GOODWOLF:

PHNs & Philanthropy Forum

Impact and Impact Measurement

v1

30 October 2024

Today's Session

WHAT	WHO	WHY	HOW	HOW MUCH

What is it?

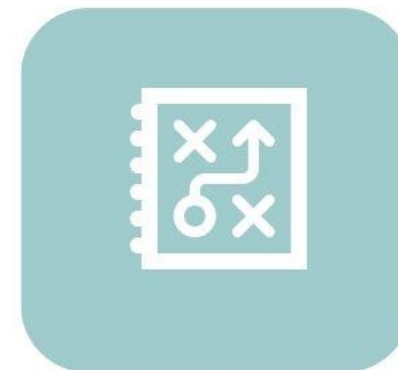What's the difference between impact, outcomes, outputs etc.?

Who is impact about?

What is philanthropy's interest?

Why is it important?

How do you understand it?

What tools help?

Why do you measure it?

How do you measure it? Why is risk important?

What is Impact?

WHAT

What is it?

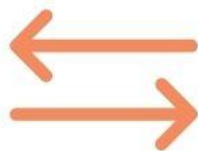What's the difference between impact, outcomes, outputs etc.?

> **THE EFFECT ON PEOPLE AND PLANET THAT HAPPENS AS A RESULT OF AN ACTION OR INACTION, AN ACTIVITY, PROJECT, PROGRAMME OR POLICY.**

(adapted from Good Finance UK) It's about...

CHANGE

OVER TIME

WHAT CAUSES IT

Who is Impact About?

WHO

Who is impact about?

What is philanthropy's interest?

WHY DOES IT MATTER TO PHILANTHROPY?

- Philanthropy, like government, has limited resources and it wants to use those resources to best effect.

- Philanthropy wants to know that its investment is creating positive change.

- Philanthropy wants to see your strategy to create change and know you understand how it will come about, including risks and assumptions.

Testing Our Understanding: Mentimeter

WHICH OF THE STATEMENTS BELOW IS AN <u>IMPACT</u> STATEMENT?

We've seen a 25% reduction in the cost of treating patients with heart disease

Our hospitals treated 5000 patients this quarter

The public education programs that we funded resulted in a 25% reduction in COVID cases this year

Patient satisfaction in our hospitals is at 86%

Testing Our Understanding

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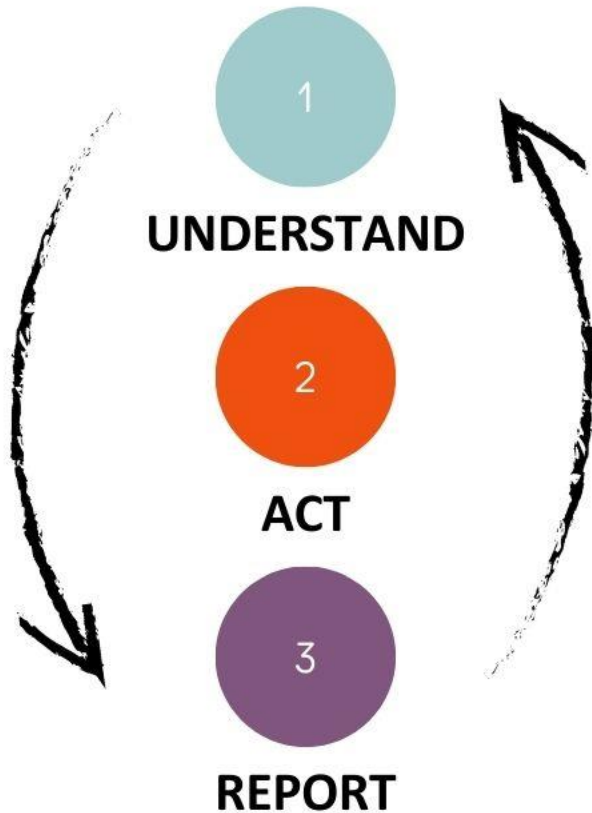Patient satisfaction in our hospitals is at 86%

GOODWOLF Purpose in Practice

Why is Impact Important?

WHY

Why is it important?

- "Primary Health Networks (PHNs) are independent organisations that we fund to **coordinate** primary health care in their region. PHNs **assess the needs of their community** and **commission health services** so that people in their region can get coordinated health care **where and when they need it…..**

- PHNs have the 2 key goals of:
- improving the efficiency and effectiveness of health services for people, particularly those at risk of poor health outcomes

- improving the **coordination** of health services and increasing **access** and **quality** support for people."

GOODWOLF: Purpose in Practice

Why does it matter?

UNDERSTAND

1

ACT
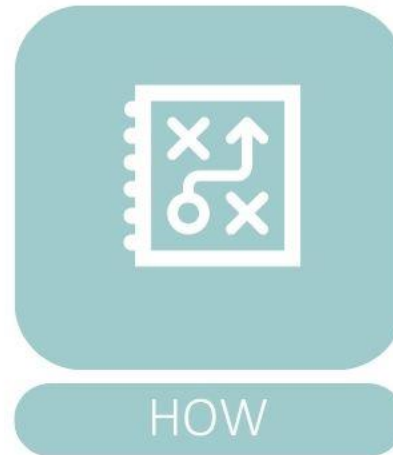
2

REPORT

3

MY 'RULES'

- Voices of change are more important than numbers

- A small number of measures (5-8) is key

- Ask 'so what'?

"What gets measured, gets managed."
PETER DRUCKER (MANAGEMENT GURU)

"What can't be measured (easily) isn't worth managing"

How do you Understand and 'Do' Impact?

"A comprehensive description and illustration of how and why a desired change is expected to happen in a particular context. It is focused, in particular, on mapping out or "filling in" what has been described as the "missing middle" between what a program or change initiative does (its activities or interventions) and how these lead to desired goals being achieved".

Definition: Impact Management Project

We exist because…

PROBLEM STATEMENT

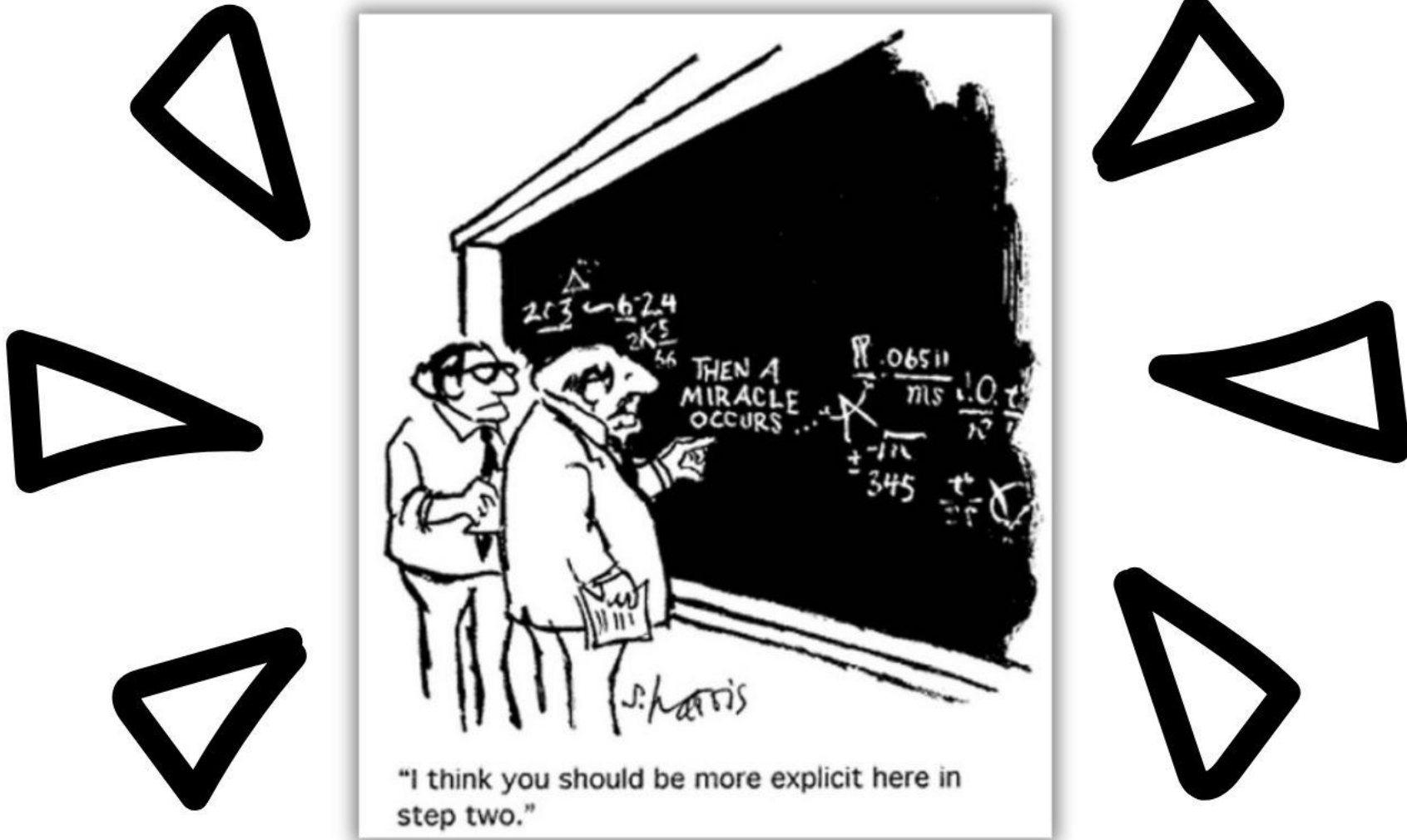| *In this context/ environment…*	*…so, using these resources…*	*…we will do these things...in these ways*	*…that will produce/ deliver…*	*…so that...which creates these changes*	*…so that eventually…*
CONTEXT & ENABLERS	**INPUTS**	**STRATEGIES/ ACTIVITIES**	**OUTPUTS**	**OUTCOMES**	**IMPACT GOAL**

Assuming/acknowledging we don't fully understand these things and are aware of these potential risks…

ASUMPTIONS, RISKS
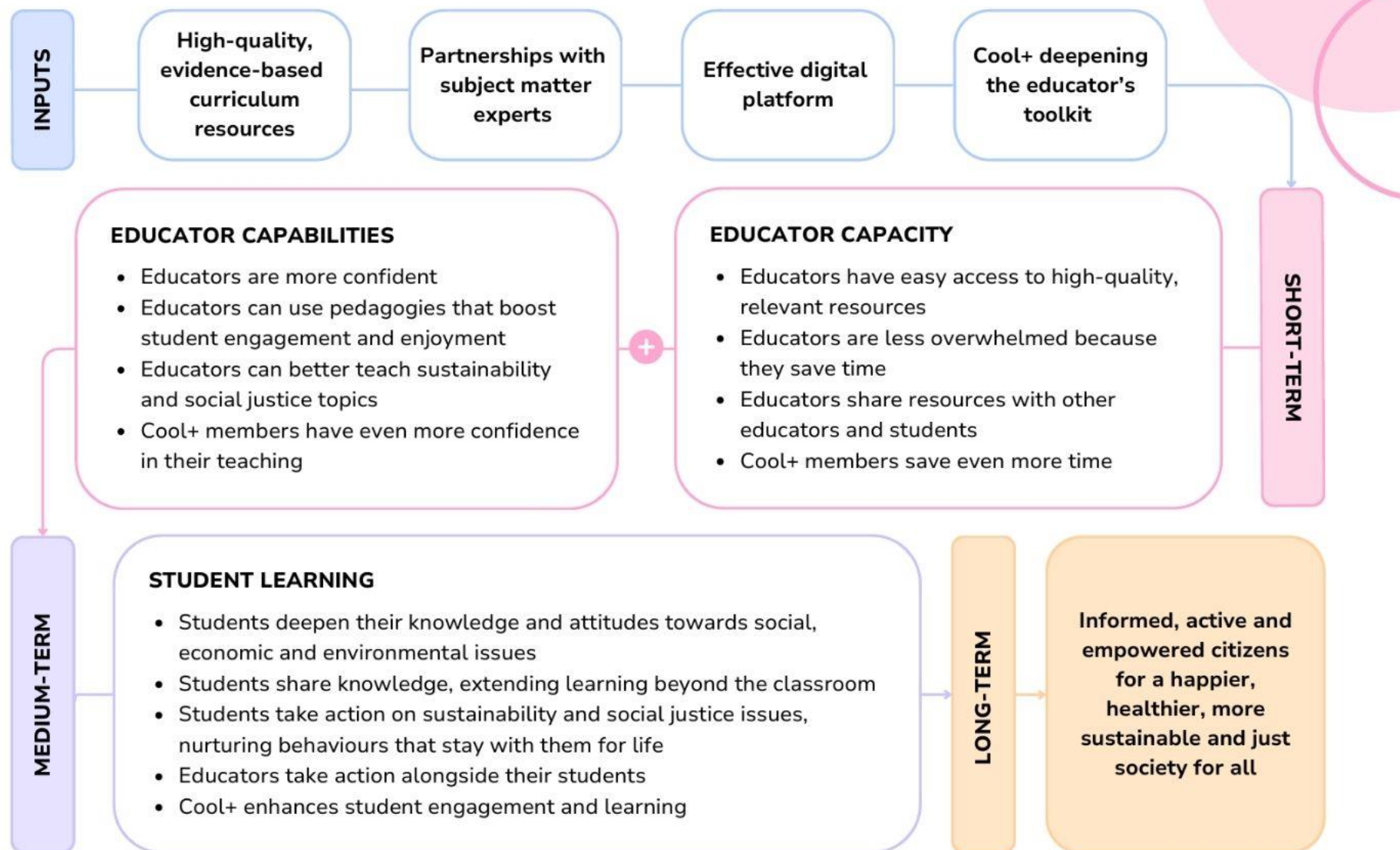**e.g. Regulation, people's behaviour/responses, availability of resources, timing etc**

"I think you should be more explicit here in step two."

Theory of Change

INPUTS

High-quality, evidence-based curriculum resources	Partnerships with subject matter experts	Effective digital platform	Cool+ deepening the educator's toolkit

SHORT-TERM

EDUCATOR CAPABILITIES

- Educators are more confident
- Educators can use pedagogies that boost student engagement and enjoyment
- Educators can better teach sustainability and social justice topics
- Cool+ members have even more confidence in their teaching

+

EDUCATOR CAPACITY

- Educators have easy access to high-quality, relevant resources
- Educators are less overwhelmed because they save time
- Educators share resources with other educators and students
- Cool+ members save even more time

MEDIUM-TERM

STUDENT LEARNING

- Students deepen their knowledge and attitudes towards social, economic and environmental issues
- Students share knowledge, extending learning beyond the classroom
- Students take action on sustainability and social justice issues, nurturing behaviours that stay with them for life
- Educators take action alongside their students
- Cool+ enhances student engagement and learning

LONG-TERM

Informed, active and empowered citizens for a happier, healthier, more sustainable and just society for all

Our Theory of Change

*The digital divide is the gap between those who can make full use of the digital world whenever and wherever they choose, and those who do not. Digital exclusion is a major problem affecting people's health, education and work outcomes, widening inequalities. It is more than access to a device or the internet, it is having the skills, equipment and space to fully engage.

What we do

- Collect, refurbish and redistribute technology; providing online access and opportunities to develop the skills to use it

- Connect organisations and communities together to actively participate in a circula economy*

- Champion the importance of universal digital inclusion

Individual Outcomes

- Greater access to technology required to get online

- Increasing people's confidence in their ability to use their technology

- Increased online access, digital knowledge and skills

Impact Goals

- A circular economy with 100% of technology reused or recycled

- A digitally included community where people are able to live healthy, happy and fulfilling lives

*Circular Economy

*Our circular economy is a system whereby unused technology is fed back into the community ensuring that as little as possible is wasted

digital inclusion is a human right!

Community Outcomes

- Increased awareness of the digital divide and the impact e-waste has on our environment

- More opportunities for our communities to reuse and recycle e-waste

- Strengthened relationships in our communities

Community TechAid

We believe that when we support girls and their allies in movements and collectives with the resources, networks and platforms they need to power their activism, we begin to see cultural conversations shifting, harmful practices eroding, power balancing and systems of oppression cracking. These changes are necessary so that girls live in safety, dignity and freedom. And through it all, the world is transformed.

Our Grounding Truths

To be a girl is to live on the frontline of injustice

To be a girl is to resist

Girls and their feminist allies have been organising and collectivising for millenia

Our Mission is to ensure that

Girl activists and their allies have access to the resources, networks and platforms they need to power their activism and remake the world for themselves

We will do this through our Power Building Strategies

Redistributing Power Assets: Resourcing Girls Resistance

Building Collective Power: Building a Base, Raising Consciousness & Nurturing Solidarity

Organising Power Holders: Influencing & Coalition Building

Transforming Power Structures: Political Advocacy & Agenda Setting

In all that we do, we will be guided by the following Values

- Joy as Resistance
- Cultivating Radical Imagination
- Deep Embodiment
- Rooted in Sisterhood & Solidarity
- Power in Diversity
- Lived Experience
- Taking Bold Action
- Many of Ways of Knowing

We will begin to see the following shifts happening:

Girls have access to resources, assets & services

A healthy ecosystem of more & better funding for girl activists and their allies

Partnerships between feminist allies are formed

Girls have awareness of their rights & their power

Solidarity & collective action amongst girls

A strong Movement with and for girls is forming and sustained

When this happens we see...

Violence & other harmful practices against girls are retreating

Value systems that position girls as 'subordinate' are dismantled

Patriarchal manifestations are eliminated

Cultural expectations & conversations change

Increased visibility of & discussion on issues negatively affecting girls

The negative dominant narratives & beliefs about girls begin to shift

Increased public support for girls rights

Power is shifting in systems & structures

Power is balancing

Girls influence key decisions which affect their lives

Rules, policies, laws shift in favour of girls rights

We believe that all of this will lead to the realisation of our Vision:

Girls are living in safety, dignity and freedom! And through it all the world is transformed!

Purposeful's Theory of Change

Purposeful

How do you Measure Impact?

An Impact Measurement Framework enables us to measure, evaluate and report on impact in a consistent, transparent and systematic way that keeps our measurement simple and focused but most importantly, can be operationalised.

The arrows below are the set of essential components for the impact framework, including design of the data, monitoring, evaluation & learning strategy, as well as validation and, subject to data, possibly target setting.

HOW MUCH

Why do you measure it?

How do you measure it?
Why is risk important?

PRIORITISE	DESCRIBE	SET DATA STRATEGY	MONITOR, EVALUATE, LEARN
What do we need to learn?	*Are we measuring $, # people etc.* *How do we calculate it?*	*Where do we get the data from?* *How often? Etc.*	*Monitor and check whether what we thought would happen did and, if not, why. Set targets (if appropriate)*

Claiming Impact Credit: Mentimeter

- We **provided** land to XYZ Hospital Foundation so that they could co-invest with XYZ Hospital to provide accommodation for the families and carers of patients so that they didn't struggle to find an affordable place to stay

- We **delivered** 5,000 public education programs resulting in a 25% reduction in COVID cases this year

- The Federal Government is running a program, that **we are part of**, to reduce admissions to hospital as a result of domestic and family violence.

Claiming Impact Credit

Active verb .... Direct link .... • Outcome   = The outcome is ours to claim

We delivered 5,000 public education programs resulting in a 25% reduction in COVID cases this year (which ultimately means the community is healthier)

Verb .... Someone else .... • Outcome   = We contributed to the outcome. We can claim our role e.g. we enabled, we facilitated etc.

We provided land to XYZ Hospital Foundation so that they could co-invest with XYZ Hospital to provide accommodation for the families and carers of patients so that they didn't struggle to find an affordable place to stay

Verb .... Systems level .... • Outcome   = Can't claim. Systems level change & we are just one of many involved alongside other contributing factors

The Federal Government is running a program, that we are part of, to reduce admissions to hospital as a result of domestic and family violence.

Thank you

GOODWOLF: Purpose in Practice