



# Cracking the impact nut!

**Corporate Citizenship Knowledge Series 11<sup>th</sup> Dec 2012**

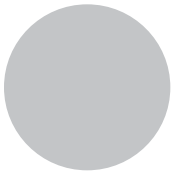
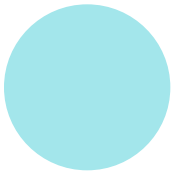
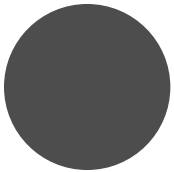
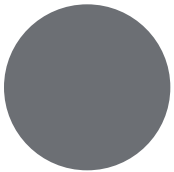
Mike Tuffrey, Corporate Citizenship

Tris Lumley, NPC

Victoria Hill, Co-ordinated Action Against Domestic Abuse

Steve Grimmett, Zurich Community Trust

Jon Lloyd, LBG



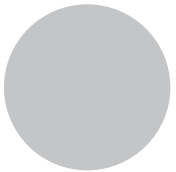
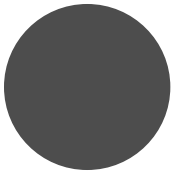
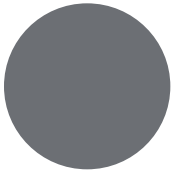


SERIOUS ABOUT CORPORATE COMMUNITY INVESTMENT

# Cracking the impact nut!

How companies assessing their impacts through LBG

Corporate Citizenship Knowledge Series, 11<sup>th</sup> December 2012



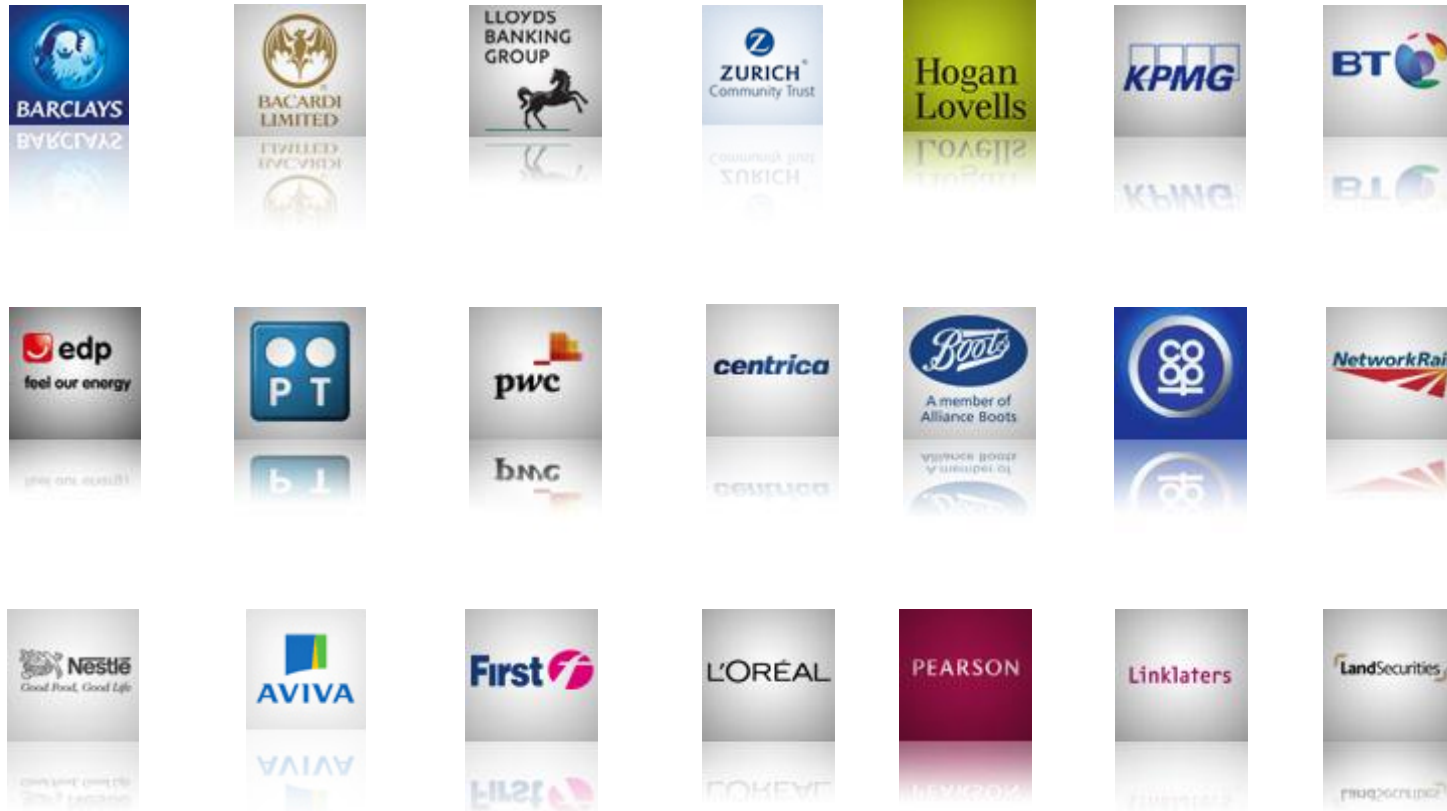
# LBG members and impact



- LBG in a nutshell
- How are members measuring and what are they achieving?
- How is this changing the way we work?

# A network

- Over 300 major corporations including...



# A framework

<http://www.lbg-online.net/about-lbg/the-lbg-model.aspx>

## THE LBG MODEL

### INPUTS

**HOW?** Cash, time, in-kind, management costs

**WHY?** Charitable gift, community investment, commercial initiatives in the community

**WHERE?** Geographic location

**WHAT?** Subject focus

### OUTPUTS

**Community benefits:**  
e.g. numbers helped

**Leverage:**  
Extra funds raised

**Business benefits:**  
e.g. employees engaged, PR achieved

### IMPACTS

**Community impacts:**

How beneficiaries are better off

- e.g. for individuals: skills/personal development, behaviour change, quality of life
- e.g. for community organisations: new/improved services, wider outreach, raised profile

**Business impacts:**

How the company is better off

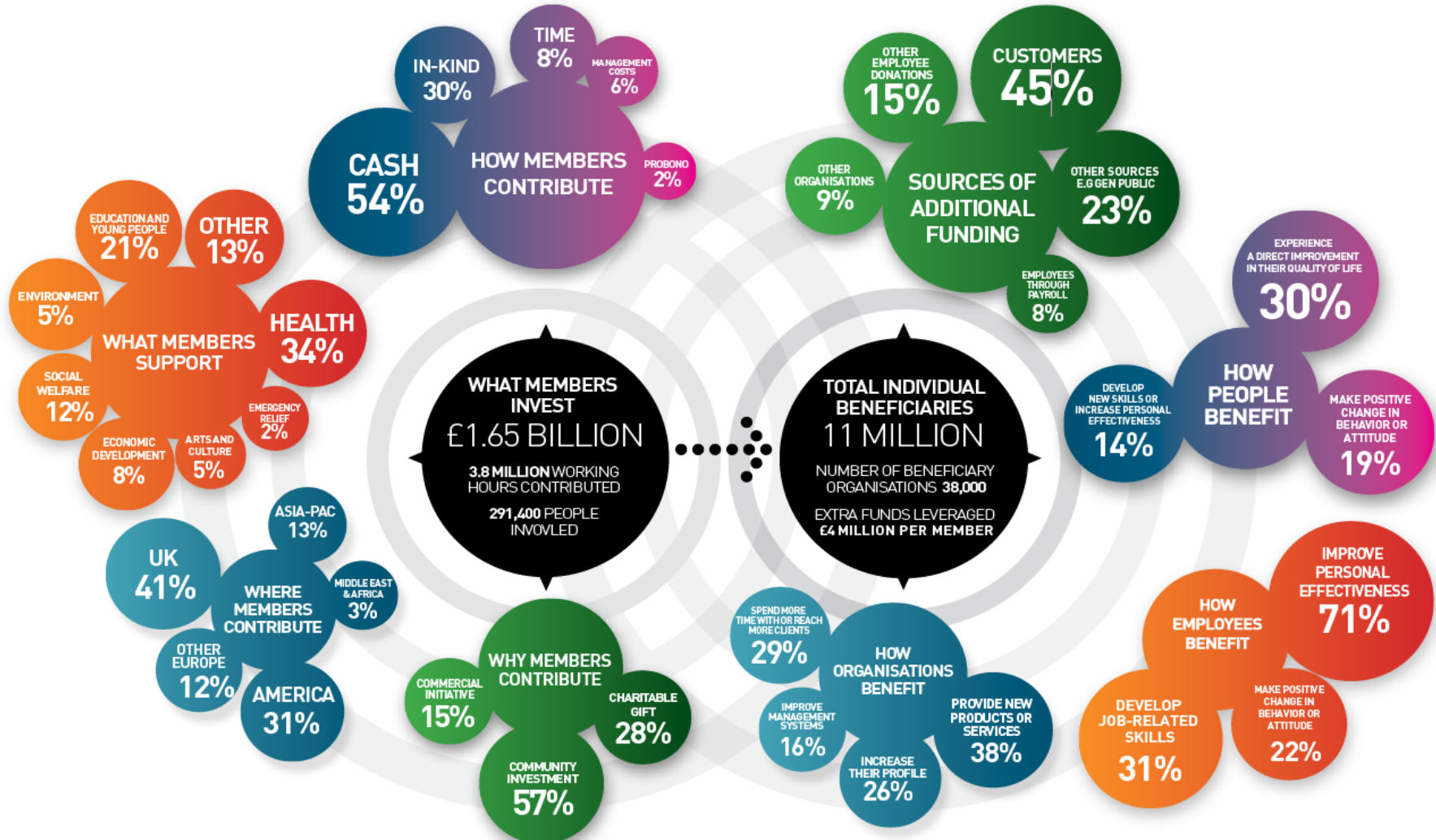
- e.g. employee skills development, employee satisfaction, brand awareness, increased sales



# A shared approach

Inputs

Outputs & impacts



# Approaching outputs and impacts

- If we know what we contribute
- What difference does it make?
- How can we add it all up?

# Mapping common areas of impact

Addressing substance misuse  
Stopping anti-social behaviour  
Increased attendance at school  
More physical activity  
Eating more healthily  
Stopping criminal activity  
More energy efficient



Gained qualification(s)  
Increased employability,  
Literacy, numeracy  
Ability to manage finances  
Business skills  
Better parenting skills  
Interpersonal communication skills  
Negotiation/ refusal skills  
Empathy skills



Access to support services  
Access to housing  
Improved financial situation  
Better health  
More independence  
Increased confidence / self esteem  
Feeling safer / less isolated





# Mapping across projects



## Barclays & help the aged

- Helping 2,000 older people with **one-to-one money management skills** and debt advice, encouraging 10,000 older people to attend group awareness sessions, **reducing debt** among group participants and working with local charity partners

Quality of life

## Barclays: You can B

- A three-year partnership with Junior Achievement Worldwide, a charity that has helped 3,750 students **learn to set up companies**, 2,000 students **shadow employees** and **inspire 6,000 to develop business ideas**.

Skills

## Barclays & FairPlay

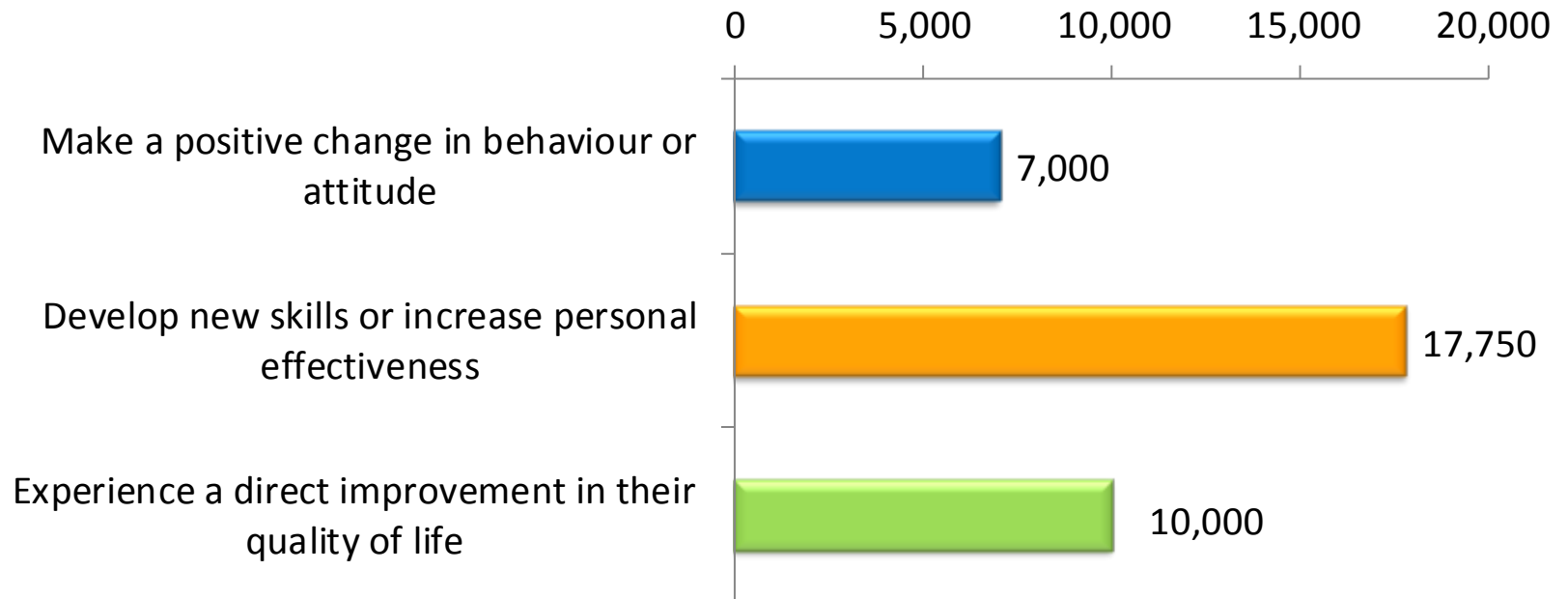
- 1,000 young People excluded from mainstream education are offered the chance to get their lives back on track through an innovative rugby-based initiative that improves **anger management** and increases **physical activity**

Attitude /Behaviour change



# Totalling the results

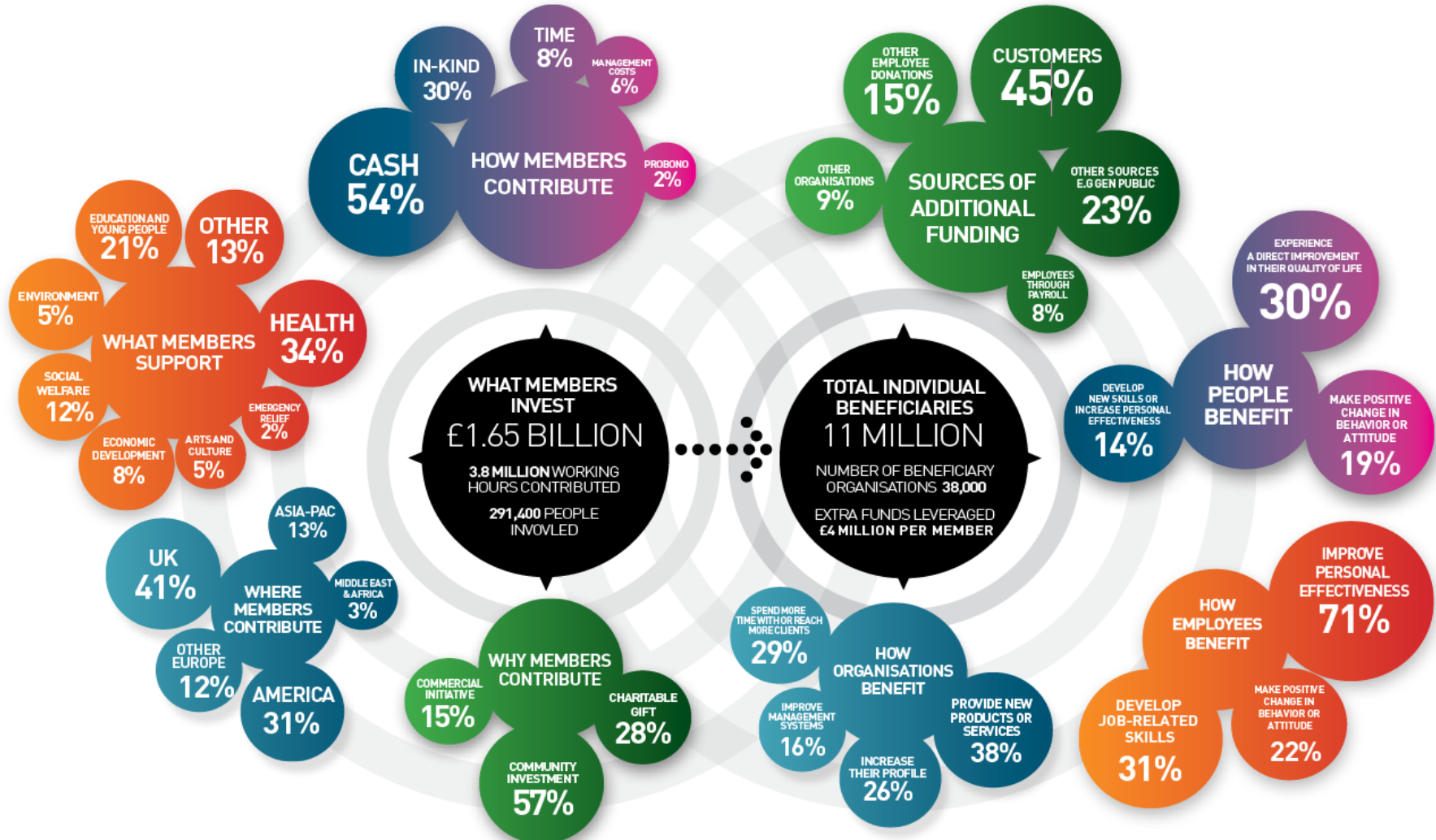
- Across the three projects
- 24,750 beneficiaries in total
- Benefiting in the following ways



# A shared approach

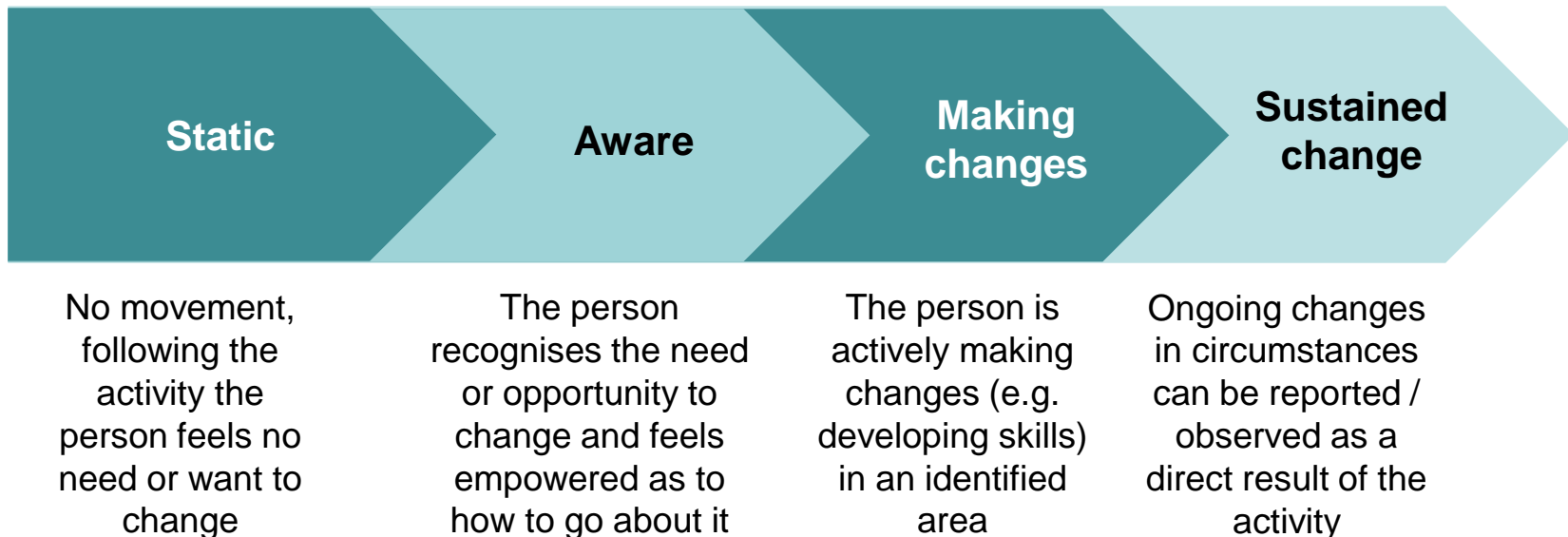
Inputs

Outputs & impacts

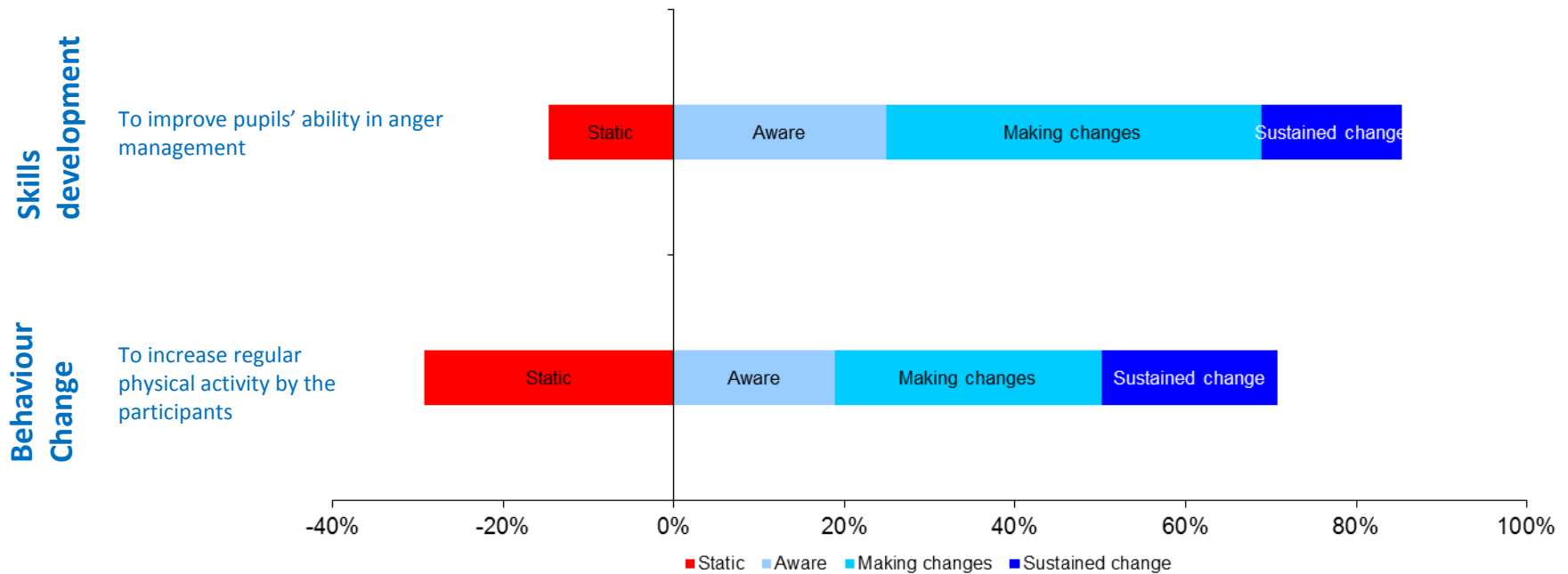


# Next: Assess the depth of impact

- Mapping means you know who you helped and how
- But what difference did you make?
- You need an impact scale...

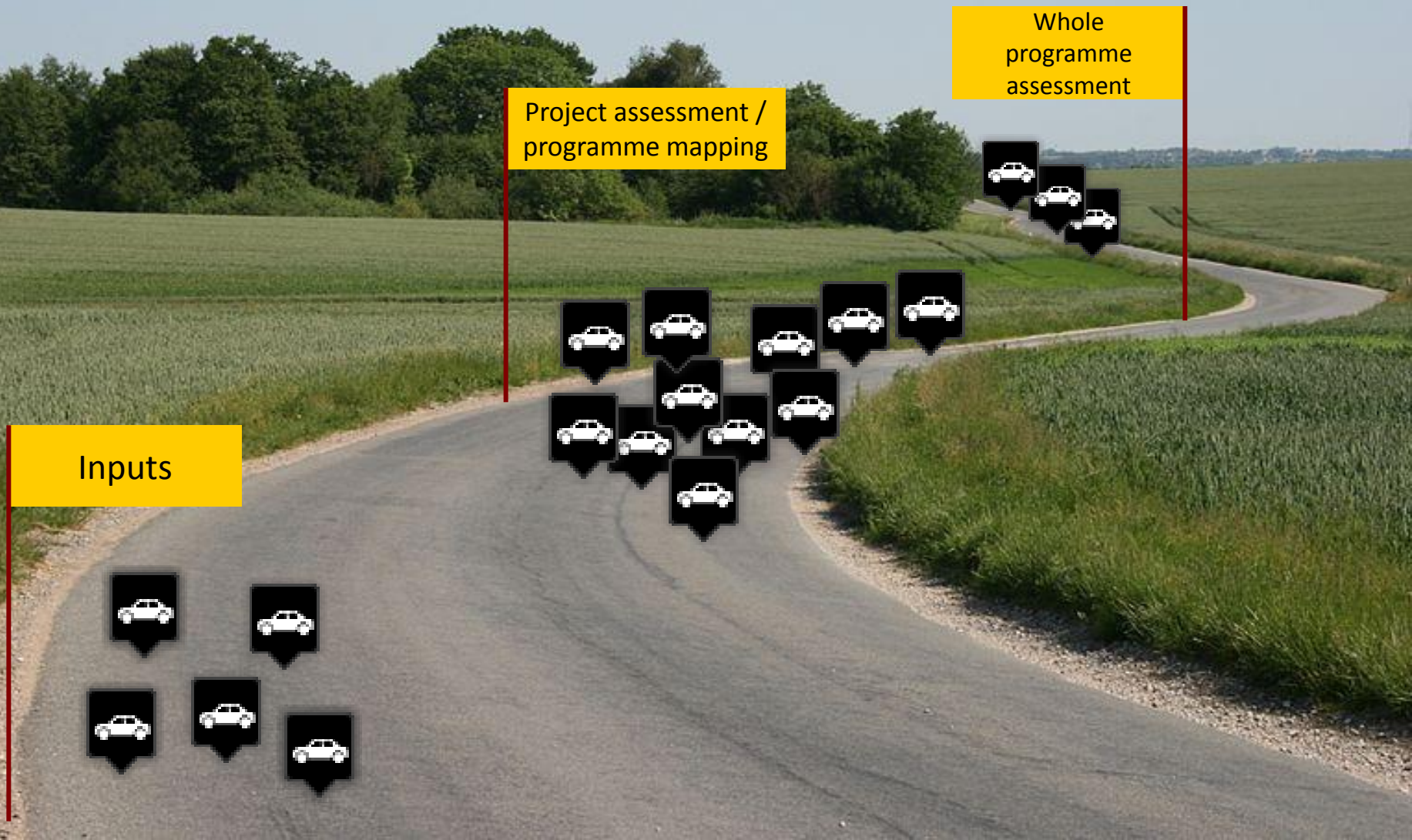


# Barclays FairPlay: Depth of Impact





# Companies are on a journey



# What are members doing?

- 54% of members are measuring results across some or all of their programmes
- On average results cover more than 55% of these members' contributions
- A quarter of these measure across more than 75% of their programmes
- Areas measured:
  - benefits to people (66% of reporting members),
  - benefits to community organisations (58%),
  - the environment (47%)
  - employee volunteers (66%).

# How is this changing the way we work?

- Objectives matter
- Get focussed
- Embed and resource evaluation

## CRUCIALLY

- True partnership working