



IVCO
MONTRÉAL 2018



OXFAM
Québec

forum

suco

Dialogue Session 16

Communicating Impact to Funders

Singapore International Foundation

Reuben Kwan, Director, Strategic Management Division



Aim of Session

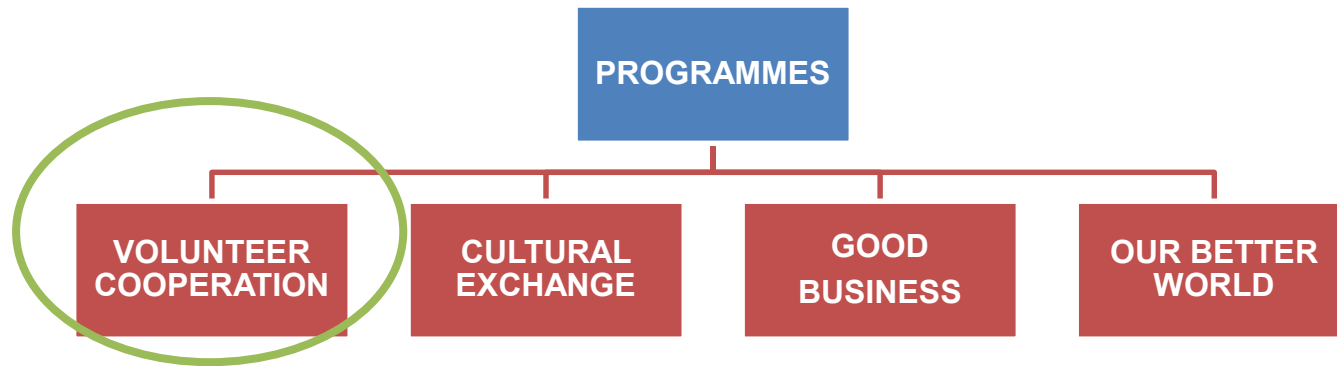


Questions posed:

- What are the political perspectives and corporate challenges in funding IVCOs' work?
- What do governments and corporations as funders look for and want to see measured?
- Are IVCOs set up to deliver on political or corporate demands?
- How can these different stakeholders agree and align their outcomes for a more inclusive development?



What we do and our challenges in communicating impact...



Education



Healthcare



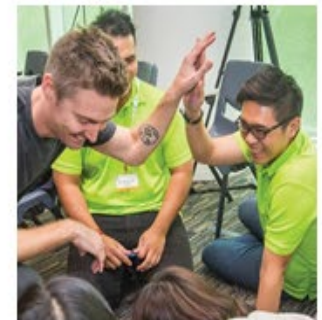
Environment



Arts & Culture



Business & Livelihood

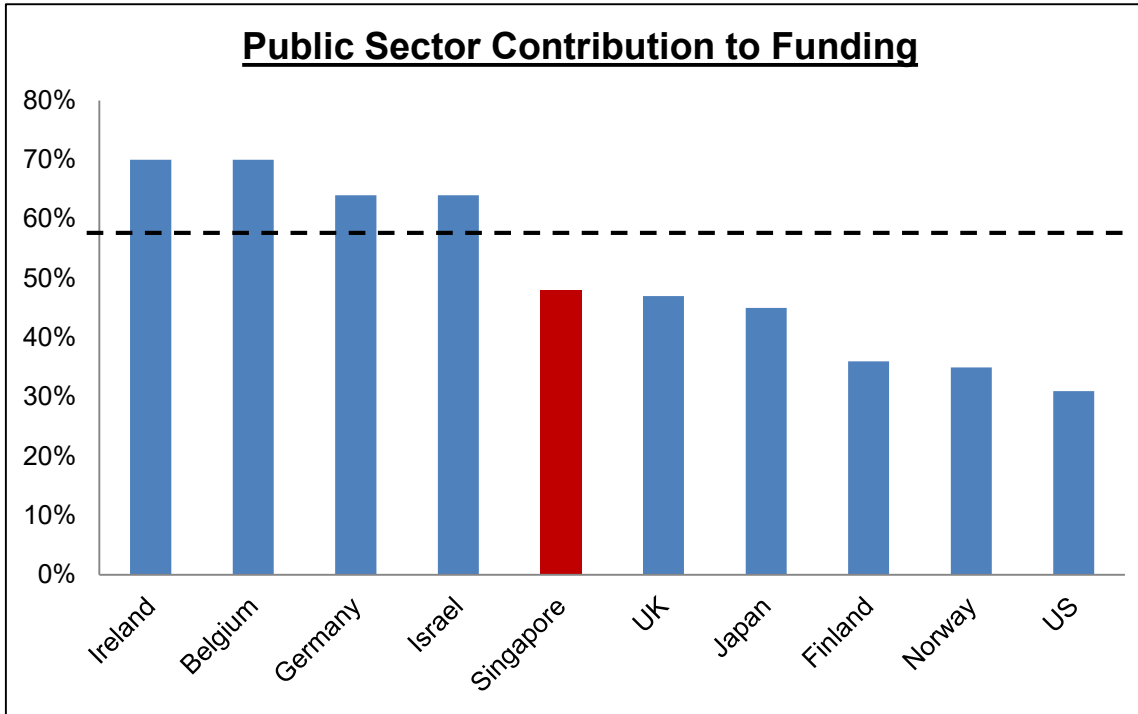


Multimodality – whither KPI?



To whom we account for impact

Public Sector Contribution to Funding

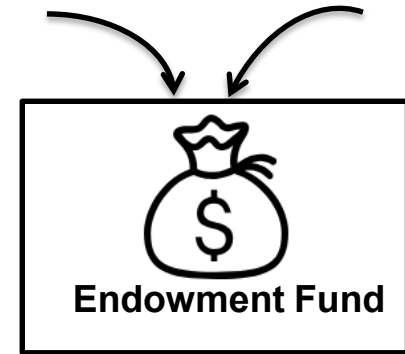


Source: *Global Civil Society: Dimensions of the Nonprofit Sector (1999)* by Dr Lester M Salamon



Government

Private



...and their different demands

1. Diverse group of funders with different interests and expectations.



Government

1. Whom do you help (**need**) and **how**?
2. Can you prove your **effectiveness**?
3. How will you **scale/sustain impact**?
4. What's your **value-add**? (IOWs, how are you better than government or other NPOs in providing a service?)
5. How can this advance my ministry's **goals** and **KPIs**?



Corporates

1. What kind of **social impact** can I report?
2. How is it aligned to our **Corporate Social Responsibility**?
3. How does that advance my corporate **reputation**?
4. How can it engage and motivate my **workforce**?

2. For government funders, **changes in political leadership brings new expectations** on performance measurement. The need for constant engagement to ensure goal posts do not shift, or when they do to find alignment in interests.



Impact reporting at two levels



Strategic

Example:

1. Size and type of social impact networks formed through SIF programmes
2. Relational equity - quality of relationship e.g. intensity of engagement and repeat engagement of community
3. Reputation – mindshare, media value and reach
4. Qualitative data such as perception surveys and desired narratives

Social

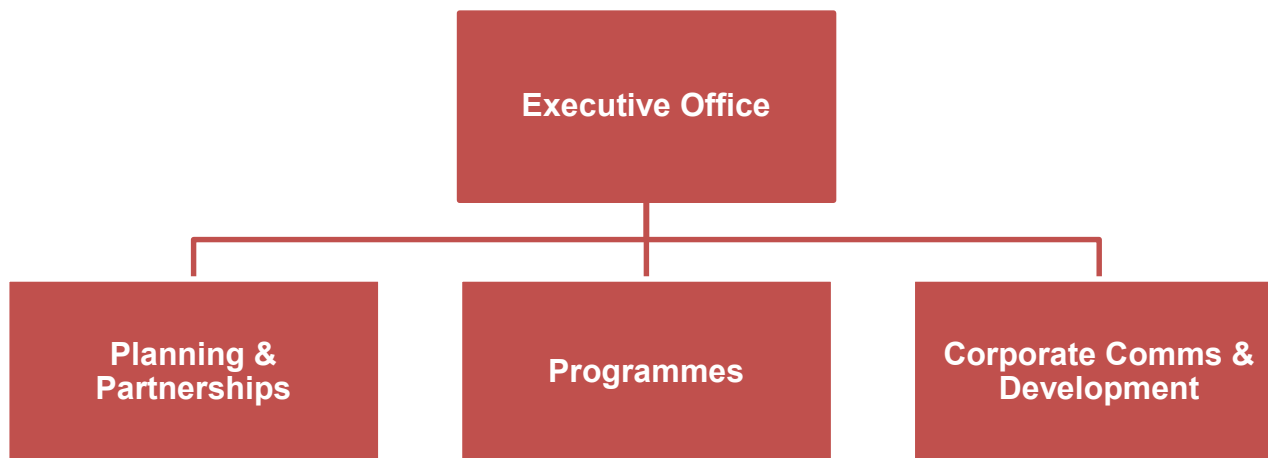
Example:

1. Contributions to SDGs
2. Capacity building indicators – individual, institutional, sector, societal levels
3. M&E surveys and audits
4. Partnerships – multi-sectorial, partner satisfaction surveys
5. Programme management excellence – on time/on budget, funding ratio



Structure follows strategy

An organisation structure that supports accountability in measurement and reporting.



Sustained engagement of our stakeholders



Various touchpoints

<i>Intensity of engagement</i>					
	Inform	Consult	Involve	Collaborate	Recognise
Tools of Engagement	<ul style="list-style-type: none"> Corporate factsheets, presentations, websites Corporate documents (quarterly reports, annual reports, publications, eDMs) Post event reports Media releases Other relevant reading materials 	<ul style="list-style-type: none"> Meetings Focus group discussions Surveys 	<ul style="list-style-type: none"> Advisory panels Workshops Invitation to events and project launches Re-engagement platforms 	<ul style="list-style-type: none"> MOU, LOAs Joint projects Partnerships Multi-stakeholder initiatives Grants and monetary awards 	<ul style="list-style-type: none"> Thank you letters Appreciation awards Invitation to milestone events Long-service awards



Key points



1. Good impact reporting promotes a culture of learning, accountability and transparency.
2. It is possible to reconcile the diverse demands for coherent impact reporting (as opposed to different reports for different audiences).
3. Be realistic about what's measurable and verifiable.
4. Structure and processes should support M&E.
5. Learn from others!

Questions for participants

- What are your organisation's unique challenges in communicating impact to your funders?

