



Canberra
Foundations
Collaborative

Outcomes Measurement Toolkit



Hands
Across
Canberra
Your Community Foundation



Snow
Foundation



John James Foundation

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Introduction

About the Canberra Foundations Collaborative

The Canberra Foundations Collaborative was launched by local philanthropic foundations Hands Across Canberra, Snow Foundation, and John James Foundation. We see an opportunity to connect organisations with common goals or similar challenges to share learnings and collaborate to grow our collective impact. We believe that by coming together to provide opportunities for community organisations, we can better address complex and systemic community needs in Canberra and nearby regions.

About this Measurement Toolkit

Hands Across Canberra, Snow Foundation, and John James Foundation created this Measurement Toolkit with support from Clear Horizon. The Toolkit is designed to help you, the recipients of the Canberra Foundations Collaborative Grant Round, measure your impact and tell your impact stories by providing measures and tools you can use.

How the Measurement Toolkit can help you

This Toolkit is, first and foremost, designed for capacity building. You can use it to learn how to understand your impact better and drive continuous improvement within your organisation. For your project acquittal under the Canberra Foundations Collaborative, you could collect one story of change (using the Most Significant Change approach) and activity data. The Toolkit provides guidance on how to do this. Beyond this, please use the Toolkit as it best suits your needs.

How the Measurement Toolkit was created

The Measurement Toolkit was developed based on the Grant Funding Theory of Change and informed by the Vital Signs Report and the ACT Wellbeing Framework. The Toolkit was created and refined through participatory workshops with local organisations facilitated by Clear Horizon with Hands Across Canberra, Snow Foundation, and John James Foundation.

Acknowledgement of Country

We wish to acknowledge the traditional custodians of the land of the ACT, the Ngunnawal people and other people and families with a traditional connection to the lands of the ACT and region. We pay respect to their contributing culture and the contributions their elders past, present and future make to the life of this city and region. We strongly believe that impact measurement needs to include the voices of Traditional Owners, who are vital to creating a better ACT and surrounding region.



John James Foundation CEO Joe Roff, Hands Across Canberra CEO Genevieve Jacobs and Snow Foundation CEO Georgina Byron with grant round recipient The Humour Foundation

Foreword

On behalf of Hands Across Canberra, Snow Foundation, and John James Foundation, it is with great enthusiasm that we present this Outcomes Measurement Toolkit.

In 2022, our foundations came together to launch the Canberra Foundations Collaborative. With this, we hoped to grow the shared impact of community organisations across Canberra and nearby regions. The next step in our impact journey is to better understand our collective impact and continuously improve the work we do together. We developed this Toolkit to help us in that journey.

The purpose of this Toolkit is to help all the organisations we work with under the Canberra Foundations Collaborative Grant Round to help measure and demonstrate their impact. We believe that doing this will help all of us paint a picture of achievements while finding ways to improve how we address community needs.

This Toolkit is an educational resource and capacity-building tool designed to support your storytelling and project acquittal. We encourage you to view it as a guide for collecting impactful stories and relevant data that effectively highlight the significance of your work and demonstrate your outcomes.

Please note, this Toolkit is not a one-size-fits-all solution; rather, it is a versatile resource that allows for tailored impact measurement. All tools provided are customisable, encouraging creativity and flexibility in their utilisation.

This Outcomes Measurement Toolkit is a shared commitment to driving positive change. Thank you for helping us all improve how we measure impact in Canberra and nearby regions.

Sincerely,

Hands Across Canberra, Snow Foundation, and John James Foundation

Theory of Change

IF

we bring together the foundations' resources, relationships and networks, corporate and sector knowledge

AND

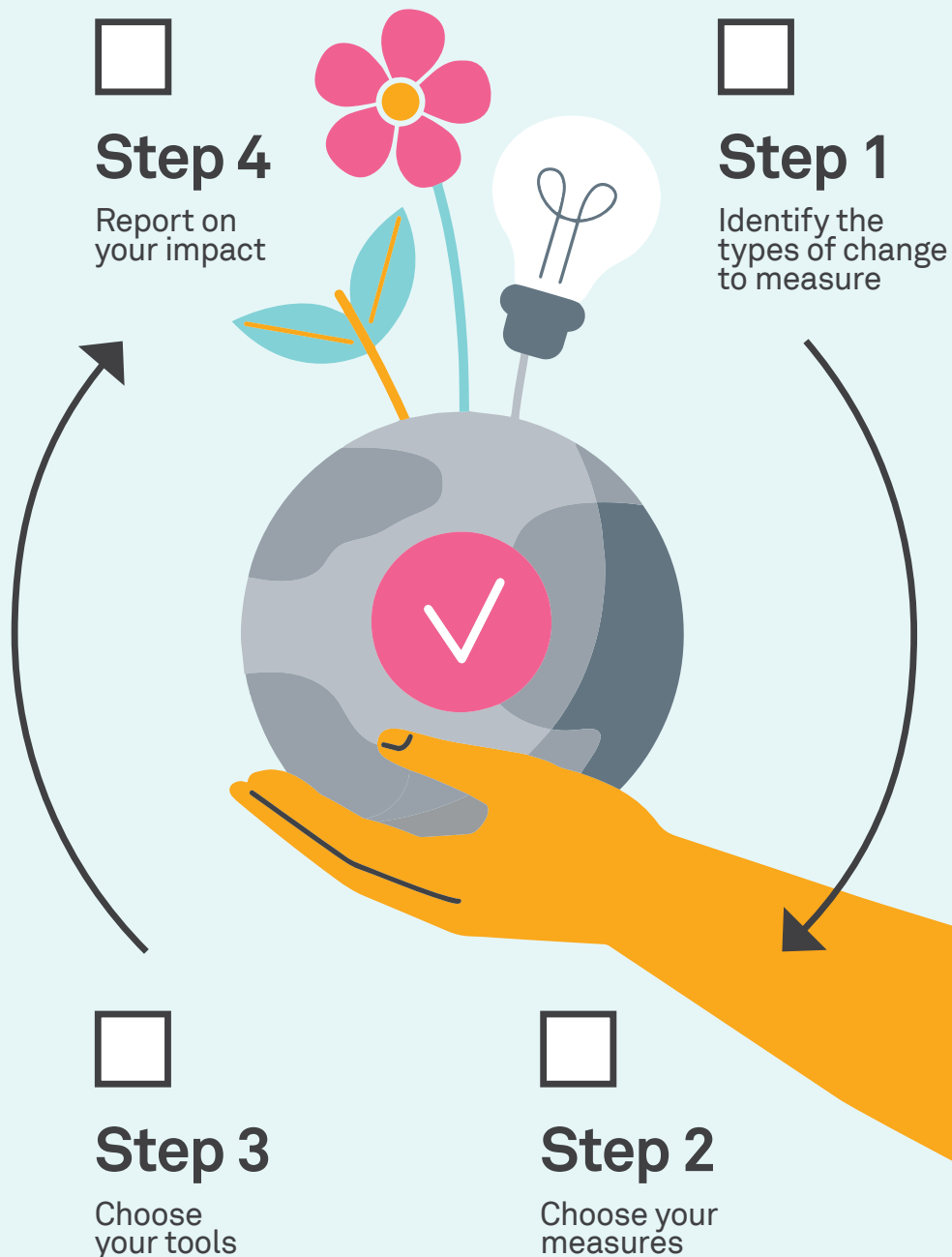
provide opportunities for community organisations to apply for funding and in-kind support, build their networks and capacity

THEN

community organisations will increase their capacity to create positive impact and foster more collaboration across the community sector

Measurement Toolkit

The steps to creating your measurement plan.








Practical example and templates

A practical example of a project using this Toolkit is available in a separate document. Several templates for measurement tools are available at the end of this document. You can consult them to help you set up your measurement plan and implement it.

Measurement Toolkit

Step 1: Identify the types of change to measure

Using the matrix below, first identify the types of change you want to measure for your project. To choose, think about the difference that your funded project aims to achieve and the activities you'll be conducting to make a change.

|  Types of change |  Health and Wellbeing |  Education and Employment |  Housing |  Belonging |
|--|--|--|---|---|
| Overall change | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Increased/improved skills | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Increased/improved knowledge | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Increased/improved relationships | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Increased/improved access to resources | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Changed mindsets and behaviours | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Tips for identifying your types of change

The matrix includes twenty-four types of change you could measure. These categories are broad to ensure the impact from all funding recipients can be tracked under at least one of the types of change.

To help you decide which area of impact to choose for measurement, we have provided definitions below.

- **Health and Wellbeing:** Canberrans have good physical and mental health and can access the services they need to lead healthier lives and manage illness. Individuals take steps to proactively maintain good health with the support of health-promoting environments.
- **Education and Employment:** Canberrans have equitable access to education and employment opportunities, to develop and gain the skills needed to live life well.

- **Housing:** Canberrans have access to secure, suitable, and affordable housing.
- **Belonging:** Canberrans can participate in society on equal terms, regardless of age, gender, sexual orientation, cultural background, or disability. Canberrans have a strong voice, are decision makers on issues that impact them, and lead in the achievement of positive life outcomes.

Your contribution may come from one or more types of change. These types of change include *increased/improved skills, increased/improved knowledge, increased/improved relationships, increased/improved access to resources, and changed mindsets and behaviours.*

Have a think about which type of change your project contributes to. Then tick on the visual which of the twenty-four types of change you plan to measure.

1 The categories for the areas of change align with the Canberra Vital Signs Report and ACT Wellbeing Framework.

Step 2: Choose your measures

In this section, you will learn how to choose what to measure for your funded project based on the types of change you selected in Step 1. But first, let's explain what we mean by 'measure'.

What's a measure?

A measure is the thing we use to understand whether an outcome has been achieved for a project. It's usually expressed as a number, but can be underpinned by elaborate scales, stories and cases as well as guided by theoretical frameworks. Types of measures can include:

- A simple count (e.g., the number of project participants who attended a counselling session).
- Proportions (e.g., the proportion of parents who engage in school at least once per term).
- Significant milestone (e.g., the roadmap is endorsed by the government).
- A score / grade / or improvement against a qualitative rubric (e.g., the number of projects that reached an acceptable level of effectiveness – against a performance rubric).
- Open vessel measures (e.g., the number of significant instances of policy or systems change – evidenced with a case study).
- Measures drawn from pre-existing scholarly indicator sets.

Tips for selecting a good set of measures

- **Be targeted:** it's better to measure roughly what you really want to know, than to measure accurately what you don't need to know.
- **Be realistic:** is this something you can collect data against?
- **Be well-rounded:** do the measures that allow you to tell a rounded story of what you did and what progress was made?

For your acquittal, you could collect one of the following measures;

- one story of change (ideally, using the Most Significant Change approach)
- data on the activities you delivered (for example, number of activities delivered, number of activity participants, etc).

To give you a well-rounded picture of the change you created, consider selecting measures that provide a mix of quantitative data (numbers and proportions) and qualitative data (stories). Stories of change can be transformed into case studies to talk about what you did and the change you created.

Step 3: Choose your tools

To collect data against your chosen measures, you'll need a good set of tools. In this section, we provide an overview of the tools you could use to collect data against your measures. A practical example of a project using different tools is available in a separate document.

The information below should help you make an informed choice about tools to use and indicate how to customise your own tools. You can change these to meet your needs. Templates are available in Appendix A at the end of this document.

| Tool | What it is | When to use | Template available |
|------------------------------------|--|---|--|
| Administrative data | Any input data that you are already collecting with your own internal systems. | It depends on what you are already set up to track. This could include tracking number of activity participants, resources provided, funding secured and more. | No template is available as data collection will be based on your existing internal systems. |
| Activity log | An activity log captures all activity data that is relevant to your measures. | Use the activity log to capture activity data. This could include number of activities delivered, number of participants, number of resources provided at activities, etc. | Yes, see Appendix A |
| Survey | Surveys consist of a series of questions that surface mostly quantitative insights relating to your chosen measures. They can be administered by mail or online (via Checkbox or Microsoft Forms). | Use a survey to gather quantitative data or short qualitative answers from your project's participants or proxies (see the blue box on the next page for explanation on proxies). | Yes, see Appendix A for a survey template to customise for your project. |
| Most Significant Change interviews | Most Significant Change interviews collect stories about significant changes from participants. They help understand the impact of projects on individuals in an authentic and powerful manner. During interviews, stakeholders ask participants about the significant instances of change brought about by their project. | Use this tool to capture qualitative insights about your project's impact. Data collected can be coded into themes to report on impact and used to craft case studies. | Yes, see Appendix A for a Most Significant Change template. |

| Tool | What it is | When to use | Template available |
|------------|---|---|---|
| Impact log | <p>An impact log is a simple approach to tracking potential impacts on the run. It can be done by setting up an email account – such as impact@gmail.com and quickly sending emails to this account whenever you see something that could be a potential impact.</p> <p>The impact log can also be set up in a spreadsheet. Examples include noting what someone has said or taking a quick photo of minutes.</p> | <p>Use the impact log to capture instances of change on the go (e.g., changes in the broader system from your work). Later, impacts can be collated and coded into themes to report on the changes you're making.</p> | <p>Yes, see Appendix A for an excel template of the impact log.</p> |

What to do when your project involves vulnerable communities

It's not always appropriate to collect data directly from project participants, especially if they are considered vulnerable. If that is the case for your project, consider using proxy respondents in your data collection instead.

Proxies are people that can step in instead of project participants to talk about the change they've seen happen for participants, in response to your project.

For example, parents could be engaged instead of children. Similarly, health service providers could be engaged instead of care receivers. Be creative when you select who to collect data from to ensure everyone who participates feels safe in the process.

Remember that you can customise every tool template provided in Appendix A to meet the needs of your participants and context.

Don't hesitate to make changes to the words used or the format of the tools.

Step 4: Report on your impact

Now using the tools you've selected you can report on the project's impact. You might like to collect and report on one story of change using the Most Significant Change approach and use other tools to report on your project activities. More information on reporting your Most Significant Change stories is provided below. Data on project activities (e.g., number and type of activities delivered, number of participants, etc.) can be collected through the administrative systems you already have or using the Activity Log described in the previous section.

At the completion of your project you could provide your Most Significant Change story with the project progress report or acquittal form.

Most Significant Change Stories

The template provides the structure you can use to report a Most Significant Change story. These stories are often reported using first person narratives. They are collected from those most directly involved, such as participants but could also be collected from 'proxies' (see the blue box on p.10 for guidance). Use the template provided in Appendix A to understand how to collect these stories.

It's always important to seek consent from participants when collecting Most Significant Change stories. Ask them if they are happy for you to develop their story. After you've interviewed them and written their story, share it with them so they can make any changes before approving.

The Impact Log is a great tool you can use to record instances of impact from your project on the go. You can then go through your Impact Log and select what impact you'd like to explore further and who you could talk to for developing a Most Significant Change story on that impact.

Template:

Beginning (situation before the change)

Middle (what happened?)

End (situation after)

Why the change was significant

Appendix A: Tools Templates

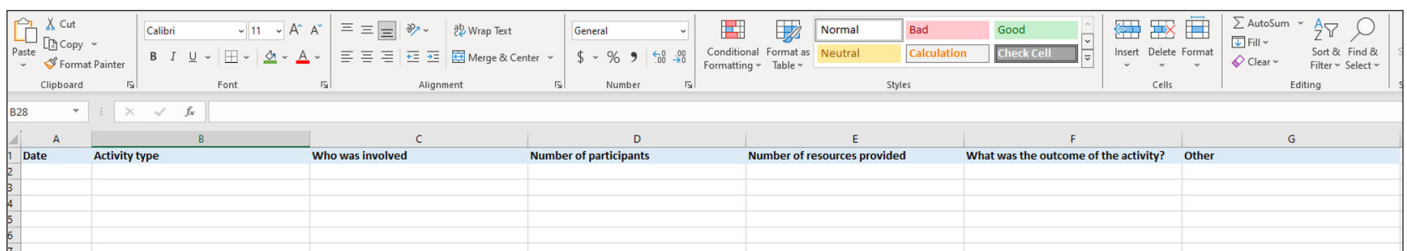
Use and customise the templates available based on your needs. Go to the following pages for your chosen tools:

For the Activity log template, go to page 12

For the Survey template, go to page 13

For the Most Significant Change Interview template, go to page 19

For the Impact log template, go to page 21



| | A | B | C | D | E | F | G |
|---|------|---------------|------------------|------------------------|------------------------------|---------------------------------------|-------|
| 1 | Date | Activity type | Who was involved | Number of participants | Number of resources provided | What was the outcome of the activity? | Other |
| 2 | | | | | | | |
| 3 | | | | | | | |
| 4 | | | | | | | |
| 5 | | | | | | | |
| 6 | | | | | | | |
| 7 | | | | | | | |

Figure 1 Screenshot of activity log template



Survey template

The following template provides examples of questions to ask project participants that you can pick and choose from based on the measures you chose. Tailor the questions' content based on your specific project and measures.

When using the 1 to 5 scale, include the following options on your scale:

1 – Strongly agree

2 – Agree

3 – Neither agree nor disagree

4 – Disagree

5 – Strongly disagree

6 – Not applicable / I don't know / I don't want to answer

Preamble

Thank you for taking this short survey about [insert project name]. By completing this survey you're helping us to understand more about the impact we're having.

Your participation in this survey is voluntary and your responses are confidential. You do not have to answer any question you do not wish to answer, and all answers you give will be safely stored by [insert organisation name]. Your answers will be added together with everyone else who finishes the survey to be analysed so that there's no chance that someone could recognise your answers.

If you have any questions or concerns about this survey, please contact [insert contact details].

Are you happy to proceed? (selecting 'Yes' indicates consent to the above conditions)

Questions

Project participation

1. To begin, can you tell us which project activities you participated in?

[Insert activities as checkboxes]

Project impact

Questions applicable to all

2. To what extent do you agree with the following statements on a scale of 1 to 5 where 1 is 'strongly disagree' and 5 is 'strongly agree'?
- a. There was an improvement in my *[insert your specific health and wellbeing / education and employment / housing / belonging focus]* as a result of the project.
 - a. There was an improvement in my wellbeing as a result of the project.
 - b. I increased my skills in *[insert your specific health and wellbeing / education and employment / housing / belonging focus]* as a result of the project.
 - c. I increased my knowledge in *[insert your specific health and wellbeing / education and employment / housing / belonging focus]* as a result of the project.
 - d. I improved my relationships in *[insert your specific health and wellbeing / education and employment / housing / belonging focus]* as a result of the project.
 - e. My access to resources in *[insert your specific health and wellbeing / education and employment / housing / belonging focus]* improved as a result of the project.
 - f. I improved my mindsets and behaviours relating to *[insert your specific health and wellbeing / education and employment / housing / belonging focus]* as a result of the project.
 - g. I feel more confident to access *[insert your specific health and wellbeing / education and employment / housing / belonging focus]* services that meet my needs as a result of the project.
 - h. I accessed *[insert your specific health and wellbeing / education and employment / housing / belonging focus]* services that met my needs as a result of the project.

Questions specific to Education and Employment

3. To what extent do you agree with the following statements on a scale of 1 to 5 where 1 is 'strongly disagree' and 5 is 'strongly agree'?
- a. My performance in *[insert your specific education and employment focus]* has improved as a result of the project.
 - b. There have been changes in our retention rates as a result of the project.
 - c. Enrolments have increased as a result of the project.
 - d. I feel more confident to start my own business as a result of the project.

Questions specific to Housing

4. Did you transition to independent housing as a result of the project? *[Yes/No/Not applicable]*
 5. Are you paying less than 30% of your income on rent? *[Yes/No/Not applicable]*
 6. To what extent do you agree with the following statements on a scale of 1 to 5 where 1 is 'strongly disagree' and 5 is 'strongly agree'?
- a. I have a home that meets my needs as a result of the project.

Questions specific to Belonging

7. To what extent do you agree with the following statements on a scale of 1 to 5 where 1 is 'strongly disagree' and 5 is 'strongly agree'?
- a. I experienced an improvement in my sense of belonging to *[insert specific community / participant group]* as a result of the project.
 - b. I have built new meaningful relationships with others as a result of the project.
 - c. I feel more confident to share about my lived experience as a result of the project.
 - d. I strongly identify with *[insert specific community]* as a result of the project.

About you

8. Gender

- a. Male
- b. Female
- c. Non-binary
- d. Other (please specify)
- e. Prefer not to say

9. Age

- a. 18 years or under
- b. 18-24 years
- c. 25-44 years
- d. 45-64 years
- e. 65 years or over
- f. Prefer not to say

10. Occupation

- a. Working full time
- b. Working part time
- c. Looking for work
- d. Studying
- e. Retired
- f. Other (please specify)
- g. Prefer not to say

Closing

11. Is there anything else you would like to share about your experience participating in the project? *[Open response]*

Thank you

Thank you for participating in our survey. Your feedback will help us improve our services and understand our impact better.

Example survey: Youth Mental Health Circles Project

Preamble

Thank you for taking this short survey about the Youth Mental Health Circles Project. By completing this survey you're helping us to understand more about the impact we're having. Refer to the practical example to read about this project (separate document).

Your participation in this survey is voluntary and your responses are confidential. You do not have to answer any question you do not wish to answer, and all answers you give will be safely stored. Your answers will be added together with everyone else who finishes the Circles Project survey to be analysed so that there's no chance that someone could recognise your answers.

If you have any questions or concerns about this survey, please contact Amy at amy@youthmentalhealthcircles.org.au.

Are you happy to proceed? (selecting 'Yes' indicates consent to the above conditions)

Questions

Project participation

1. To begin, can you tell us which project activities you participated in?
 - a. Mental health resilience workshops
 - b. Youth mental health coping strategies sessions

Project impact

We'll now ask you about the impact the project has had for you.

2. To what extent do you agree with the following statements on a scale of 1 to 5 where 1 is 'strongly disagree' and 5 is 'strongly agree'?

| Question | 1 | 2 | 3 | 4 | 5 | 6 |
|--|-------------------|----------|----------------------------|-------|----------------|--|
| | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree | Not applicable / I don't know / I don't want to answer |
| I increased my skills managing stress and anxiety as a result of the project as a result of the project. | | | | | | |
| I increased my knowledge youth mental health coping strategies as a result of the project. | | | | | | |
| I experienced an improvement in my sense of belonging to the participant group as a result of the project. | | | | | | |
| There was an improvement in my mental health as a result of the project. | | | | | | |
| There was an improvement in my wellbeing as a result of the project. | | | | | | |
| Overall wellbeing | | | | | | |

About you

3. Gender

- a. Male
- b. Female
- c. Non-binary
- d. I use a different term (please specify)
- e. Prefer not to say

4. Age

- a. 18 years or under
- b. 18-24 years
- c. 25-44 years
- d. 45-64 years
- e. 65 years or over
- f. Prefer not to say

5. Occupation

- a. Working full time
- b. Working part time
- c. Looking for work
- d. Studying
- e. Retired
- f. Other (please specify)
- g. Prefer not to say

Closing

6. Is there anything else you would like to share about your experience participating in the project?

Thank you

Thank you for participating in our survey. Your feedback will help us improve our services and understand our impact better.

Most Significant Change Interview template

Preamble

Hello, my name is [insert interviewer name]; I am from [insert organisation name] and I am working on [insert project name]. I am hoping to talk with you about your experiences with [insert topic here] and about any changes that may have resulted from your involvement in it. We are interested in your views, both positive and negative. If you agree, I will ask you 3 or 4 questions and record your answers. I will go over what I have written at the end to make sure you are happy with it.

We hope to use the stories and information collected for a number of purposes including:

- to help us understand what participants think is good and not so good
- to make improvements to our work
- to tell our funders what has been achieved.

This interview is voluntary and confidential. You can withdraw from the interview at any stage and are not compelled to answer any question you don't wish to answer. Both the recording and transcript will be safely stored by [insert organisation name] and anything you share with me today will be de-identified prior to being reported.

This interview should take 25-30 minutes.

Do you have any questions? Do you consent to proceed? Y/N

Name of storyteller * _____

Name of person recording story _____

Location _____

Date of recording _____

** (If they wish to remain anonymous, don't record their name or contact details – just write "community member" or some similar description).*

Questions

1. Tell me a little bit about yourself and how you came to be involved with the project.
2. I'd now like to understand what changes the project has brought about for you. What changes have you experienced as a result of participating in the project (they might be small or big)?
3. You've been talking about a number of changes. From your point of view, which do you think is the most significant change? Please describe this change in the form of a story.
 - a. What was the situation before the change?
 - b. What happened?
 - c. What was the situation after the change?
4. Why did you choose this change in particular? Why was it significant for you?
5. We are wanting to understand what other influence the project is having on you.
 - a. How, if at all, has the project influenced your *[include specific instance of change you're wanting to know about e.g., sense of wellbeing]*?
6. I'd like to finish by asking you if there is anything you'd like to add that you haven't had a chance to speak about?

Thank you for your time and your helpful input.

We may like to share your story for learning and reporting. Do you want to have your name on the story Y/N. Do you consent to us using your story for publication? Y/N

If you would like to amend anything you have mentioned today or would no longer like your comments used, you can reach out to me directly.

If you would like to know more about this reporting, please contact *[insert contact details]*.

Impact log template

This template is available as the *Impact log template provided as an Excel attachment.*

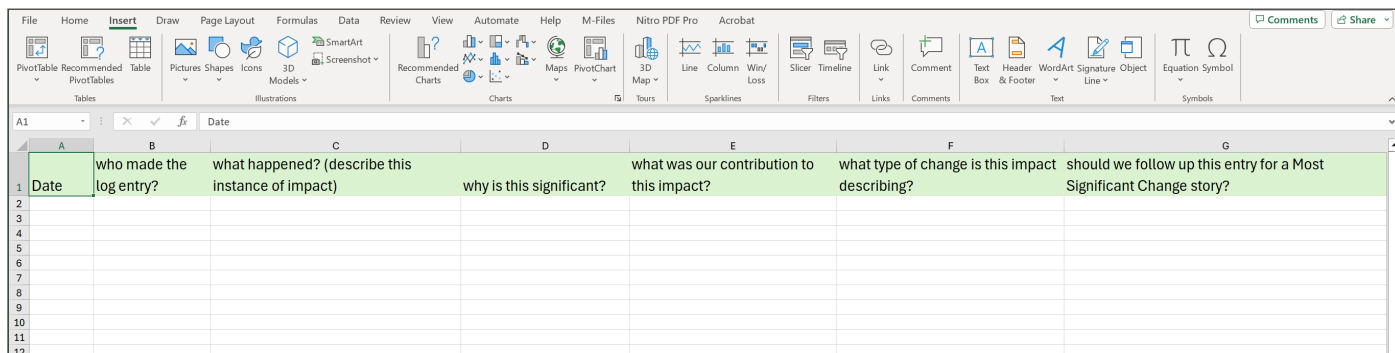


Figure 2 Screenshot of Impact Log Template