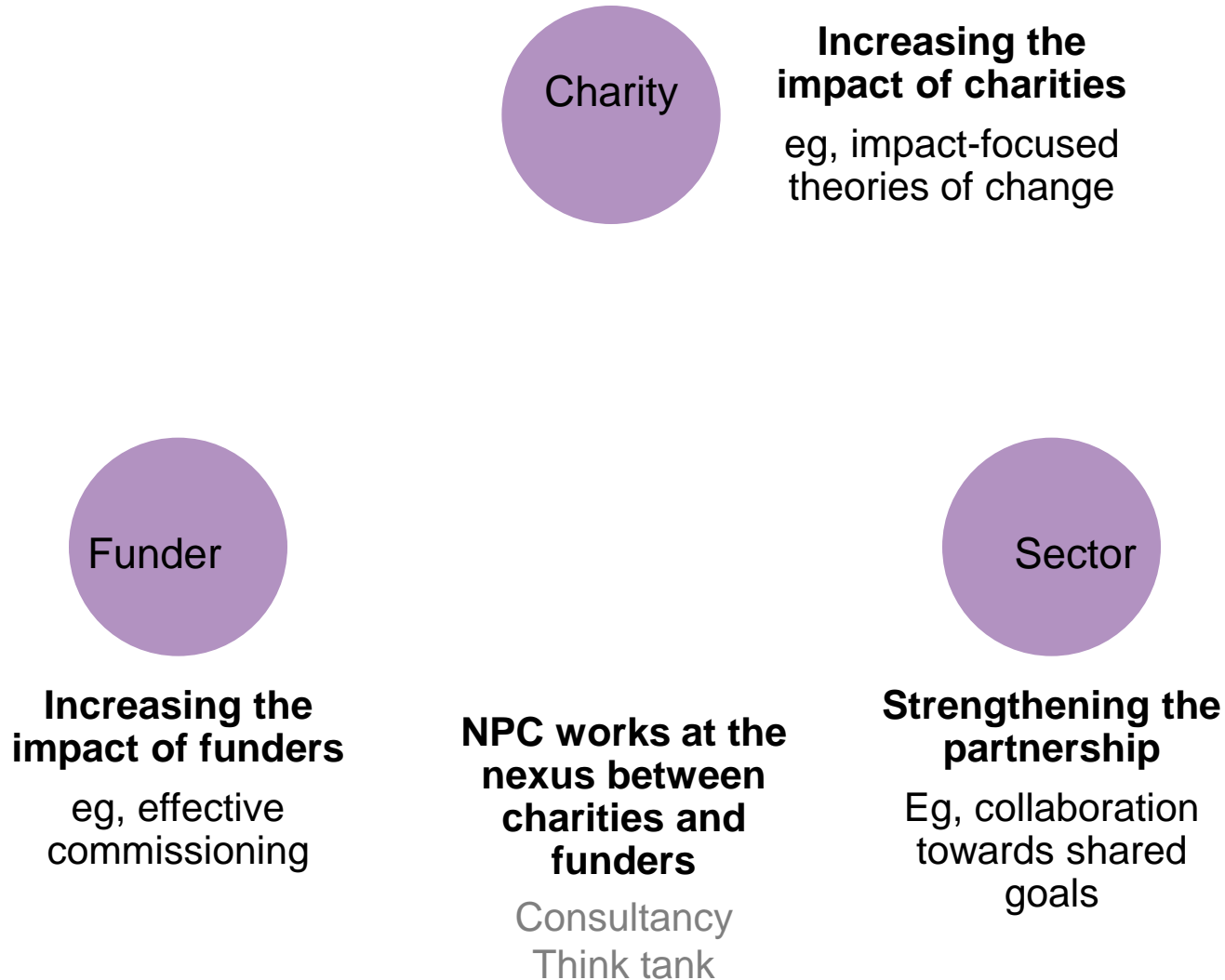


FUNDER IMPACT MEASUREMENT

Alex Van Vliet

London, February 2014

NPC: TRANSFORMING THE CHARITY SECTOR



ALL FUNDERS ARE FOCUSING MORE ON IMPACT

Across all funder types measuring impact is seen as a useful and important

89%

Impact measurement **makes funders more effective**

88%

Impact measurement **makes charities more effective**

75%

Focus on measuring overall impact has increased in past 5 years

82% plan to increase impact measurement in next 3 years

WHAT ARE THE DRIVERS BEHIND THIS INCREASING FOCUS ON IMPACT MEASUREMENT?

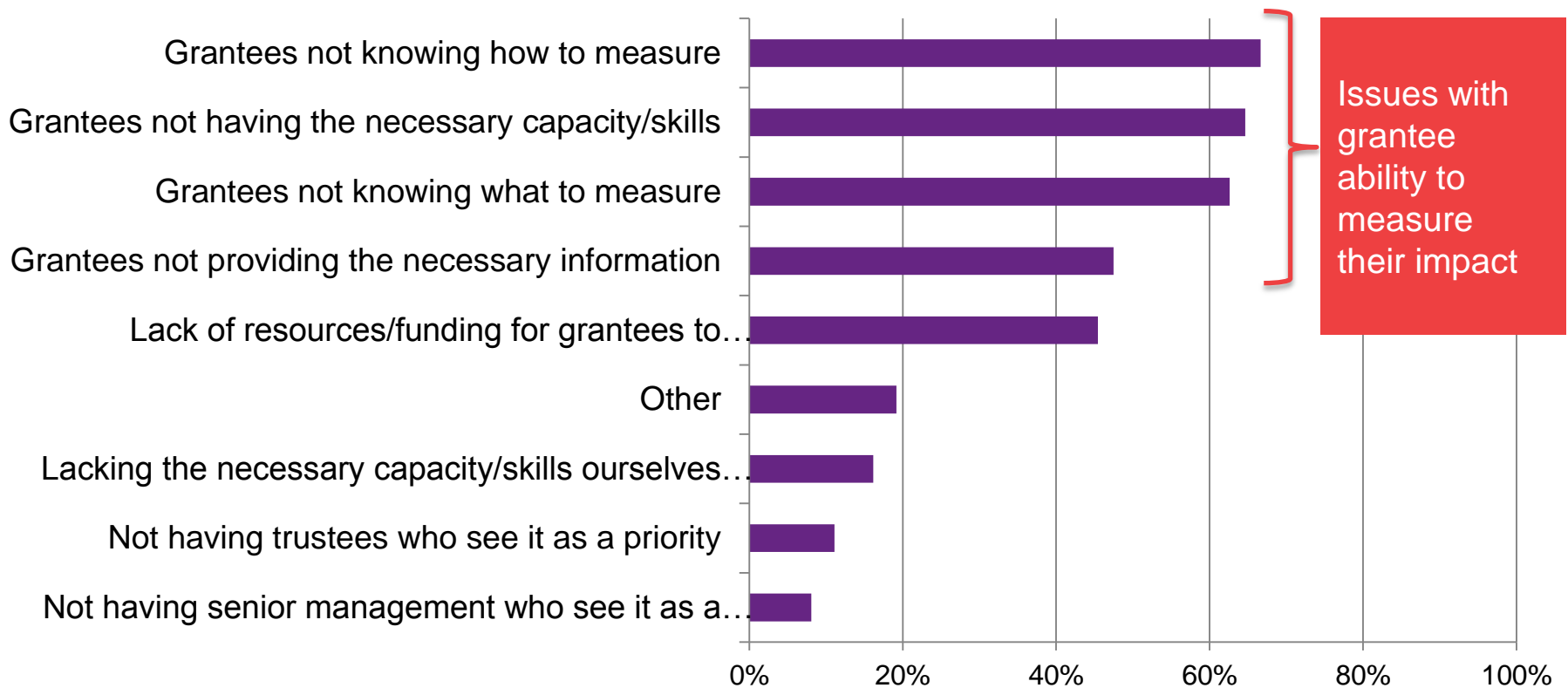


FUNDERS USE EVIDENCE OF IMPACT...



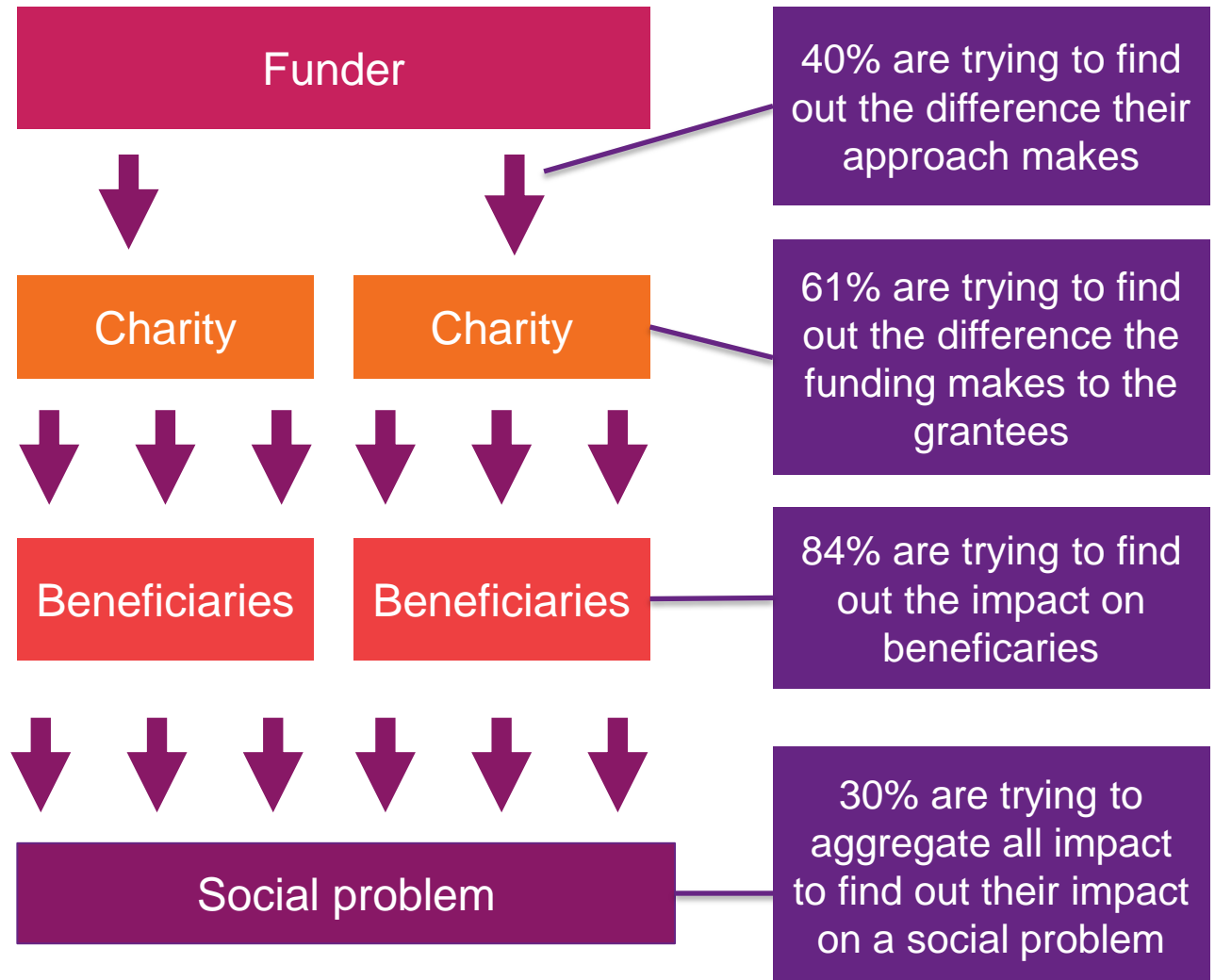
...But more would use it if the information they got from grantees was better quality

FUNDERS SEE ISSUES WITH GRANTEE CAPACITY TO MEASURE

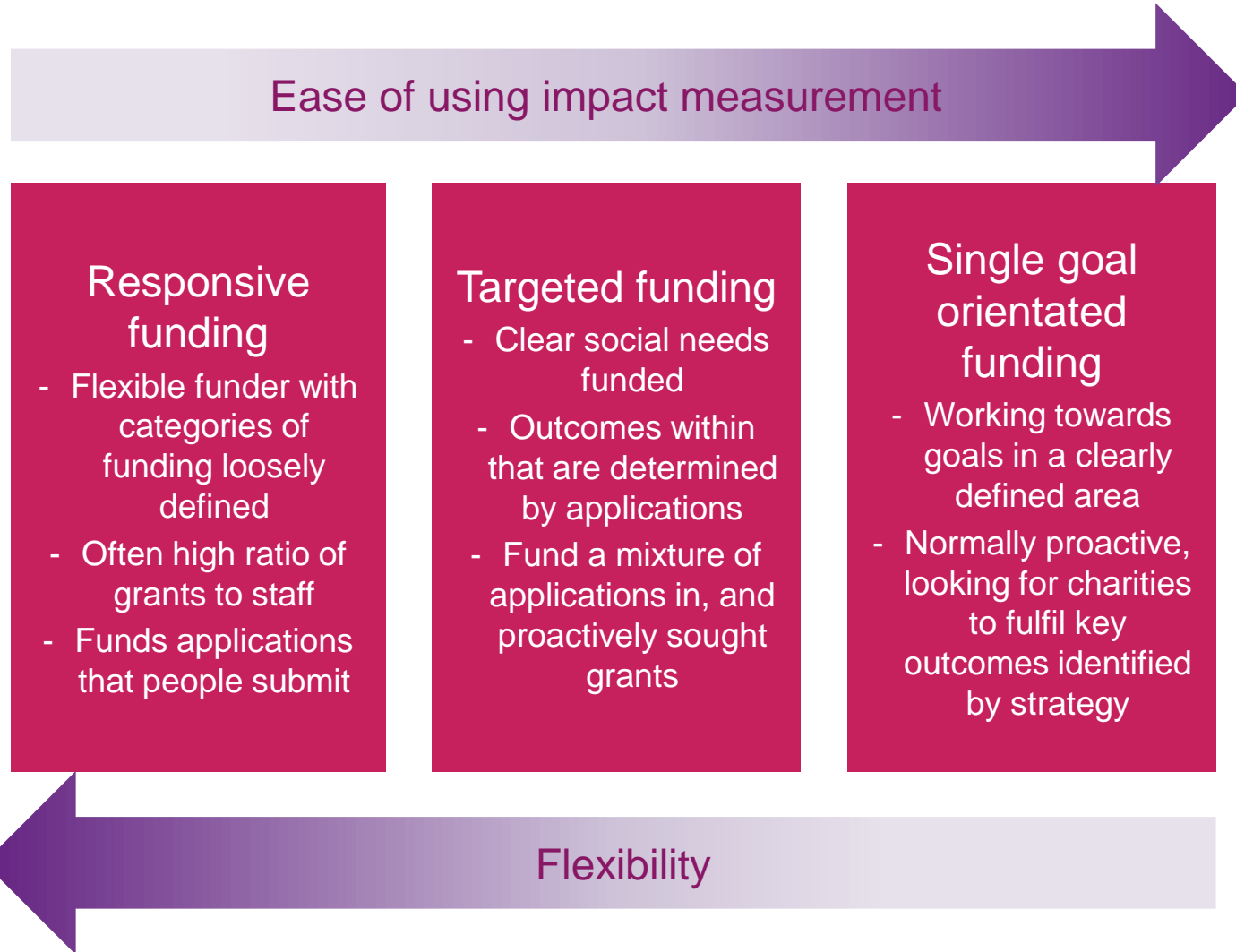


FUNDERS ARE TRYING TO MEASURE THEIR OWN IMPACT

79%
of funders
measure at
least some of
their impact



MODELS OF FUNDERS



APPROACH TO IMPACT MEASUREMENT DIFFERS BY TYPE

Funding impact measurement approach	Responsive	Targeted	Single goal orientated
Impact of funding approach	Focus on this	Can do this	Can do this
Impact of funding on organisations	Focus on this	Can do this	Can do this
Impact of funding on beneficiaries	Ensure grantees equipped, and where possible draw out lessons	Focus on this	Should do this—ensuring that grantees are using the best possible methods to measure their impact
Impact of funding on social problem (aggregated impact)	Should not attempt to do this as will not be aggregating comparable outcomes	If outcomes and measurement techniques are comparable, should try to do this. If not, then it should not be a focus.	Focus on this

WHAT IS NEEDED TO IMPROVE IMPACT MEASUREMENT PRACTICE?

- Charities need more support to do impact measurement
- Funders need to develop new impact measurement approaches and use existing ones
- The sector would benefit from more opportunities to share learning and approaches

HOW CAN FUNDERS SUPPORT GRANTEES?



- Guidance on impact measurement standards
- Signposting resources and external sources of support
- Specific funding for internal or external evaluation
- Training for grantees on e.g. developing a theory of change



THANK YOU

New Philanthropy Capital

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