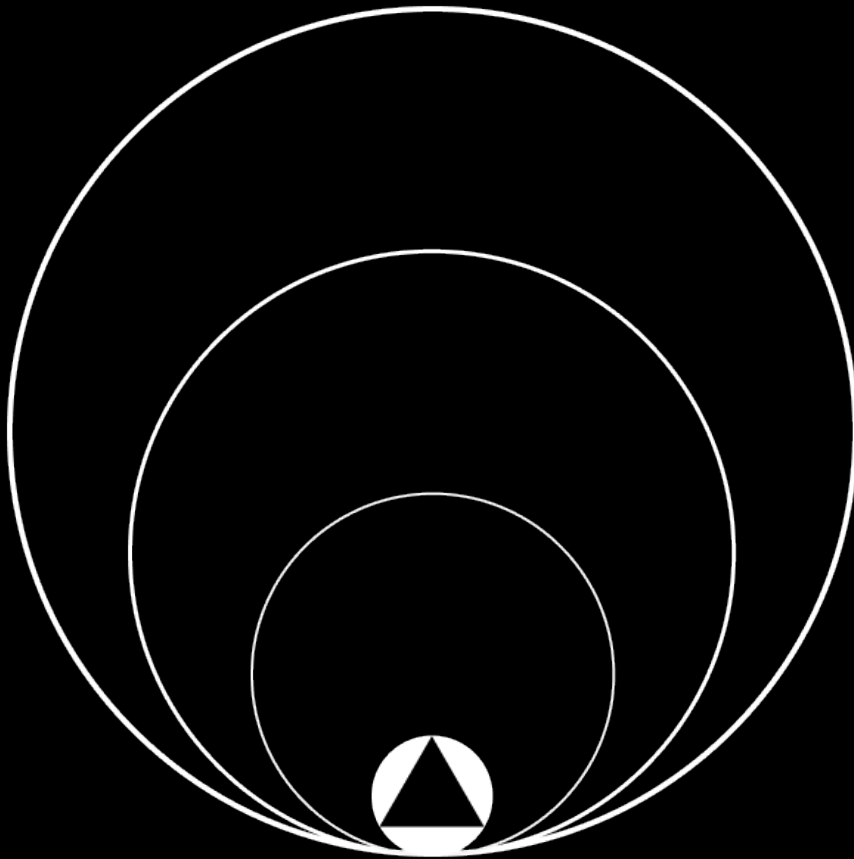


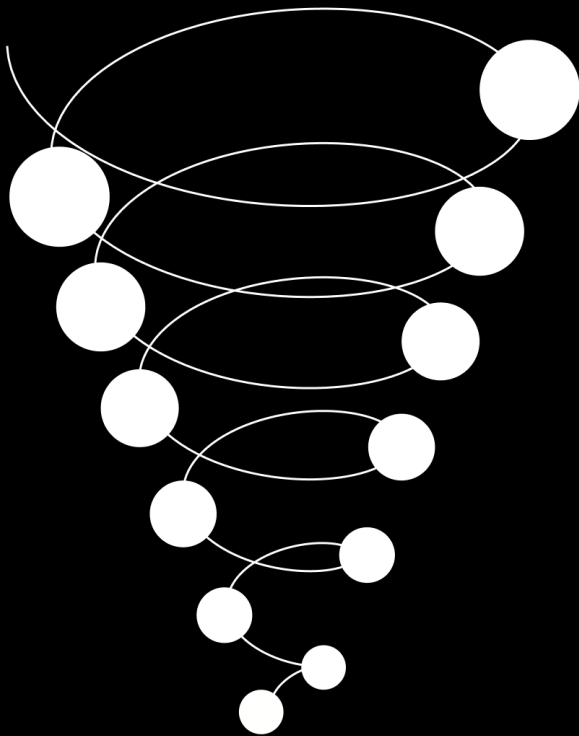
SOCIAL IMPACT REPORTING

A simple guide for organisations
seeking to attract funding and
investment



1. Introduction

Why Measuring Your Impact Matters



Funders and investors increasingly seek reliable evidence that their support leads to genuine improvements.

They want to know how your organisation's work translates into better outcomes for the people and communities you serve. This is where **Social Return on Investment (SROI)** helps. SROI compares the benefits created - such as improved well-being or employment - with the resources invested. By providing measurable results and demonstrating the positive changes you bring about, you strengthen your case for financial support while also gathering valuable insights that guide your future decisions.

Why does this matter for you? A clear demonstration of impact makes your organisation stand out. It shows you take responsibility for ensuring that the time, energy, and money put into your program produce real value. It also helps you refine your approach, because once you see how well certain activities work, you can adjust and improve over time.



Stakeholders include all people and organisations that influence - or are influenced by - your activities. By identifying them carefully, you clarify who is benefitting from your services, who is contributing resources, and who is assessing whether your work delivers results.

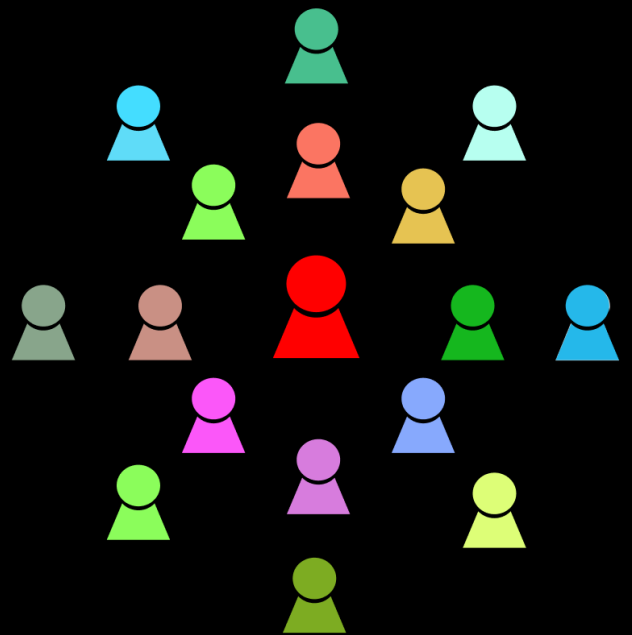
In an SROI framework, stakeholders are often classified into:

- **Primary Stakeholders:** Those who directly use or receive your services [for example, individuals attending a health workshop].
- **Secondary Stakeholders:** Those who help deliver services, such as staff, volunteers, or partner agencies.
- **Tertiary Stakeholders:** Observers or regulators, such as funders, government bodies, or community leaders, who expect evidence of meaningful results.



2. Stakeholders

Who Are Stakeholders, and Why Are They Important?

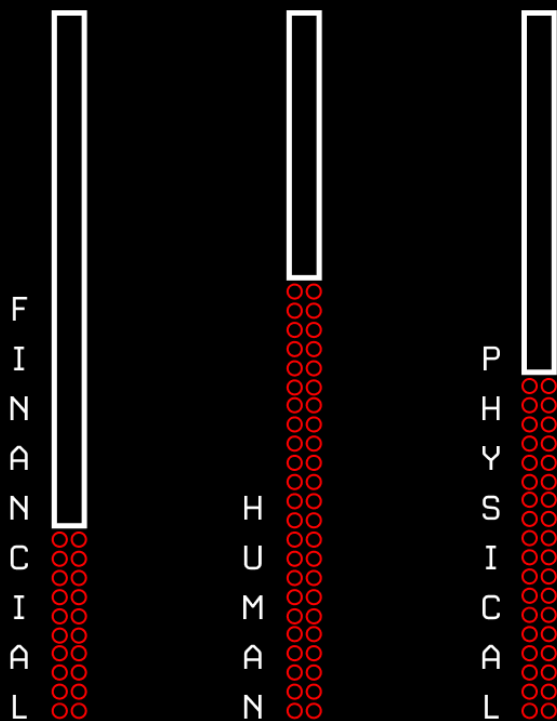


Keeping Track of Engagement

Funders generally appreciate accurate data about how many people participate and at what intensity - like how frequently they attend sessions or access services. Beyond the numbers, it is helpful to gather feedback from participants on what they find most valuable.

3. Inputs

Understanding Everything You Put In



Defining Inputs

Inputs are all the resources your organisation invests to deliver programmes or services. These commonly include:

- **Financial Support:** Grants, donations, or any budget allocations.
- **Human Resources:** The time and expertise of staff, volunteers, or external professionals.
- **Physical Resources:** Facilities, equipment, or technology that enable your work.

Funders often want a transparent overview of how these resources are used. For example, you might detail a year’s worth of grants, staffing contributions, and any donated materials. This helps everyone understand the scale of the effort behind your operations. A thorough accounting of inputs also sets the groundwork for comparing what you invest with the benefits you create.



The Immediate Results of Your Efforts

Outputs are the direct products of your activities, such as the number of workshops conducted, counselling sessions held, or toolkits distributed. These figures illustrate the scope and frequency of your work. If you run a training program, for instance, you might say, “We provided 40 sessions for 80 participants over the past year.”

Outputs are important because they verify that resources (inputs) are actually translating into actions.

Funders look for clear evidence that you are carrying out the activities you proposed. However, outputs do not capture deeper changes in people’s lives. They are a necessary stepping stone toward measuring the ultimate outcomes you aim to achieve.



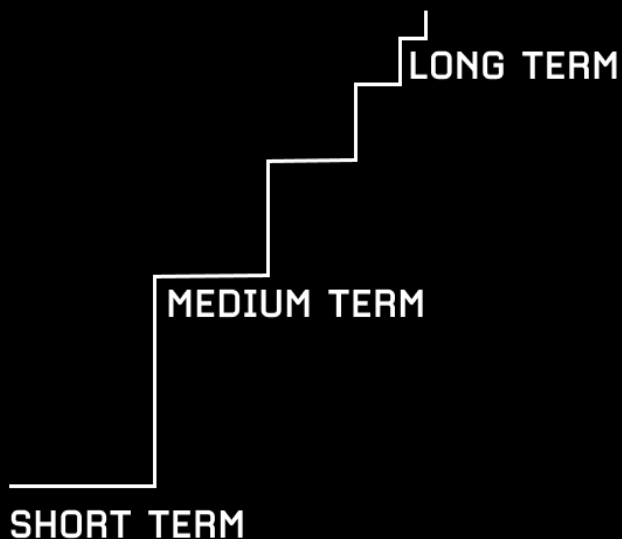
4. Outputs

Tracking What You Produce or Provide



5. Outcomes

Demonstrating the Changes You Create



Going Beyond Activities

Outcomes capture the actual improvements in people's well-being, circumstances, or behaviour that result from your work. For instance, outcomes might include higher employment rates, improved mental health, or better support systems for families. They are divided into:

- **Short-Term Outcomes:** Immediate changes, like an increase in knowledge or awareness right after a session.
- **Medium-Term Outcomes:** Shifts in habits or decision-making over several months.
- **Long-Term Outcomes:** Lasting progress, such as stable employment or sustained improvements in community well-being.

Measuring Outcomes

Common ways to track outcomes include surveys (administered before and after your programme), follow-up assessments, or administrative data (e.g., employment rates in your participant group). Ultimately, outcomes let you show that your work leads to meaningful transformations, rather than simply counting how many events you run.



Why Indicators Matter

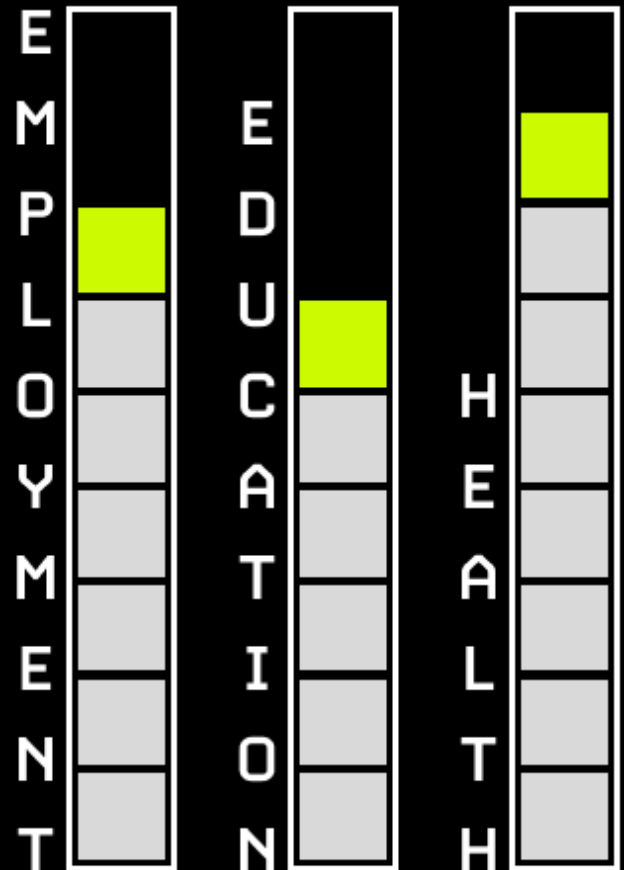
Indicators translate broad goals - like “improved confidence” - into observable, quantifiable measures. For example, “Participants’ self-reported confidence levels on a scale of 1-10” could serve as an indicator. Some indicators are strictly numerical (like the rate of job placements), while others might involve qualitative information (like recurring themes in interviews).

When selecting indicators, focus on what best reflects the changes you aim for. Ensure you have a system for collecting the necessary data, such as participant surveys or official records. These measures make it easier to communicate your impact to funders and highlight the scale of improvement you are delivering.



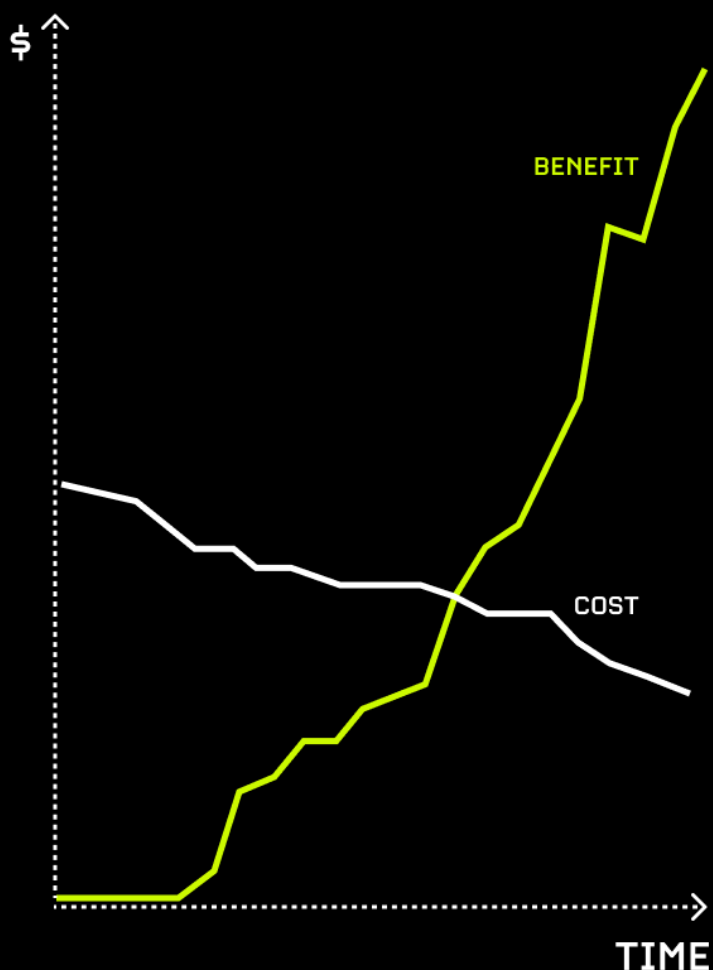
6. Indicators

Defining How You Measure Success



7. Valuing the Outcome

Assigning a Worth to Your Results



Putting a Value on What You Achieve

To show how beneficial your activities are, it can be helpful to assign a financial or comparable worth to the outcomes. This approach is central to SROI, which often expresses the ratio of benefits to costs. For instance, if you reduce hospital visits, you might translate that into “\$300 saved per person due to fewer emergency admissions.” If you provide counselling, you can note how much equivalent private therapy might cost. Although some outcomes, such as a sense of community, are not easy to price, offering a reasonable estimate helps others understand the scope of the value you generate.

Methods to Calculate Value

- **Cost Savings:** Calculating how much money is saved by preventing a negative outcome.
- **Market Comparisons:** Estimating the typical market rate for a service you offer free of charge.
- **Willingness to Pay:** Asking people how much they would be prepared to spend for a specific improvement.

By explaining clearly how you arrive at these valuations, you make your impact claims more persuasive and transparent.



Avoiding Overstatements

“Attribution” refers to the portion of an outcome you can rightly claim. In many cases, multiple services or circumstances influence a result. For example, if a participant receives job readiness training from your group but also benefits from a local government employment scheme, it may be fair to attribute only part of their improved situation to your program.

Some concepts within attribution include:

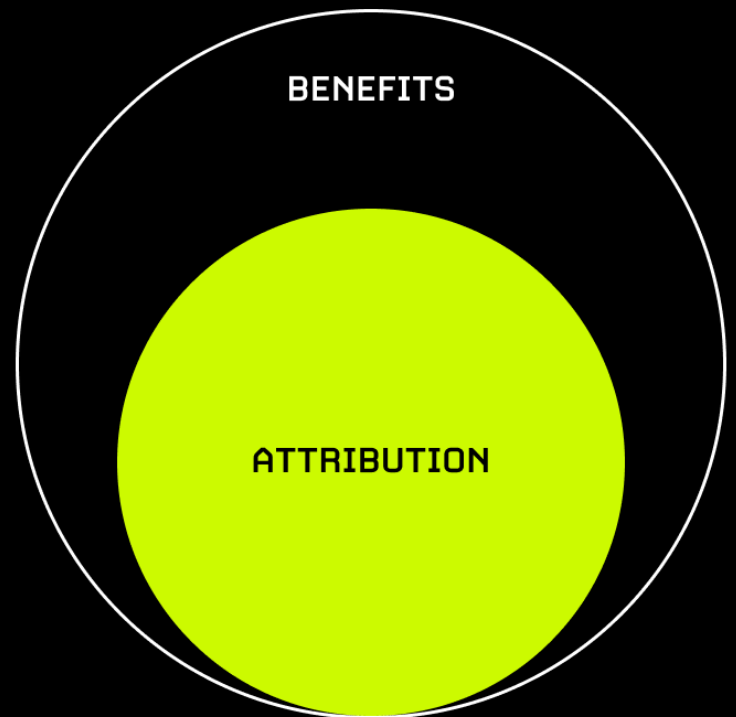
- **Deadweight:** Improvement that would have happened even without your program.
- **Displacement:** When your intervention shifts a problem elsewhere instead of solving it.
- **Contributions from Others:** Involvement by partners, complementary services, or external factors.

Acknowledging these factors helps you present realistic, credible numbers to funders, which often enhances trust.



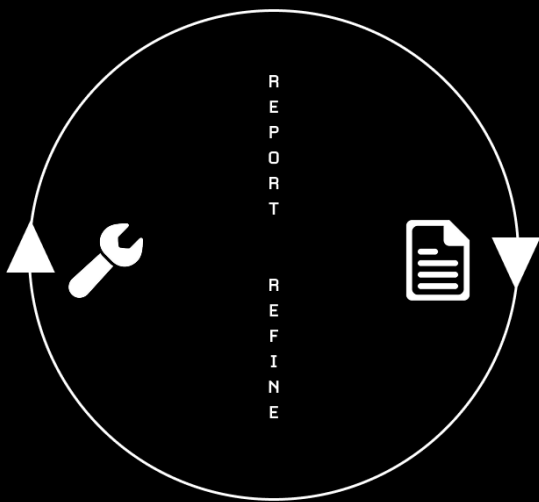
8. Attribution

Recognising Your Share of the Change



9. Reporting and Continuous Improvement

Sharing What You Found and Getting Better



Using What You Learn

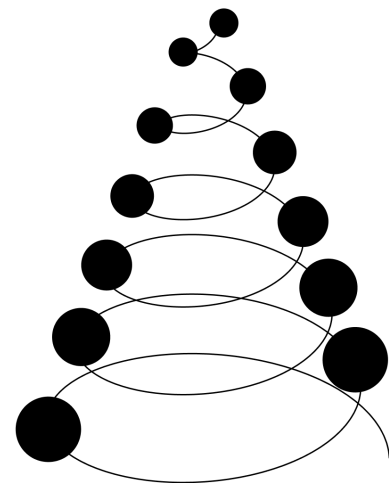
Impact measurement works best when it sparks improvements. If you see that some areas produced better results than others, you can direct resources where they have the most significant effect. If new data suggests stakeholders need additional support, you can plan a future program component to address that gap. Adopting a cycle of measuring, reflecting, and refining helps you stay responsive to changing needs and maintain strong relationships with funders.

Communicating Your Results

An impact report typically brings all your findings together:

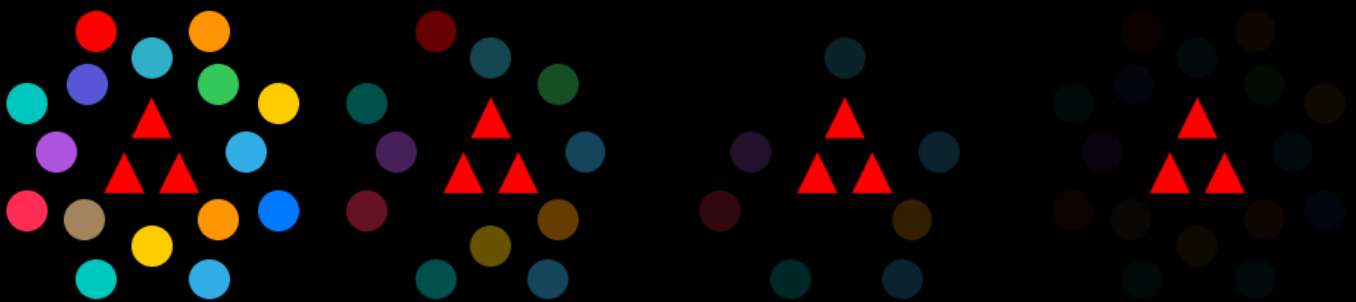
- **What You Did** (the activities and outputs).
- **Who Was Involved** (your stakeholders).
- **What Changed** (the outcomes).
- **How You Calculated Value** (SROI or other methods).
- **Which Part You Influenced** (the portion you can rightfully claim through attribution).

Clear, honest reporting reassures funders that their support is put to effective use. If certain outcomes fell short, discussing those points can show your willingness to learn.



Final Thoughts

By following these steps - defining stakeholders, logging all resources you use, tracking what you deliver, measuring the changes that occur, assigning a value to those changes, being clear about your share of the results, and finally reporting your findings - you provide compelling evidence of your impact. This process supports stronger funding proposals, helps you make strategic decisions, and builds trust with the people who fund or benefit from your work. Ultimately, thorough impact measurement adds clarity and direction, ensuring you continue to deliver meaningful, lasting benefits.



Matatihi has delivered dozens of social impact assessments across diverse sectors - from valuing the impact on Māori of 5G spectrum ownership to assessing the benefits of mentoring and many other meaningful projects along the way.

Our approach combines rigorous methods aligned with New Zealand Treasury standards, government expectations, and specific funding criteria, ensuring that your outcomes are clearly understood and valued appropriately.

Feel free to reach out anytime - I'd love to kōrero about your aspirations and explore how Matatihi can support your goals.

Dr. Jay Whitehead

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