

# **CORPORATE FUNDERS & IMPACT MEASUREMENT**

Tris Lumley, Eibhlín Ní Ógáin

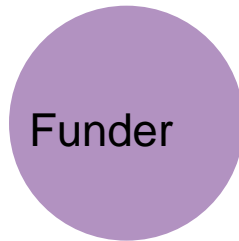
---

London, 11<sup>th</sup> December 2012

# NPC: CONSULTANCY AND THINK TANK



**Increasing the impact of charities**  
eg, impact-focused theories of change



**Increasing the impact of funders**  
eg, effective commissioning



**Transforming the charity sector**

**Strengthening the partnership**  
eg, collaboration towards shared goals

# LONDON BENCHMARKING GROUP



What we'll discuss today

- NPC's Impact Survey 2012
  - Background and context
  - Key findings
  
- What does this mean for corporate funders?
  - What can corporate funders do to support impact measurement among those they fund?
  - How can corporate funders use impact measurement to inform their own approach?

# NPC IMPACT SURVEY 2012

First representative survey of impact measurement



- Defining impact measurement
- 1,000 respondents
- England, Wales, Scotland & NI
- Head of Evaluation/Impact or CEO
  
- Aims to be representative of activity, not number of charities – oversamples charities > £100,000
- Excludes:
  - Charities < £10,000 income
  - Trusts and foundations
  - Schools

# **NPC IMPACT SURVEY 2012**

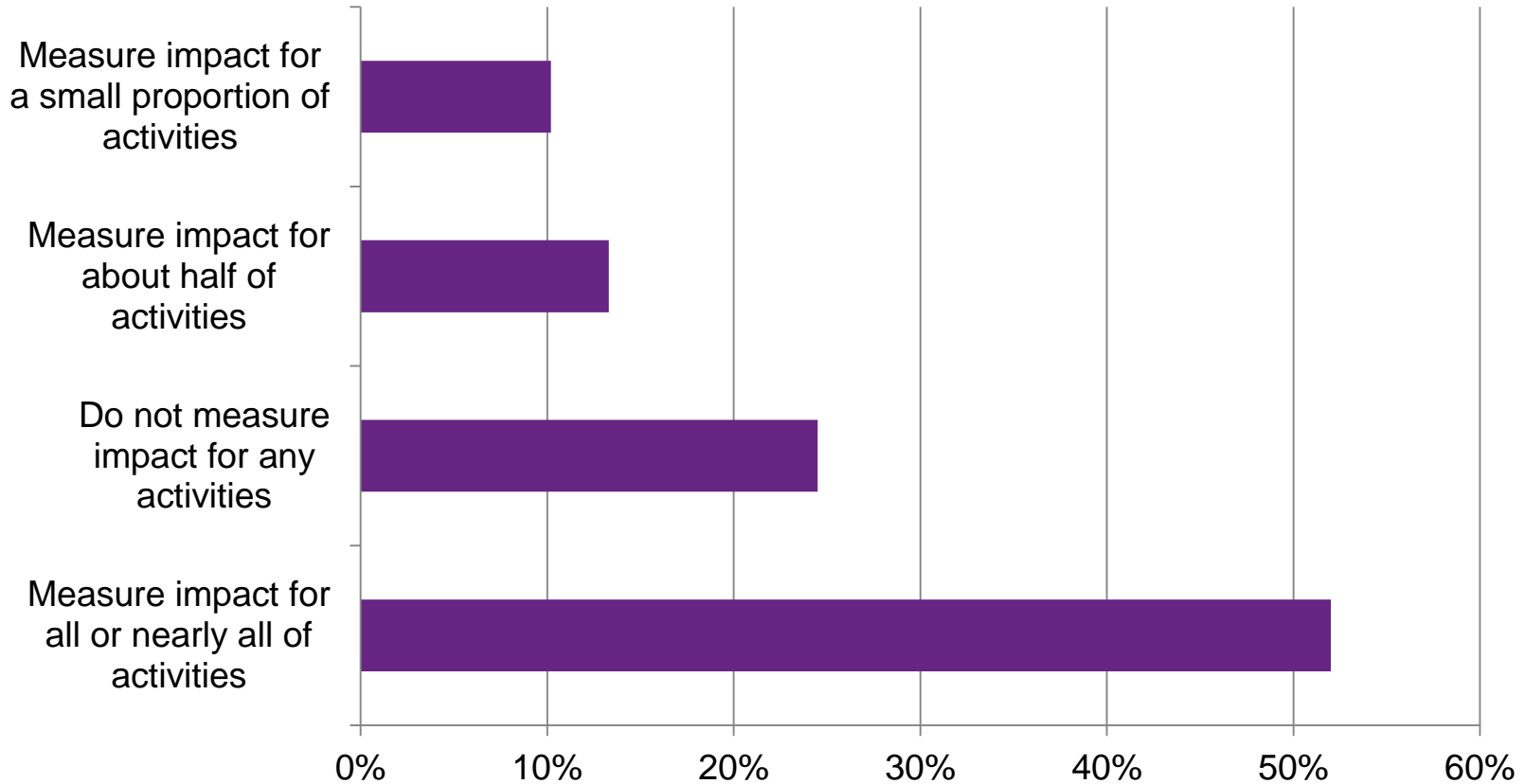
What we asked respondents

1. Who's measuring impact?
2. Why do charities measure impact?
3. What are charities'/funders' practices?
4. What are the barriers & what would help?

# 1. Who's measuring impact?

# 1. WHO'S MEASURING IMPACT?

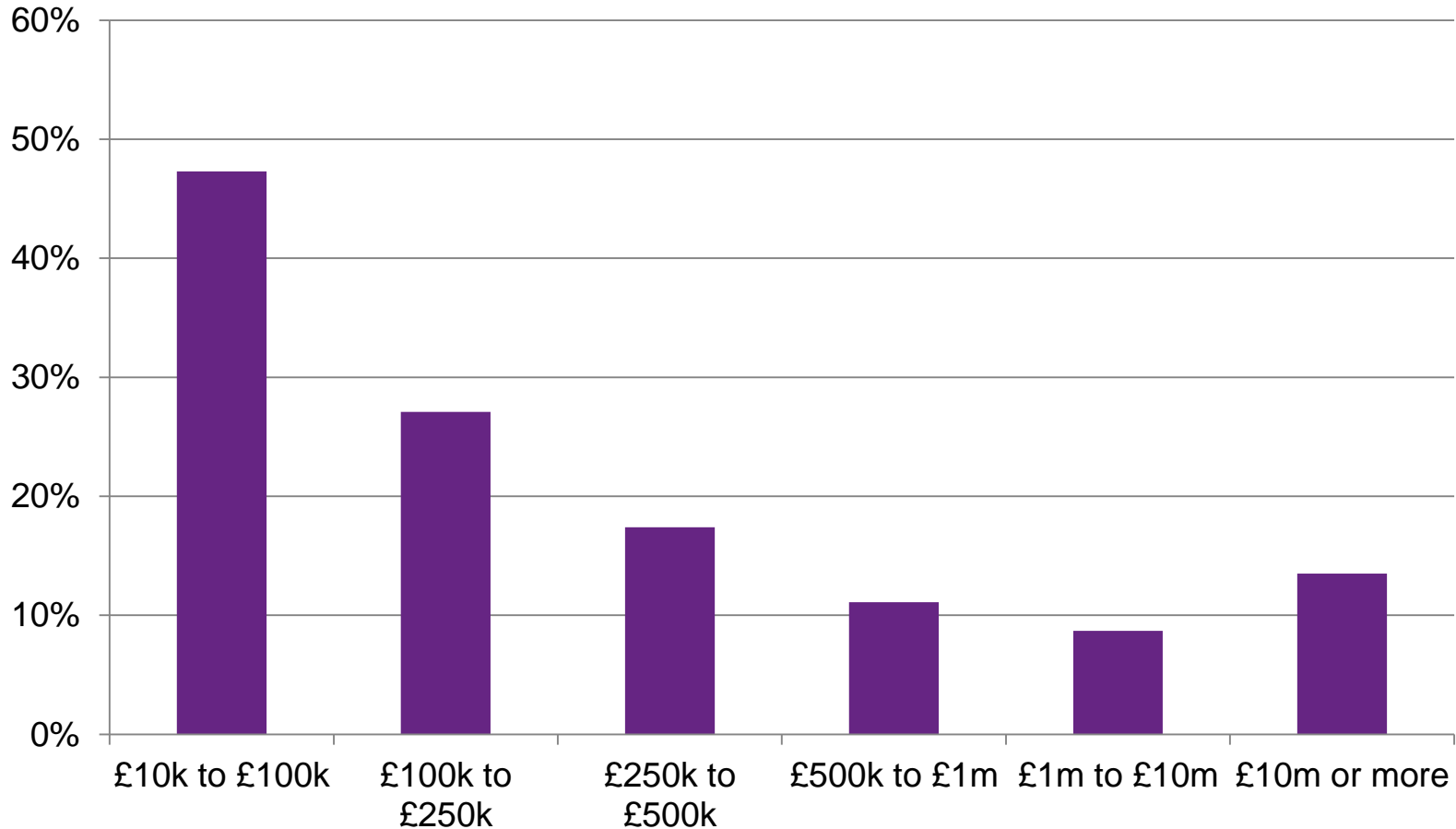
Most charities now say they're measuring impact



Question: how would you describe your organisation's current approach to measuring its impact? N=1,000

# 1. WHO'S MEASURING IMPACT?

But small charities more likely to be doing nothing

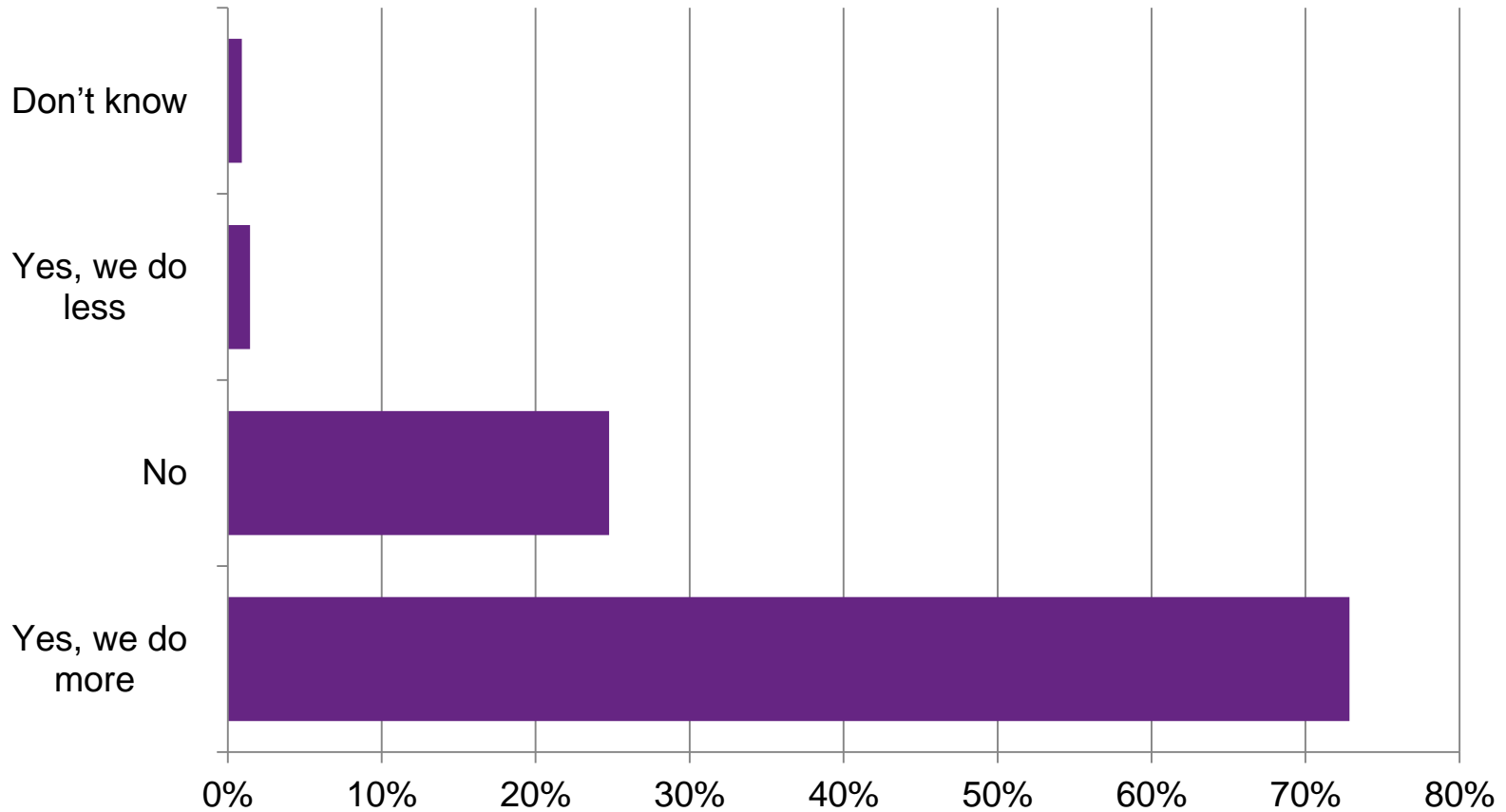


Response: We do not measure impact for any of our activities N=223



# 1. WHO'S MEASURING IMPACT?

Most charities have increased their efforts

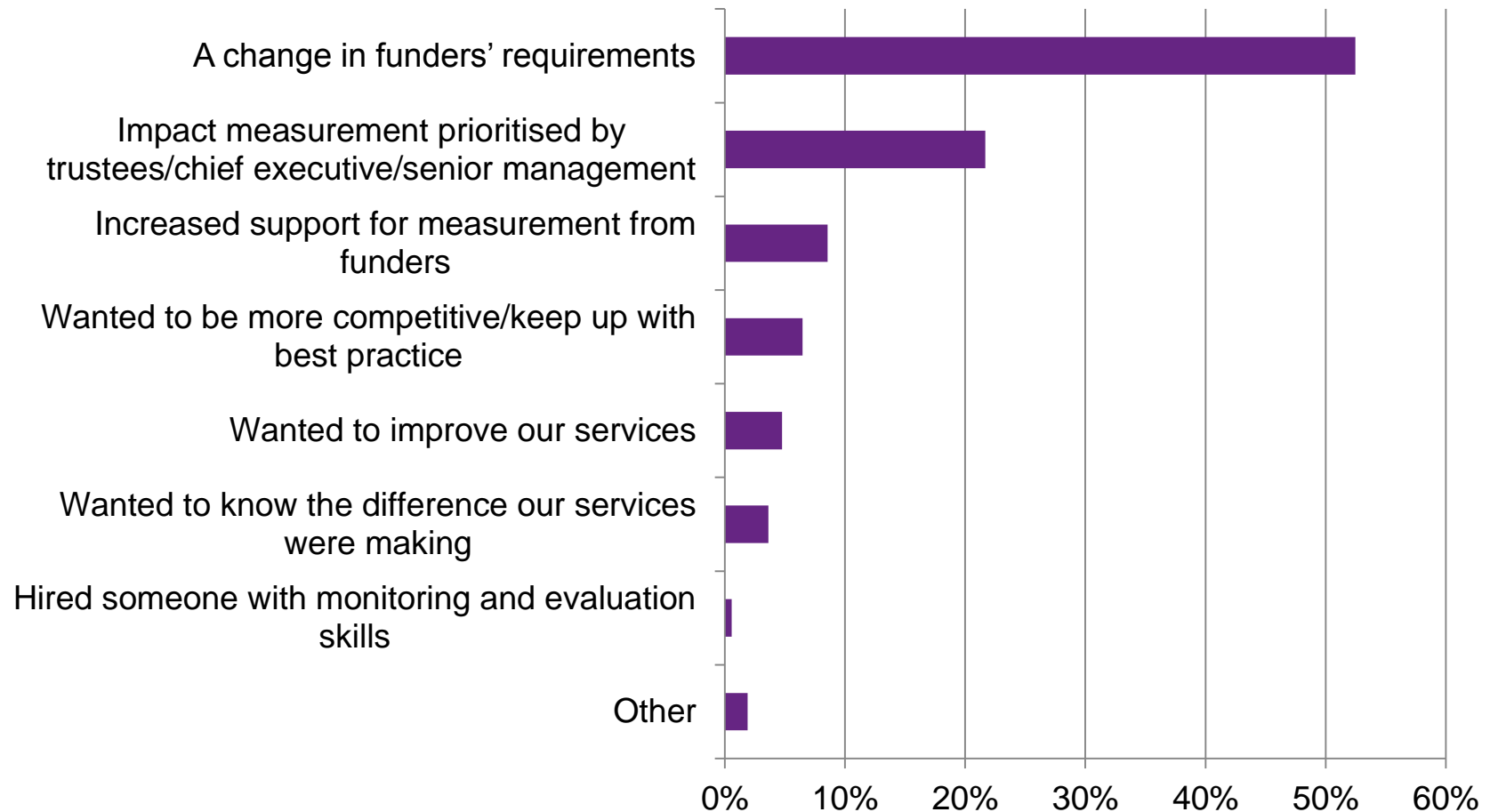


Question: Has the amount of effort your organisation puts into measuring its impact changed during the last five years? N=755

## **2. Why do charities measure impact?**

## 2. WHY DO CHARITIES MEASURE IMPACT?

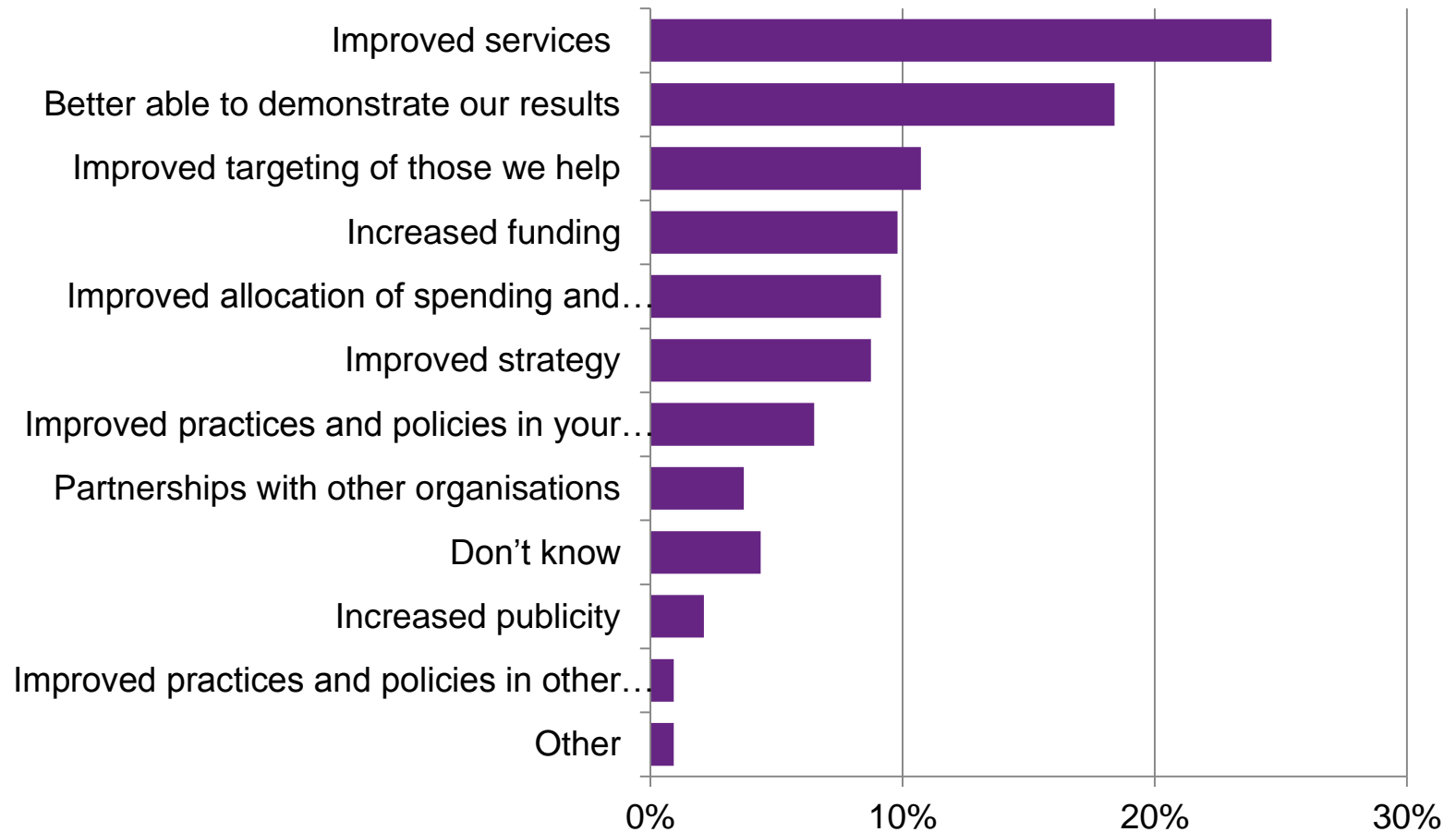
Funding requirements are main driver for increasing efforts



Question: What were the main reasons for this increase [in impact measurement efforts?] N=550

## 2. WHY DO CHARITIES MEASURE IMPACT?

The main benefits don't match the drivers



Question: In the last year, has measuring your impact led to any of the following benefits? N=755

## 2. WHY DO CHARITIES MEASURE IMPACT?

Attitudes are positive, but there are challenges

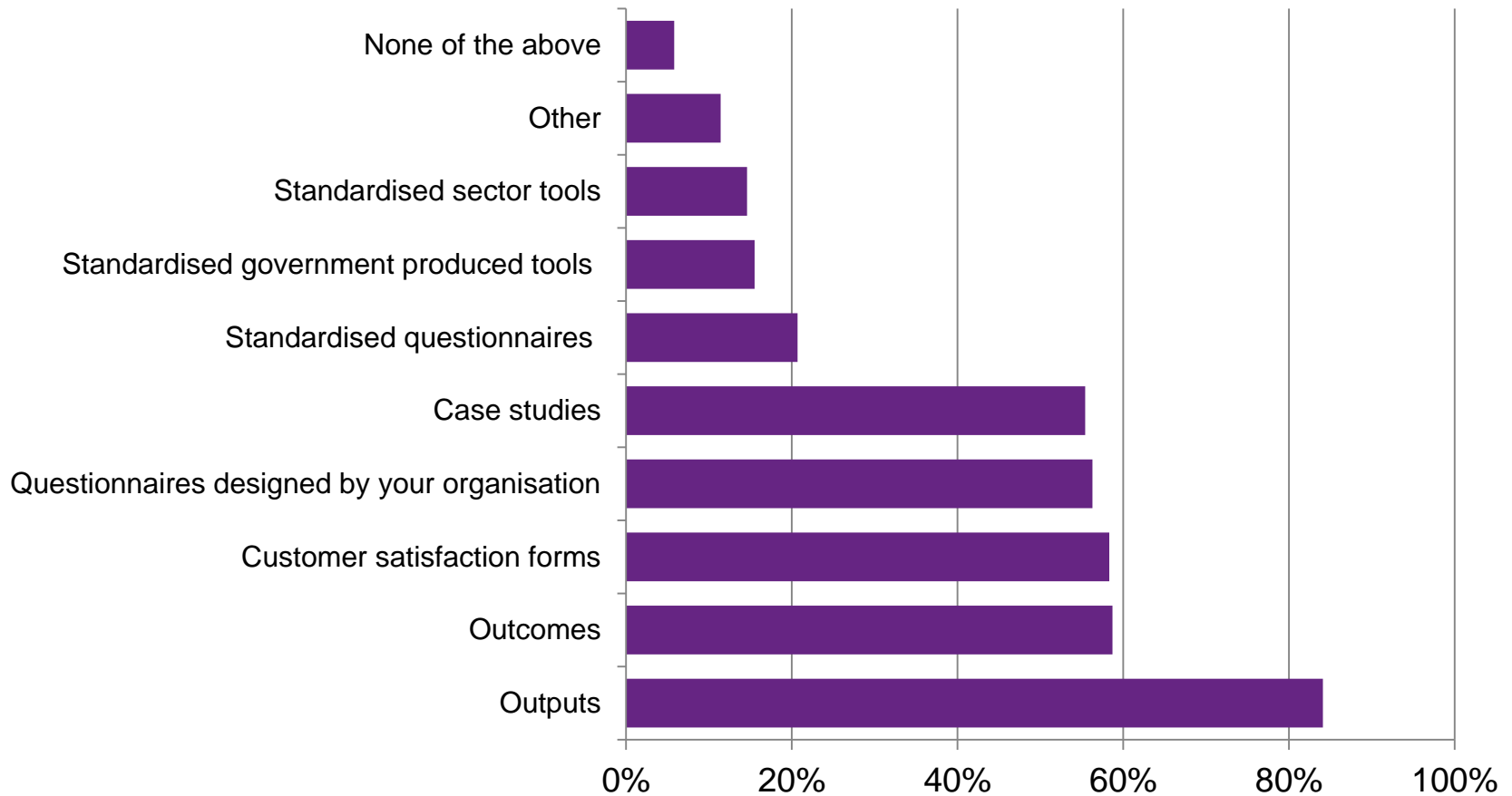


Question: To what extent do you agree with these statements? N=1,000

### **3. What are charities'/funders' practices?**

### 3. WHAT ARE CHARITIES' PRACTICES?

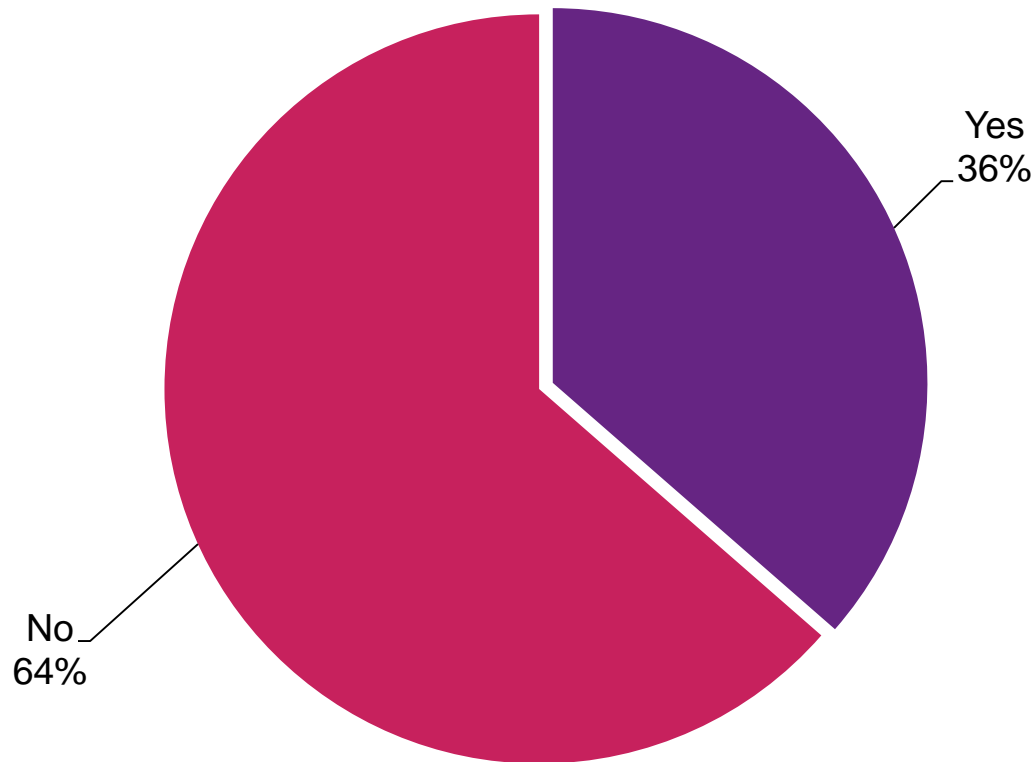
Outputs dominate charities' measurement practices



Question: How did your organisation collect information about its activities in the last year? N=1,000

### 3. WHAT ARE FUNDERS' PRACTICES?

Only a third of funders build in support for measurement

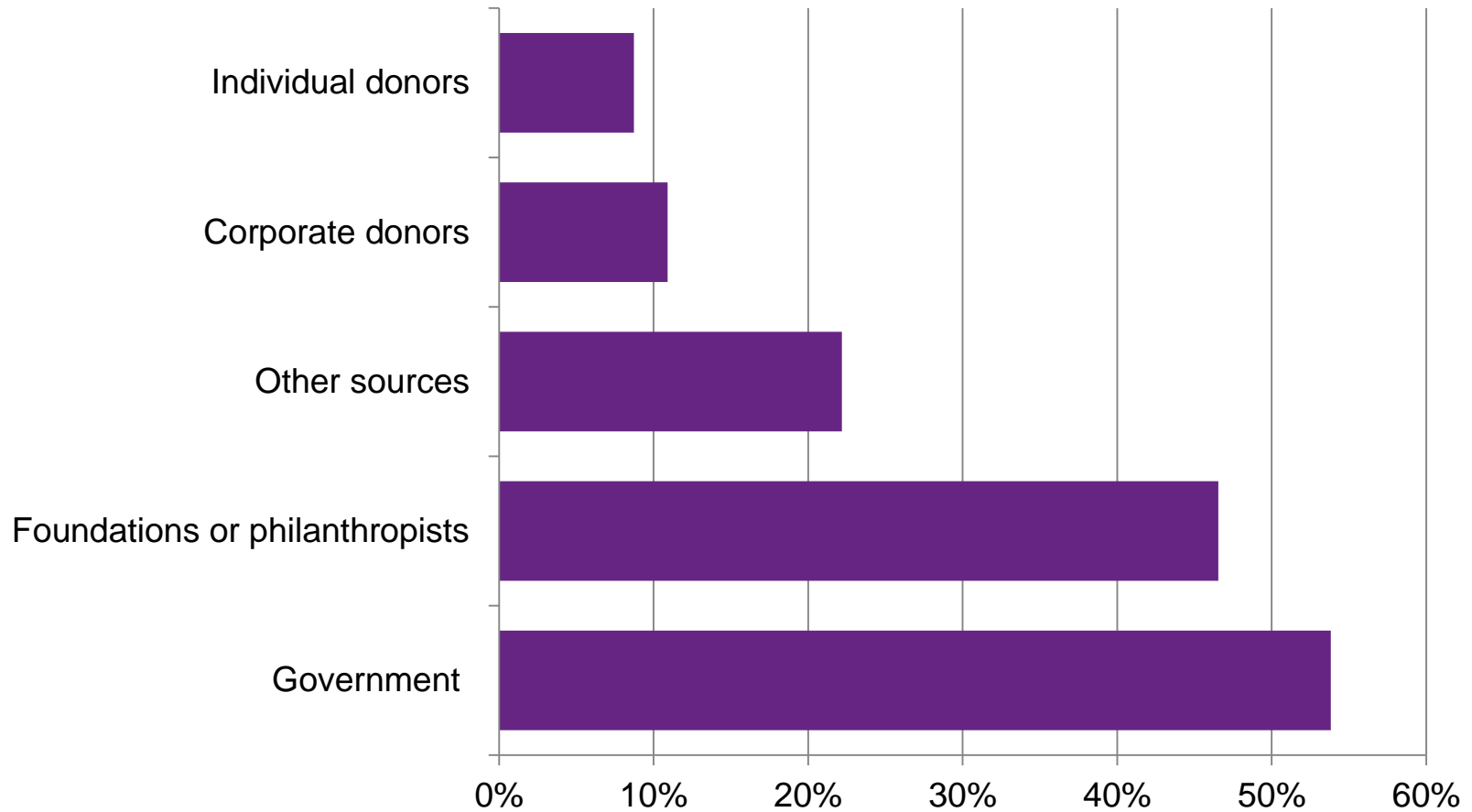


Question: Do any of your funders build in funding specifically for monitoring and evaluation? N=755



### 3. WHAT ARE FUNDERS' PRACTICES?

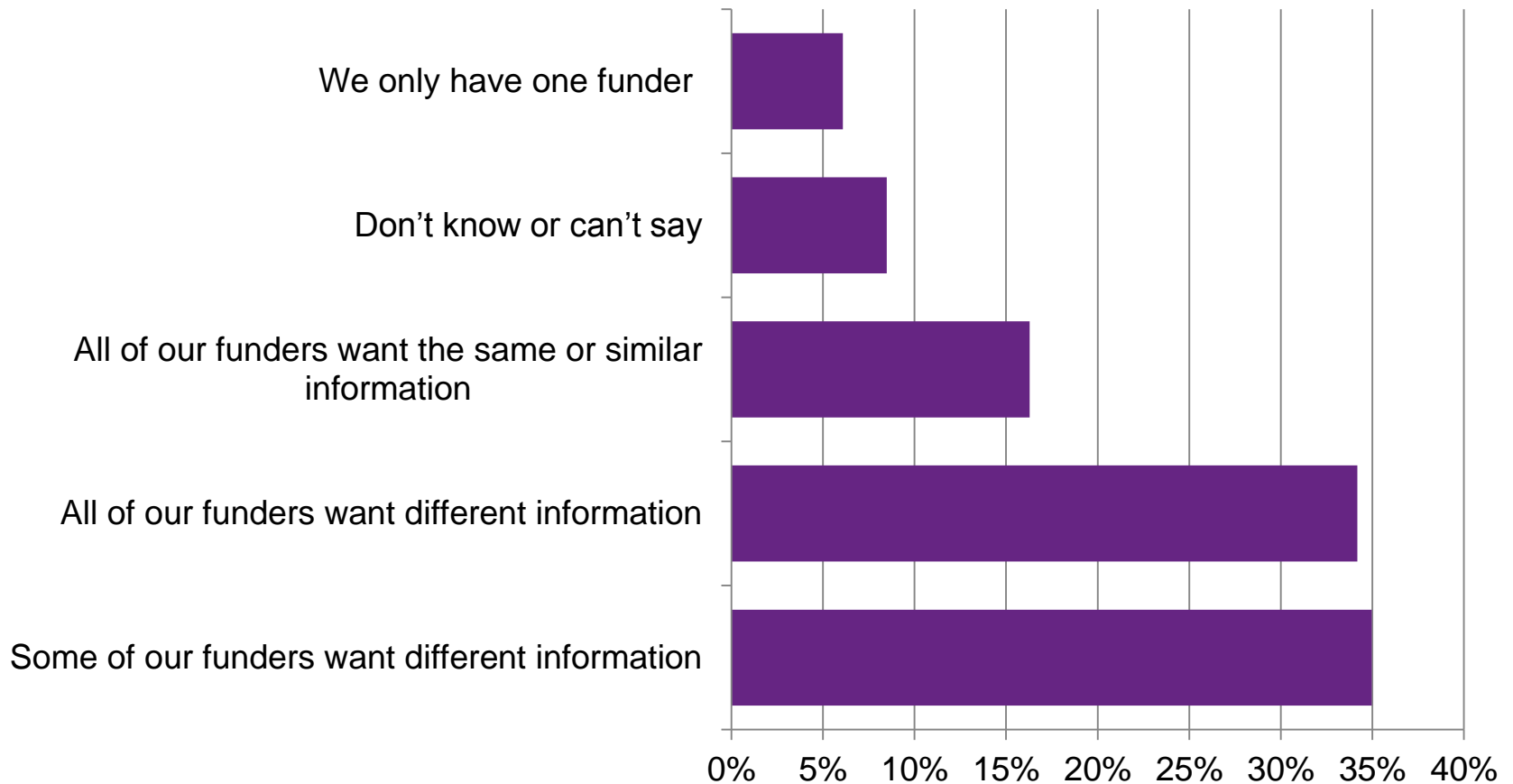
Funders vary in their support for impact measurement



Question: If your funders build in support for monitoring and evaluation, who are they? N=275

### 3. WHAT ARE FUNDERS' PRACTICES?

The majority of funders ask for different information

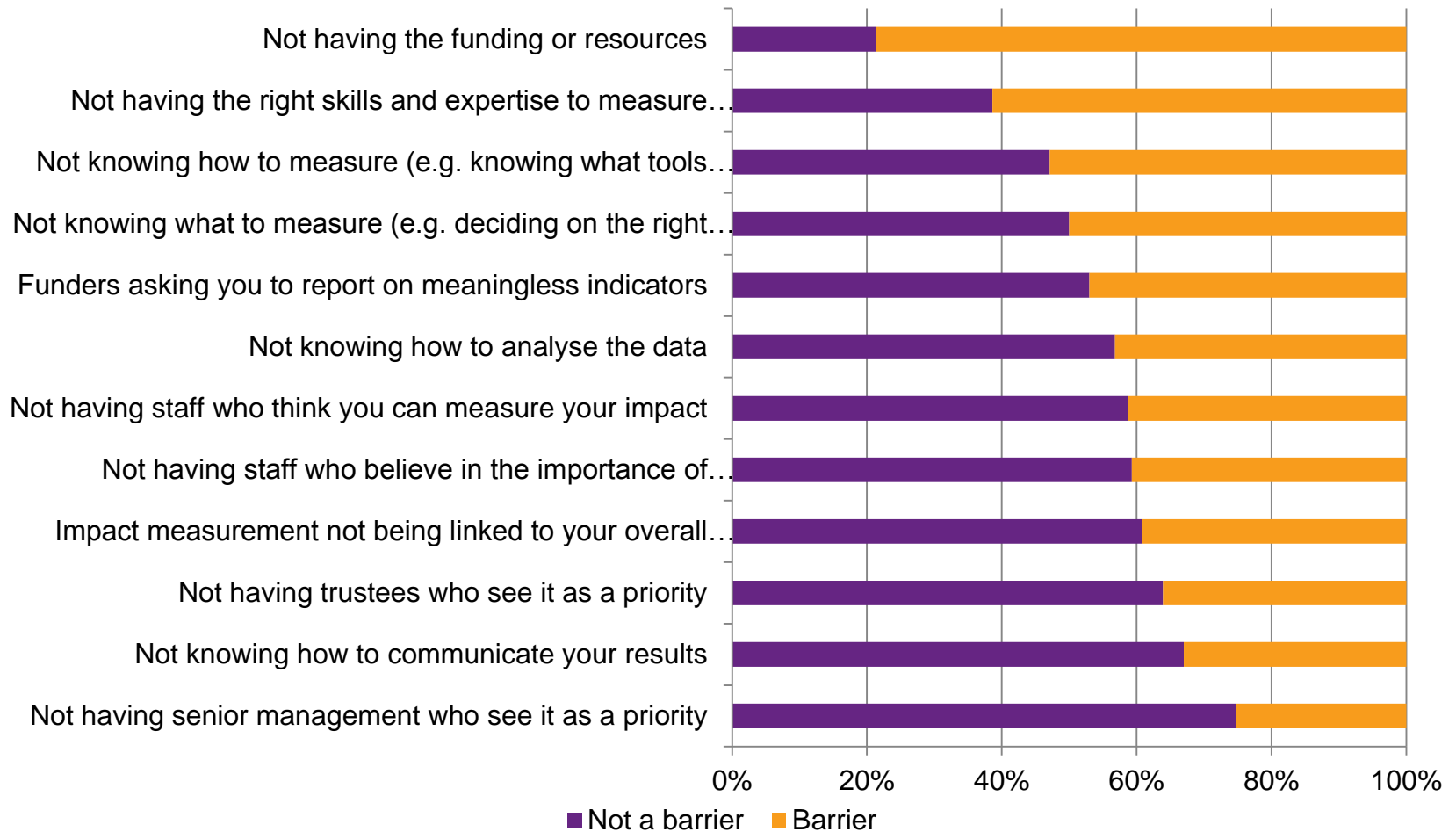


## **4. What are the barriers & what would help?**

# 4. WHAT ARE THE BARRIERS TO PROGRESS?



There are many barriers as well as lack of funding

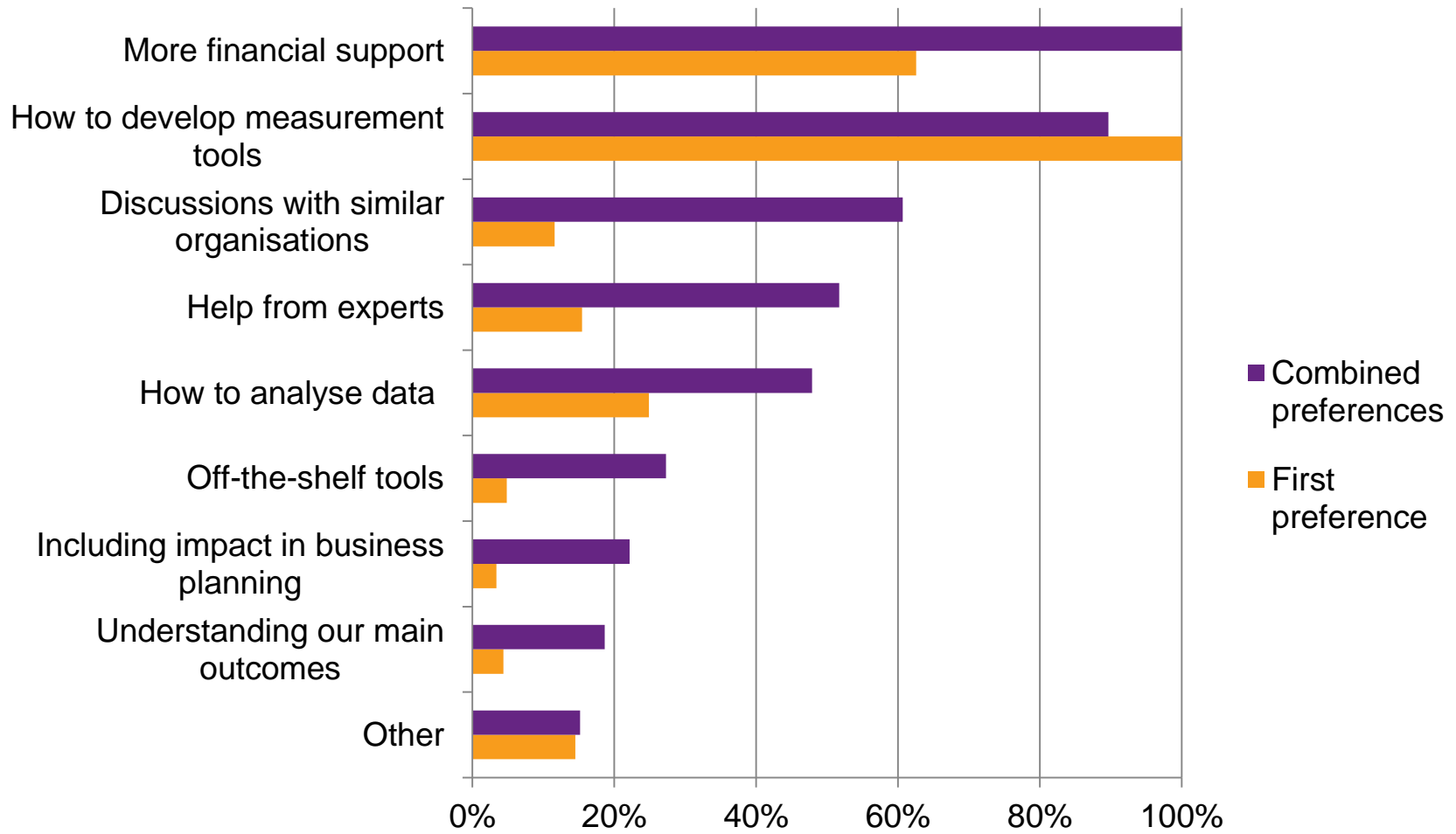


Question: For each statement, please say whether it is not a barrier, or is a barrier to developing your organisation's impact measurement. N=1,000

# 4. WHAT WOULD HELP TO MAKE PROGRESS?



Charities want help and to learn from others



Question: What would you find most useful in developing your impact measurement practices? Please select your top three preferences. First pref. N=1,000, second pref. N=818, third pref. N=693

**What does this mean for corporate funders?**



# THE ROLE OF CORPORATE FUNDERS

What you can do to respond

- What can corporate funders do to support impact measurement among those they fund?
- How can corporate funders use impact measurement to inform their own approach?

# **THANK YOU**

New Philanthropy Capital – Transforming the charity sector

---

[tris.lumley@thinkNPC.org](mailto:tris.lumley@thinkNPC.org), [eibhlin.niogain@thinkNPC.org](mailto:eibhlin.niogain@thinkNPC.org)