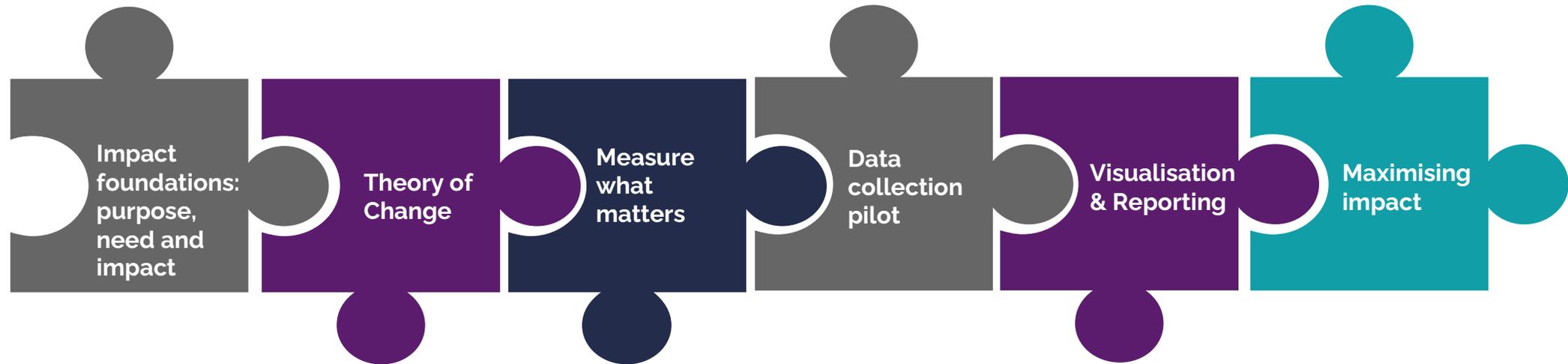
# Purpose Alignment

<https://trst.uk/purpose/new>

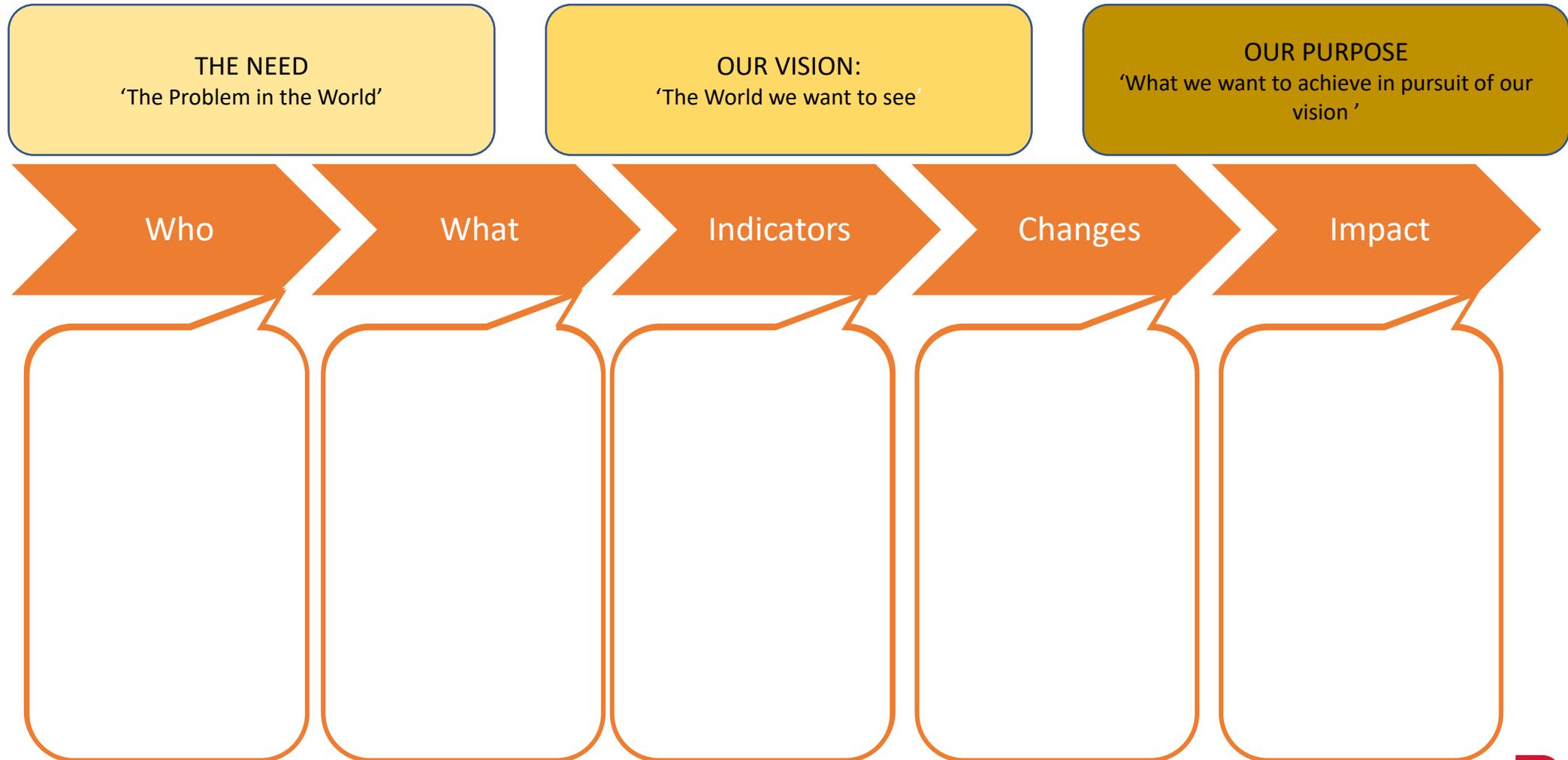
<https://trst.uk/purpose/bmw4/results>



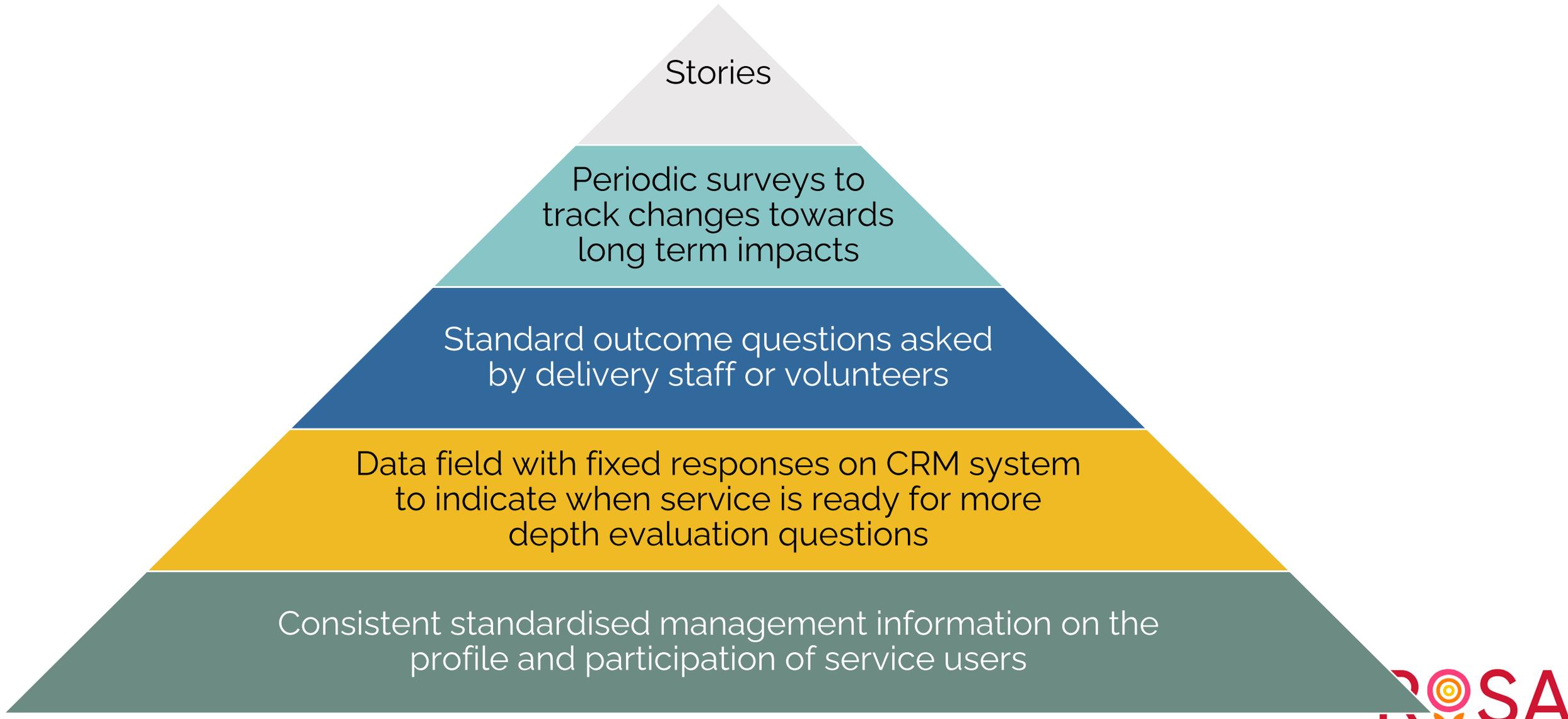
# Road map for putting impact at the heart



# A Theory of Change for Impact



# A coordinated approach to measurement



# Quick Wins



- Establish the Need, Your Vision, and Your Purpose – **Your raison d'être**
- **Start with** the **impact** you want to have and work backwards
- **Establish** what are **signs of** your **impact**
- Build on the work of others - **Use validated outcome measures** (Warwick Edinburgh, Happiness Pulse, ONS4)
- Segment data against context - **open-source data is your friend** (ONS Census Data etc.)
- Keep it Simple – **Nudge your way to better data**

## Good data practice



Do you trust the data in your systems to be fully accurate and complete?

Yes



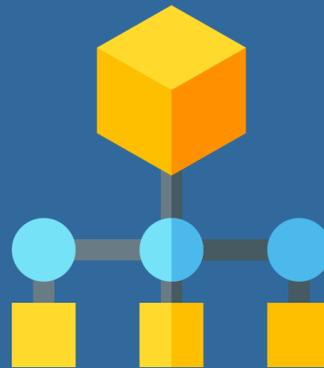
No



# What is **good data**?



Quality



Structure



Accessibility

# Quality



## Complete

Essential data collected

1. Consider setting essential fields to required
2. Triggers, alerts or follow-ups when data is missing
3. Check data with regular reports – is it improving over time? Understand the problem



## Consistent

Data can be grouped

1. Use selection fields to provide set options (dropdowns)
2. Use sub selection fields when the list of options are long
3. Ensure options continue to be relevant to prevent 'other' free text



## Genuine

Data can be trusted

1. Review required fields to ensure they're not providing false data
2. Consider alternative ways to capture essential data
3. Promote importance of accurate data



## Tracked

Data changes recorded

1. Ensure data you want to measure isn't overwritten
2. Ensure all records are timestamped and clear who recorded it
3. Consider using as your audit logs and backups



## Unique

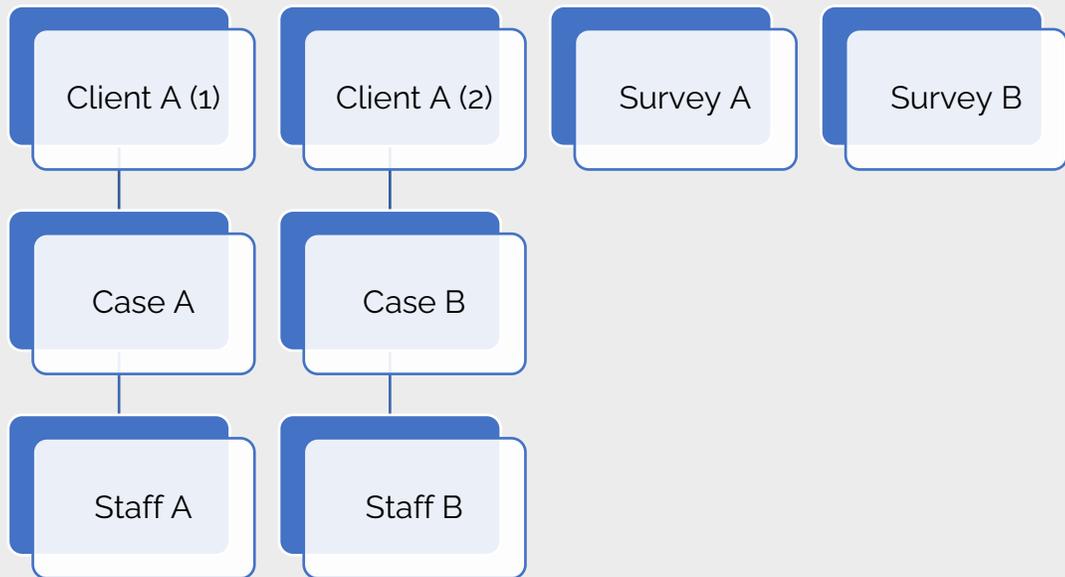
Data is not duplicated

1. Ensure all clients can be uniquely identified (ID)
2. Implement systems to check that new clients are not already entered on system
3. Take care merging old and new data

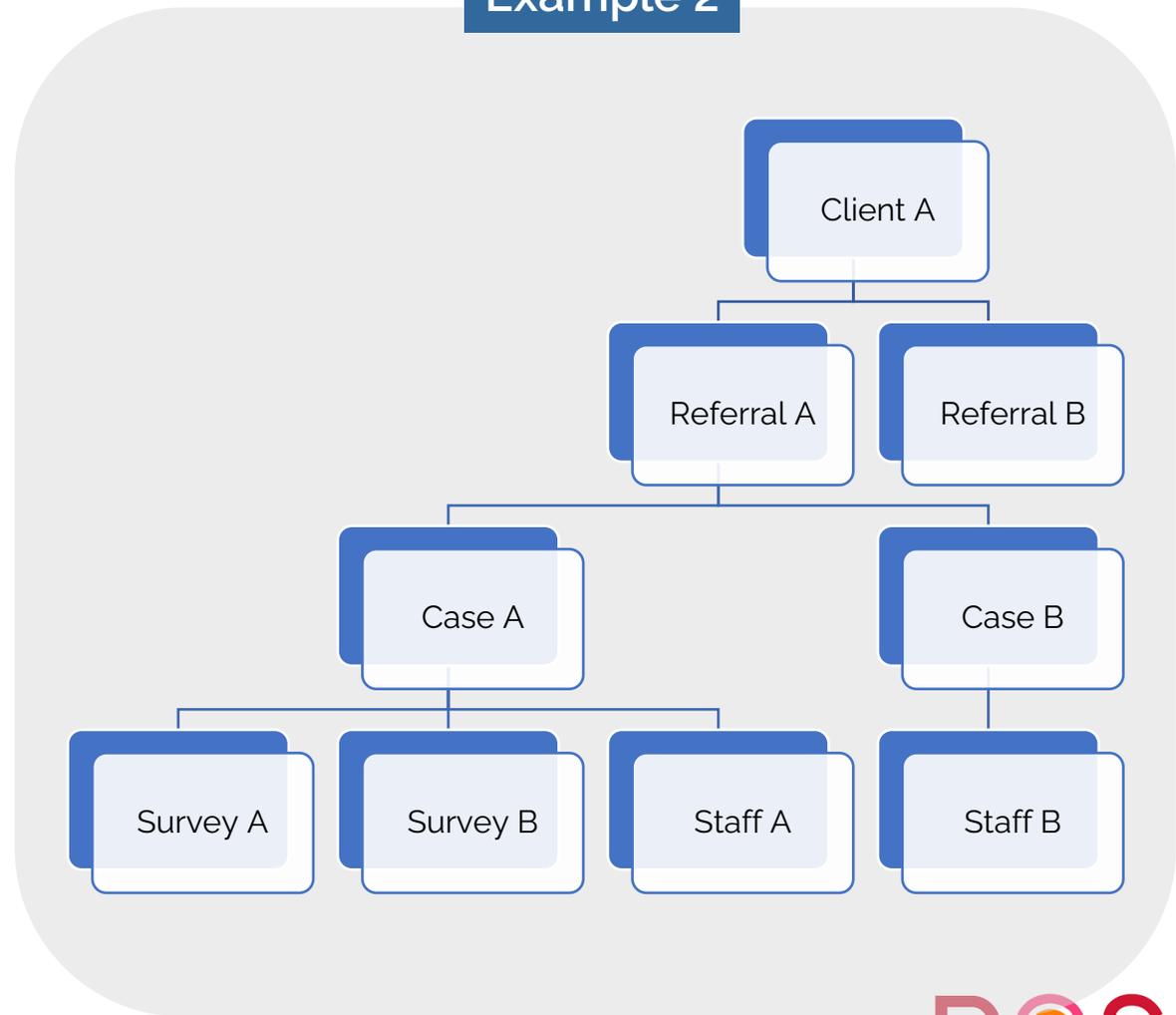
# Structure



## Example 1



## Example 2



# Accessibility *(and systems)*



## Paper

- Printed documents
- Flexible but prone to missing or incomplete data



## Spreadsheets

- Bespoke templates
- Cost-effective but prone to collection problems



## Local

- Local/server installed
- Offline access but legacy updates and support



## Online

- Cloud based solutions
- Remote access, auto updates but potential security risks



## Warehouse

- All data combined for analysis
- Only used to combine data from other systems

- Very limited data access

- Limited data access via manual exports/sharing
- Limited ability to access data remotely

- Limited data access via manual exports
- Possibility of connecting directly to underlying database

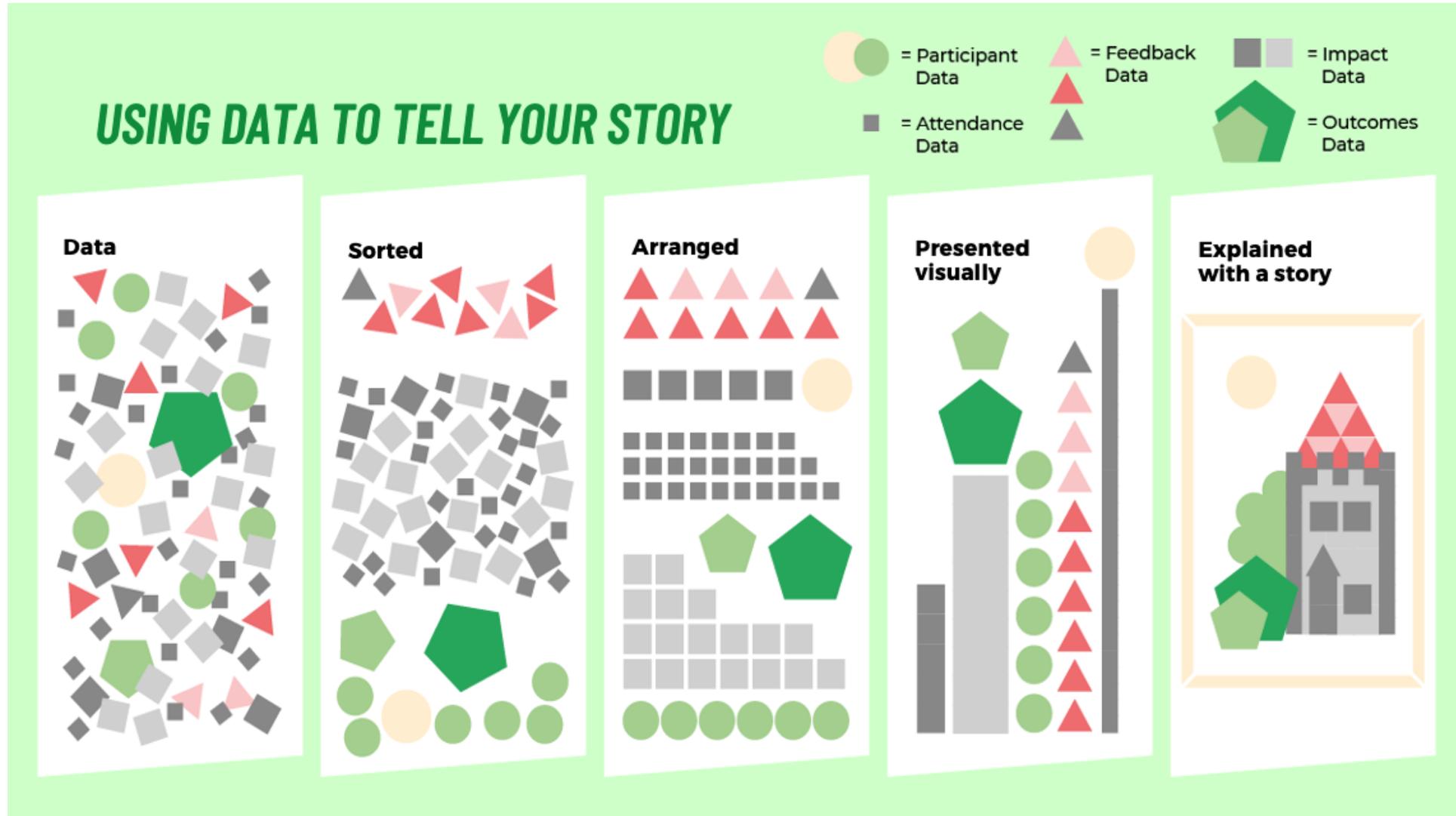
- Typically APIs available for easy data access
- A variety of solutions available to access data

- Full data access
- Built for data analysis, reporting and tools such as visualisations

## Key Takeaways



1. Know what you want to measure
2. Assess or collect the relevant data
3. Connect the data to the tools you need
4. Start small and experiment – it's a journey



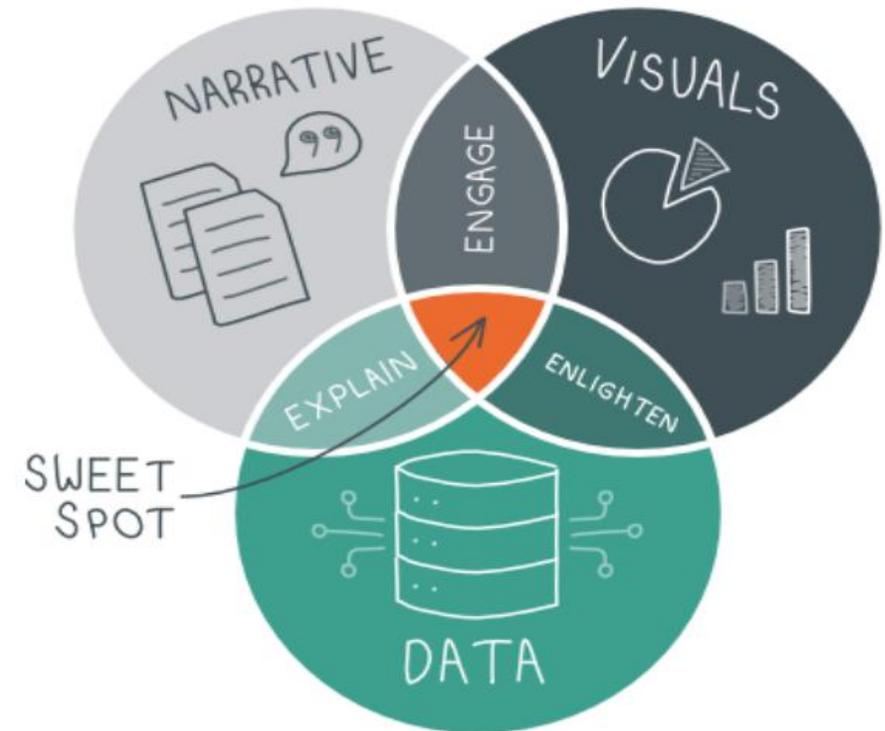
# Data Storytelling What is it?



**Crunching numbers is not enough. You need to be telling stories.**

- Articulate the problem, background, situation
- Use data and statistics to craft a story
- Make the stories relatable and compelling
- Bring out your local context
- Identify the actionable insights

**By combining narrative and visuals, you make it possible to explain to your audience why a particular insight is important.**



# Data Storytelling Understanding your audience



## What do you need to communicate?

- What's the problem you're trying to tackle? **(the need)**
- What are you doing to address it? **(your activities)**
- What does that achieve? **(your outcomes and impact)**
- How do you know? **(your evidence)**
- How are you learning and improving?



## Embedding Data

# Impact Reporting



We still do an annual impact report:

Yes



No



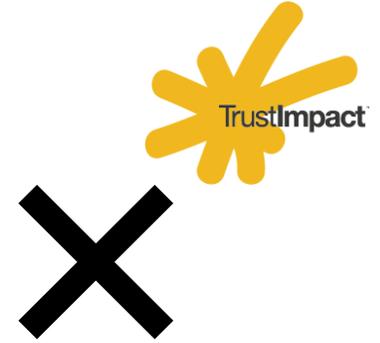
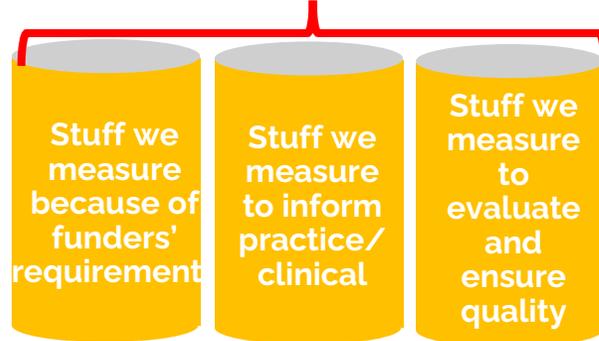
**Be brave!**



**Strategic lens**  
(Being an impact-led organisation)



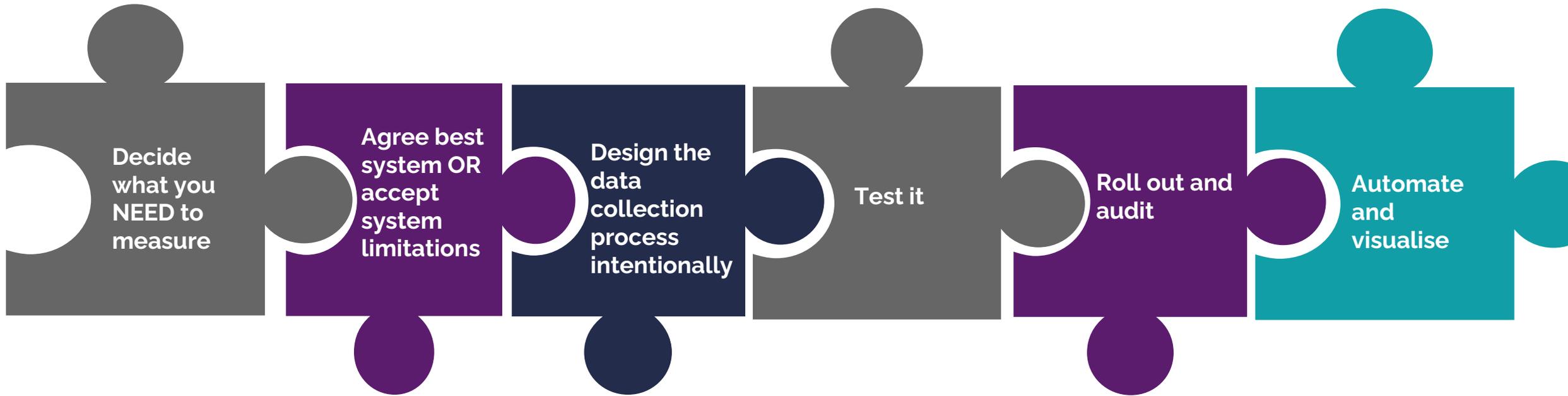
**Operational lens**



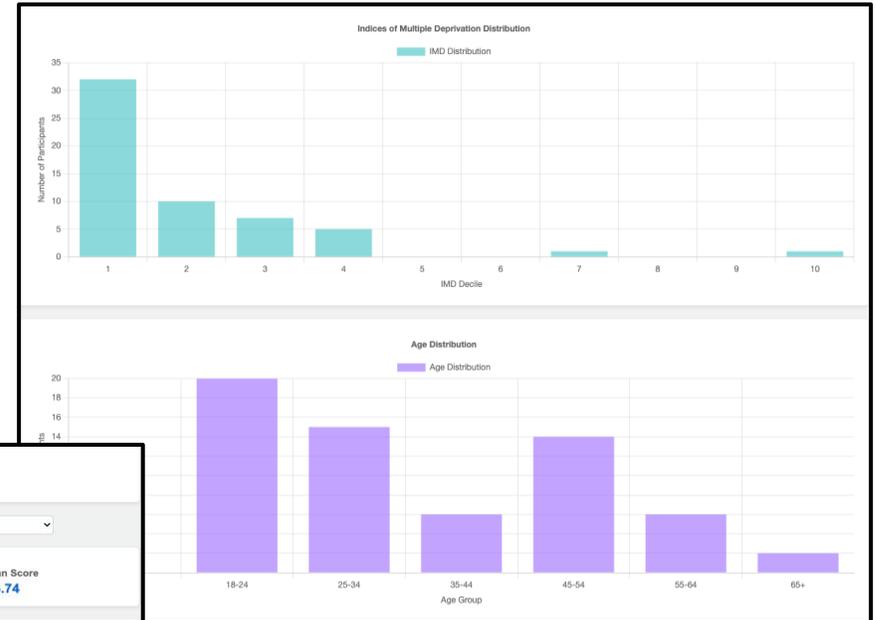
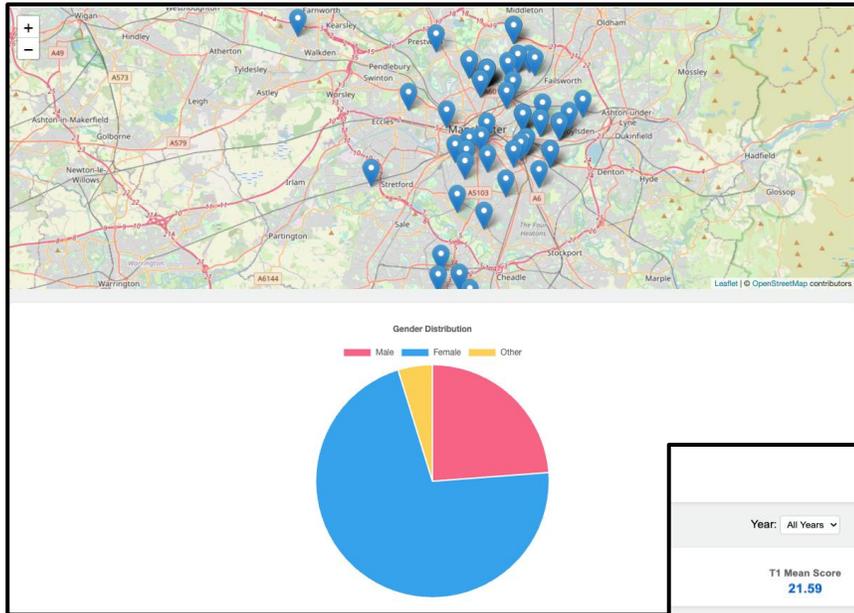
**Leave behind**



# Embedding data gathering and reporting



# Visualisation and automation



# Visualisation and automation



Invest in a basic website - £20 a month with 50gb of database storage

Use the database storage to create tables for your impact data (name, age, etc.)

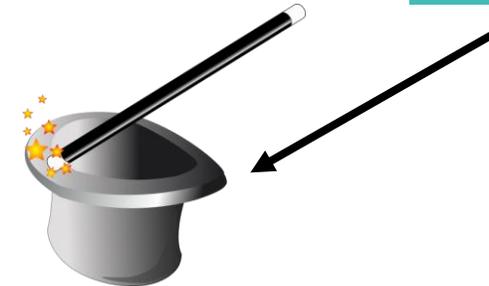
Plan out the distance travelled measures

Collect the data and update the tables

Visualize that with existing packages like chart.js

Then – tada! – ‘magic’ occurs

<https://ymcamanchester.ourimpact.co.uk/>

A screenshot of a spreadsheet application showing a grid of cells. A formula bar at the top displays the formula `=IF(A2="", B1, A2)`. The spreadsheet contains several rows of data, including the letters 'G' and 'w'.



# Powerfully Focused Social Impact

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