

MAYOR OF LONDON

Measuring Your Impact

#LondonVolunteers



MAYOR OF LONDON

Introductions

Laura de Bonfils (Volonteuropa)

Antonia Orr (Coalition for Efficiency)

Angela Schlenkhoff-Hus (Volunteering Matters)



Session outline

- Volonteuropa's European work on measuring the social impact of volunteering (Laura)
- Introduction to Measuring the Good (Antonia)
- Getting to know you and your impact measurement work (Angela)
- Open discussion

Measuring Social impact of Volunteering in Europe

Volonteurope work

#measuringimpact

An international working group of experts and practitioners across 11 European countries:

UK, Serbia, Italy, Belgium, Norway, Bulgaria, Romania, Germany, Netherlands, Czech Republic



Measuring Social Impact of Volunteering

- Raise awareness of value and understanding of social impact and measurement of volunteering
- Identify actions to support further measurement, activities and research



Measuring Social Impact of Volunteering

- Provide support for evidence-based policy making
- Showcase all the benefits of volunteering, not only economic value/impact

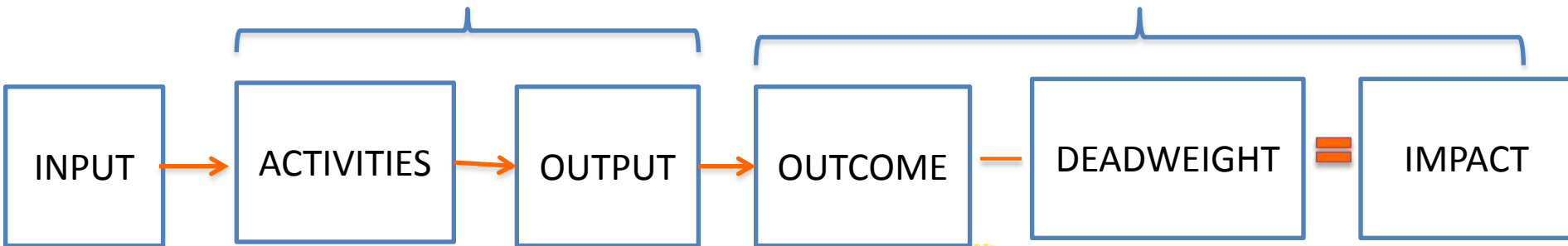


What is impact?

The direct or indirect medium to long-term consequences of the activity of volunteers or of third sector organisations on individuals, or on the community ranging from neighbourhoods to society in general

PERFORMANCE MEASUREMENT

IMPACT MEASUREMENT



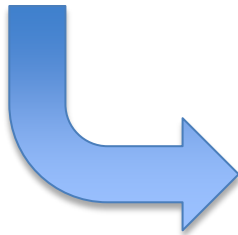
Social impact of volunteering

The effects and consequences that volunteering has on:

- health
- well-being
- civic engagement



Social
capital



On individuals & more broadly on society

Overview of tools used by working group

- Focusing on measuring economic impact: IDC, Tulip Foundation, Hestia
- Meeting and consultations/ focus groups with volunteers: Imago Mundi – Humanitas



Overview of tools used by working group

- Using online surveys:
Volunteering Matters –
Humanitas - ASB Germany
- Hestia
- Collecting tools and
developing publications and
toolkits: Tulip foundation –
CEV – Leeds Beckett
University – NHS England



Measuring Social Impact of Volunteering

Next Steps

#measuringimpact

- Join the discussion online on our platform:
<https://volonteurope.eu/community/register>
- Help us collect information on measuring impact tools:
https://www.surveymonkey.co.uk/r/tools_volunteering
- Webinar & Final Conference, Berlin 2017



MAYOR OF LONDON

Thank you!

Laura de Bonfils,

Volonteuropa, Policy and Advocacy Coordinator

laura@volonteuropa.eu



MAYOR OF LONDON

Introduction to Measuring the Good

Antonia Orr (Coalition for Efficiency)



What is Measuring the Good?

- A step-by-step, structured framework for leaders in **charities and social enterprises** to develop a tailored **impact measurement plan** for their organisations.
- A **volunteer mentor** provides **face-to-face support** acting as an independent facilitator and critical friend whilst applying their management expertise.
- The programme takes up approx. **20 hours** of meeting and prep time over **3-4 months** and is overseen by a Measuring the Good project officer.

The Process

- Application and matching
- Step 1: Introductions and setting expectations
- Step 2: Getting to know the organisation
- Step 3: Exploring current monitoring and evaluation methods
- Step 4: Identifying measures and setting an action plan
- Step 5: Implementation
- Step 6: Review

Ingredients for effective impact measurement

- A clear mission
- Theory of change / logic model
- Robust data collection methods
- Using measurement for management
- Performance culture
- Strong board governance

MAYOR OF LONDON

- ✓ Why does your organisation exist?
- ✓ What keeps you awake at night?
- ✓ How do you know what success/failure looks like?
- ✓ How is data you collect currently being used and by whom?

MAYOR OF LONDON

Contact us for more information:

Antonia Orr

antonia@cfefficiency.org.uk

Angela Schlenkhoff-Hus

Angela.Schlenkhoff-Hus@volunteeringmatters.org.uk

