

OPTIMISING THE SOCIAL VALUE OF YOUR ORGANISATION

10th March 2022

Karl Leathem, Director (Impact)
Helen Campbell, Deputy Director (Impact)
Penny Court, Senior Associate (Impact)

WEBINAR ROUTE MAP

Introductions
About us

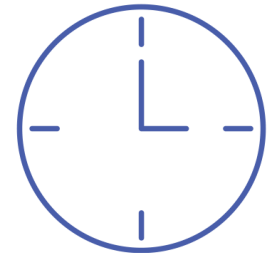
Impact concepts

Better serving
stakeholders

How impactful
are we?

Optimising and
decision making

Questions



ABOUT MOORE KINGSTON SMITH

Top in England for

Overall Service

Charity Finance Audit Survey
2021/22

Over

750
charity clients



Grown from
formation in

1923

OVER 90 YEARS OF EXPERIENCE


14 charity
specialist partners

66 PARTNERS



609 offices
in 112
countries

An independent member firm of Moore
Global Network Limited, a global
accountancy and consultancy network

MKS NONPROFIT ADVISORY TEAM



LOTS COMING UP ... STAY CONNECTED!

Upcoming MKS events

31 March

How to optimise the social value of your organisation **TRAINING**

7 April

How to measure fundraising efficiency **TRAINING**

29th April – 10th June

Building Financial Sustainability & Re-imagining Organisations

(5 workshops)

Ongoing services: bid-writing, cost recovery, impact measurement, stakeholder engagement, fundraising

Get in touch on MKSAdvisers@mks.co.uk to arrange a 30-minute surgery about your impact measurement challenges

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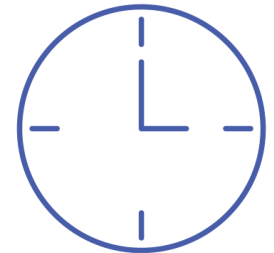
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STAKEHOLDERS

Any group of people who experience change through your activity



IMPACT DEFINITIONS

Inputs

Resources that are required to run an activity

Outputs

The actual activities of a project or organisation which may include results of completed activities within the stated aims of a project

Outcomes

The changes that result from the activities of the project or organisation

Impact

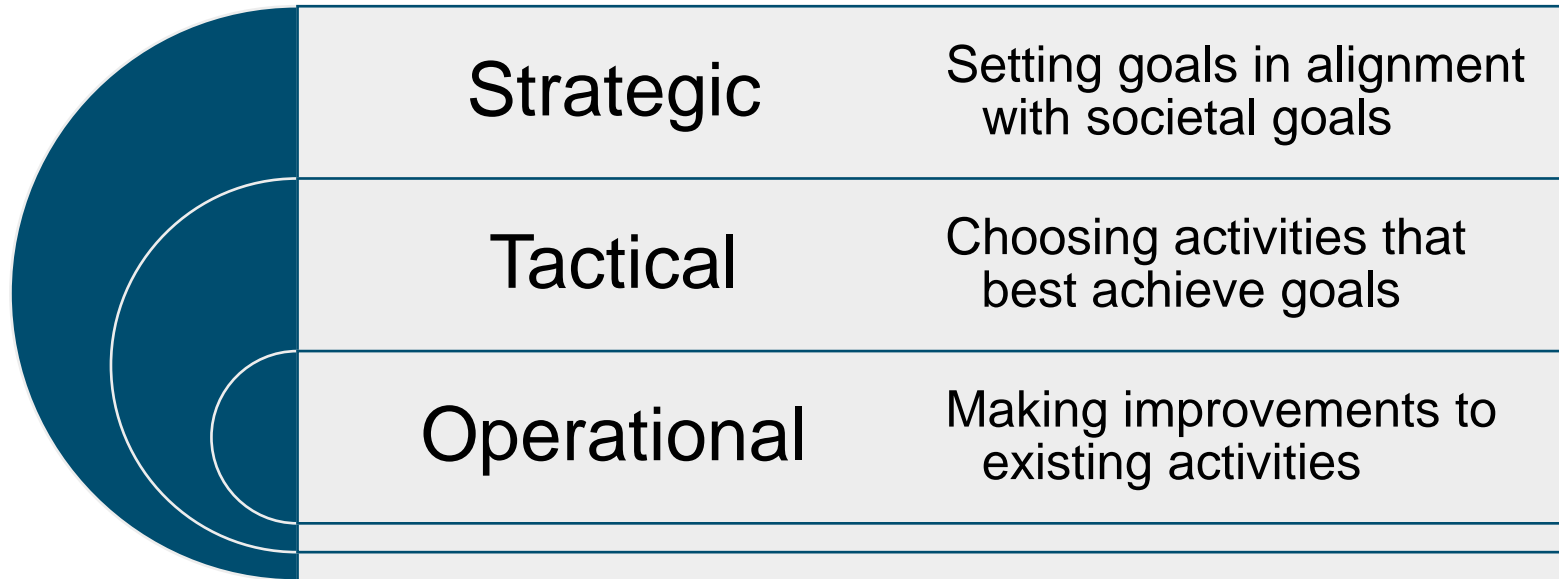
Impact is the value of the change attributable to your activity

THE EIGHT PRINCIPLES OF SOCIAL VALUE



Social Value International

MAKING DECISIONS BASED ON SOCIAL VALUE MEASUREMENT



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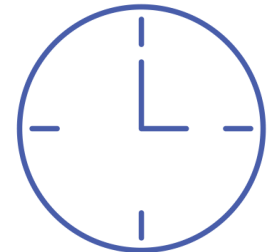
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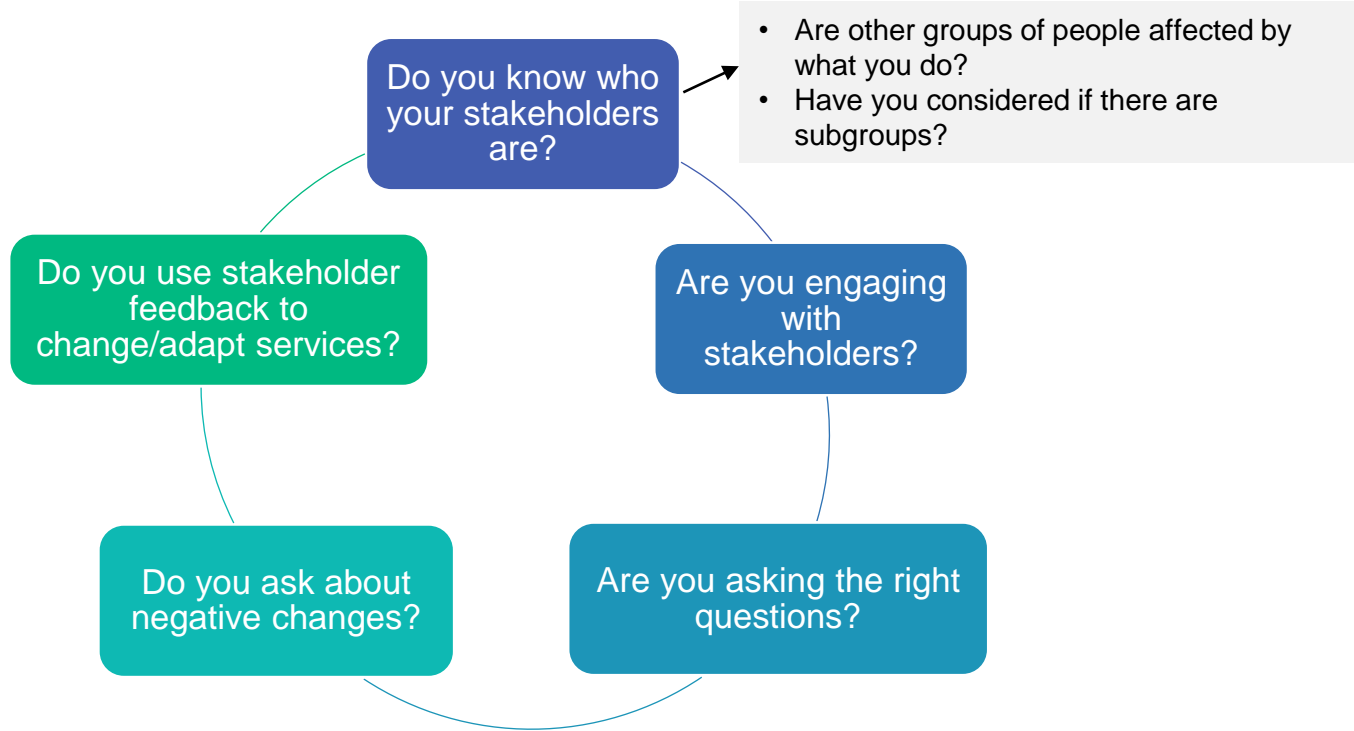


Principle 1: Involve Stakeholders

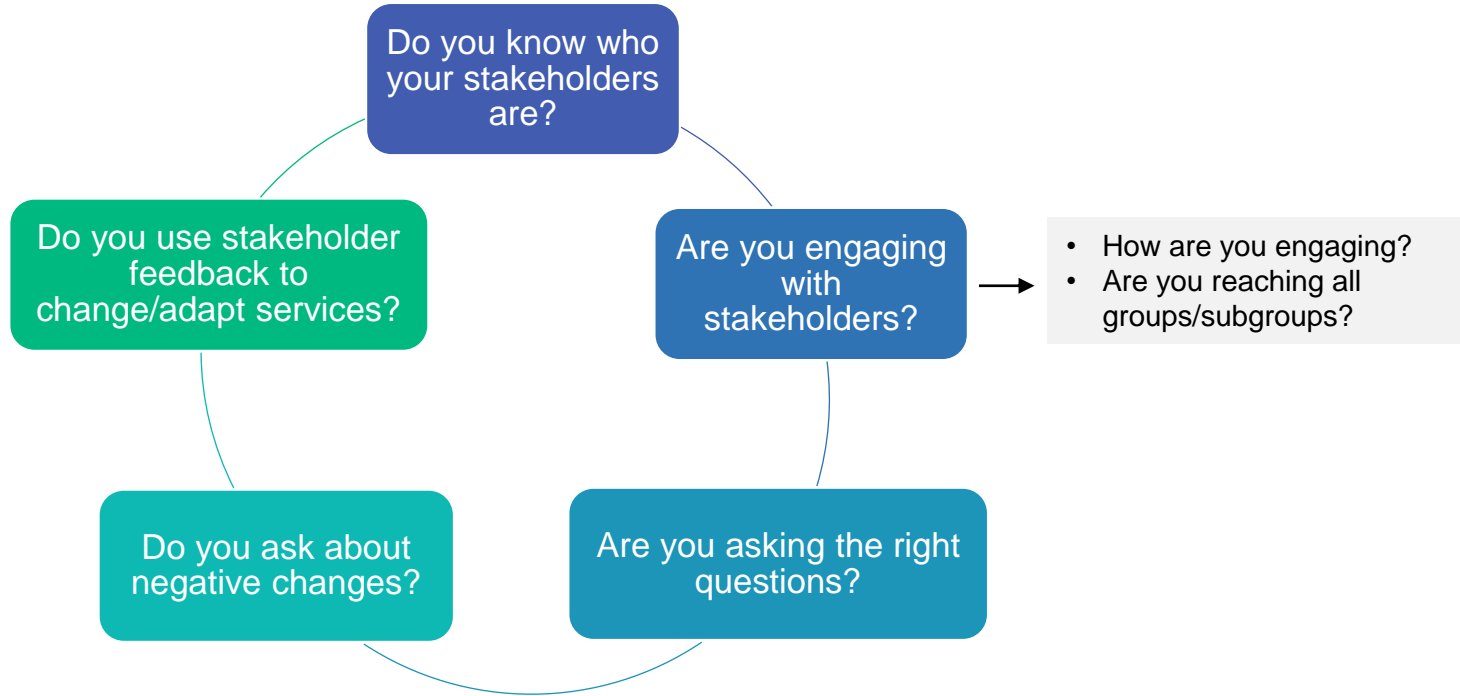
MEANINGFUL ENGAGEMENT WITH STAKEHOLDERS



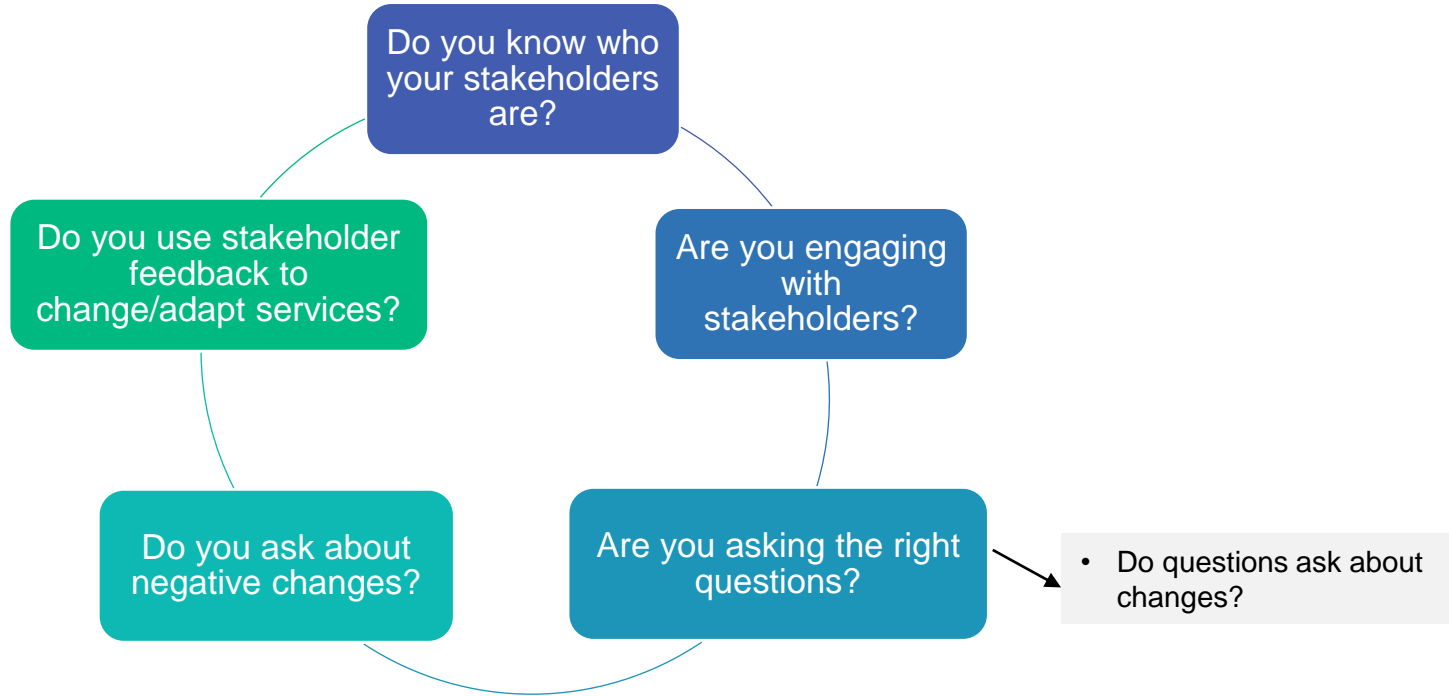
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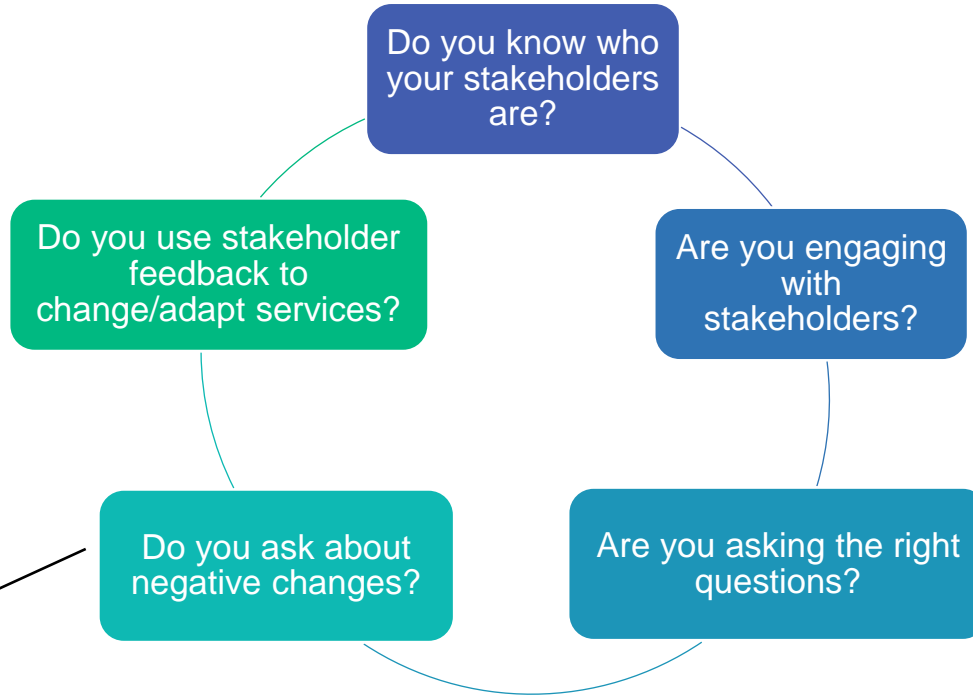
MEANINGFUL ENGAGEMENT WITH STAKEHOLDERS



MEANINGFUL ENGAGEMENT WITH STAKEHOLDERS



MEANINGFUL ENGAGEMENT WITH STAKEHOLDERS



- Don't be scared of uncovering these!

MEANINGFUL ENGAGEMENT WITH STAKEHOLDERS

- Are there negative changes that you can mitigate?
- Is there opportunity to enhance positive changes?



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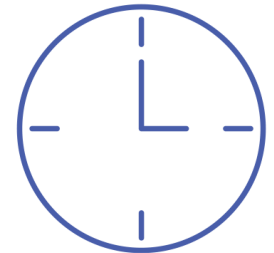
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CASE STUDY: RUNNING PROGRAMME FOR KIDS

Optimising impact by identifying unintended negative impacts



WHAT IS IMPORTANT FOR YOUR STAKEHOLDERS?

Financial help



Peace of mind
Emotional support
Companionship



WHO EXPERIENCES CHANGE?

Outcomes for who?

- Becoming more stable
- Reduced fear
- Improved self esteem
- Better self care
- Better structure to days
- Reduced feeling of exclusion
- Increased respect for others
- Reduced chaos in everyday life
- Better relationships
- Better relationships with children, partners and parents
- Feeling less of a burden
- Able to be seen as a parent again
- Able to provide support to others again

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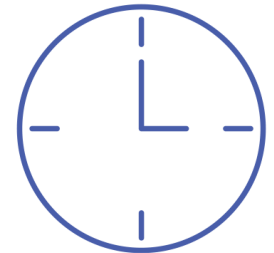
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HOW CAN YOU INTEGRATE IMPACT AND STRATEGY?

Indicative analysis

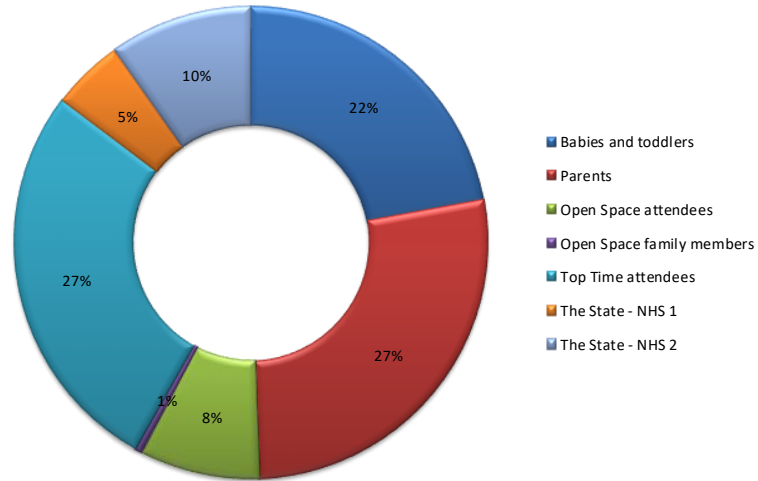
Organisation Activities	Criteria A	Criteria B	Criteria C	Criteria D	Criteria E	Criteria F		Score
Outcome 1	4	5	4	3	4	4	Green	24
Outcome 2	2	1	4	2	3	3	Orange	15
Outcome 3	1	2	1	2	2	2	Red	10

- A. Evidences high value change
- B. Clearly links activity to change
- C. Provides change for multiple stakeholder groups
- D. Change represents significant movement
- E. Change has significant duration
- F. Takes other influences and change that would happen without activities into account

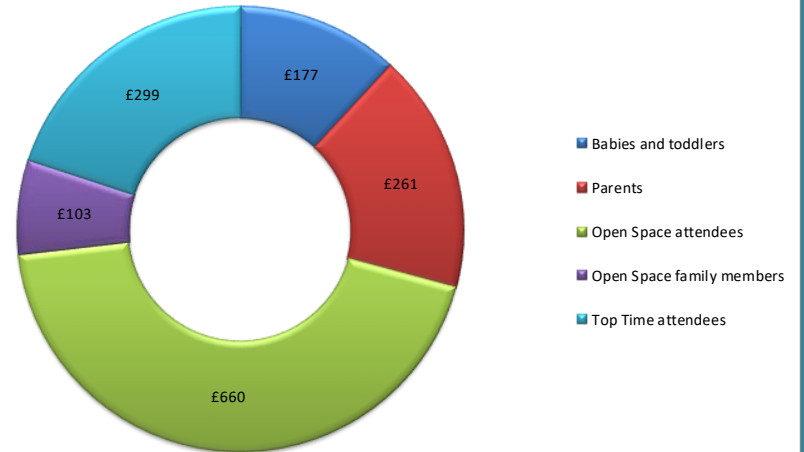
0 – 10	Low impact
11 – 20	Medium impact
21 - 30	High impact

ROI REPORTING

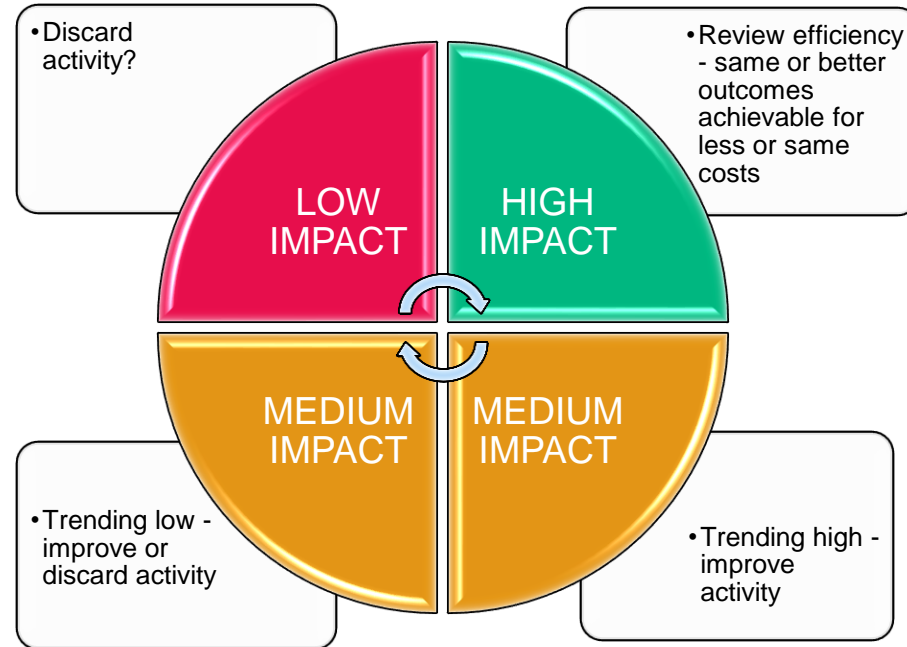
Outcome share by stakeholder group



Outcome share by stakeholder group per head



Not just measuring.....



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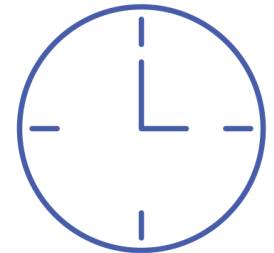
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Moore Kingston Smith

Devonshire House

60 Goswell Road

London

EC1M 7AD

t: +44 (0)20 7566 4000

f: +44 (0)20 7566 4010

www.mooreks.co.uk



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