



Guide to Impact Evaluation



What are we talking about?

“Impact and Project Evaluation is an assessment of how the intervention being evaluated affects outcomes, whether these effects are intended or unintended”

“A proper analysis of impact requires a counterfactual of what those outcomes would have been in the absence of the intervention”

Judy Baker, 'Evaluating the Impact of Development Projects on Poverty', World Bank, (2000).



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Does your organisation need it?

- Are you able to confidently articulate and evidence value to clients and partners?
- Are your stakeholders asking for increasingly sophisticated activity reports or difficult ROI questions?
- Does your organisation's management team know which indicators can predict the success of a project?
- Are you planning to bid for Government grants?
- Can your organisation match its different products and/or services to its different client profiles?



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What's the process?

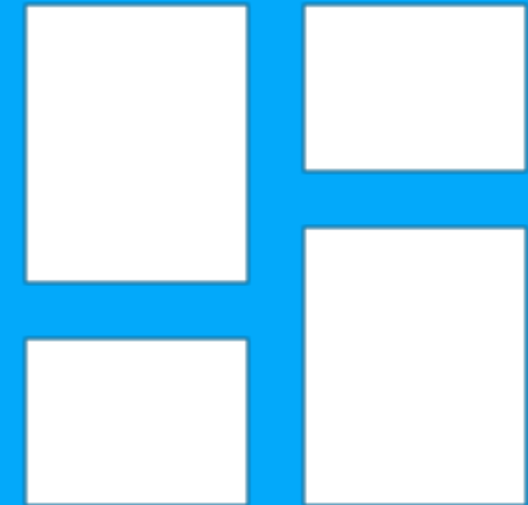
- We work with you and your colleagues to co-produce a 'Theory of Change'
- The measurement package is designed and built from the most appropriate tools available, validated against the average population where possible
- A management dashboard is co-produced with you and your colleagues to ensure it is fit for both evaluation and management purposes
- Where possible, the counterfactual is identified in accordance to the maturity of the subject of the evaluation



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What can you expect from an evaluation?

- A clear overview of how a project/organisation delivers its objectives
- A clear profile of the different target groups served and a rationale for project structure
- An evidence based set of outcome predictors
- Eligibility for new funding sources
- Clear authoritative content for campaigns and communications



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Outputs from an evaluation...

- A Theory of Change for the project/organisation
- Management Dashboard which monitors key performance and resourcing metrics
- Accountability and outcome frameworks
- Recommended communications, infrastructure and reporting frameworks



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Get in touch!

Contact us to find out more:
hello@boncerto.com



Boncerto Associate, and impact expert, David van Eeghen

David has worked on Impact and Project evaluation for more than 11 years across the private, public and charitable sectors; helping organisations to better understand their purpose, activity, value and client needs.

David brings a disciplined, thorough and clear approach to the evaluation of projects - a legacy of his MSc. in Cognitive and Affective Neuroscience at the University of Liverpool.

He identifies opportunities to collect and examine meaningful information within organisations. This information is a valuable resource to better support the management of projects, realise the value of organisational knowledge, and maximise the positive impact of services.

He has worked with a range of organisations including, The Citizenship Foundation, Impetus PEF, Collaborate CIC, and the Campaign for Fair Finance.



**ACCOUNTABILITY
FRAMEWORK**

A report on relevant accountability outcomes from analysis with suggested next steps.

COUNTER FACTUAL

The “opposite” which identifies what would have happened without an organisation’s intervention.

**COMMUNICATIONS
FRAMEWORK**

A report on relevant communication outcomes from analysis with suggested next steps.

IMPACT

The overall difference charities make to those they’re trying to help. Can also include long-term, big picture, general changes they have made.

**INFRASTRUCTURE
FRAMEWORK**

A report on relevant infrastructure outcomes from analysis with suggested next steps.

MANAGEMENT DASHBOARD

A summary document which draws all relevant conclusions from the analysed data.

OUTCOME FRAMEWORK

A report on relevant project outcomes from analysis, with suggested next steps.

REPORTING FRAMEWORK

A report on relevant project outcomes from analysis, with suggested next steps.

ROI

“Return on Investment”

THEORY OF CHANGE

An articulation of how and why a given intervention will lead to specific change.