

# Collecting evidence to build your story

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# Agenda

1. Why you should use evidence
2. Where to start
3. How to build evidence into your organisation



# Our mission at SVA

more effective funding

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more effective services

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REDUCTION IN  
DISADVANTAGE



# What we bring to the sector



Funding



Investment



Advice



# Why should I care about evidence?

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# Reason 1:

Prove your work is having an impact and create a compelling story for your funders.



# Reason 2:

Capturing and measuring evidence can help you improve the impact of your services.



# 1. Start with outcomes



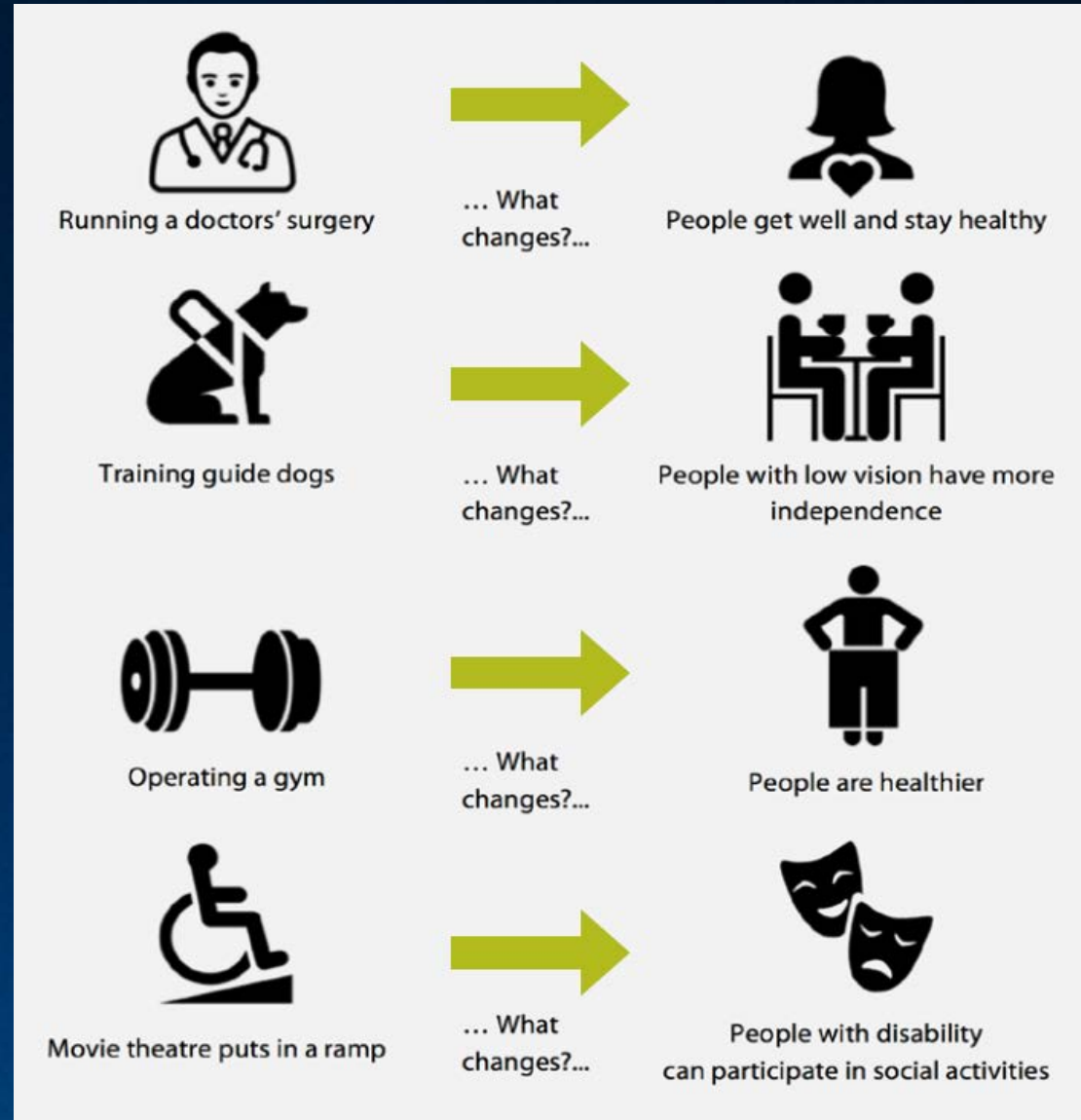


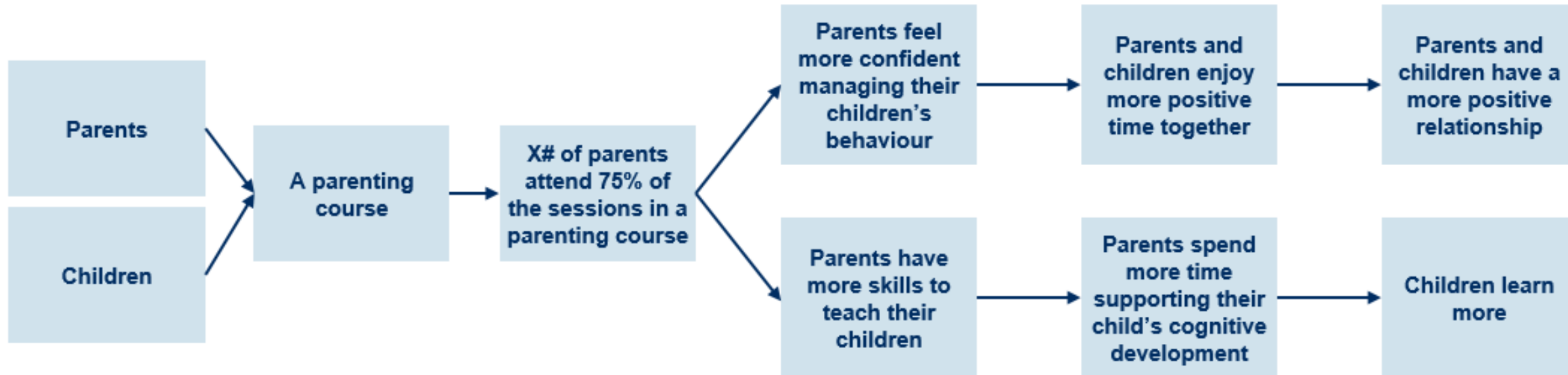
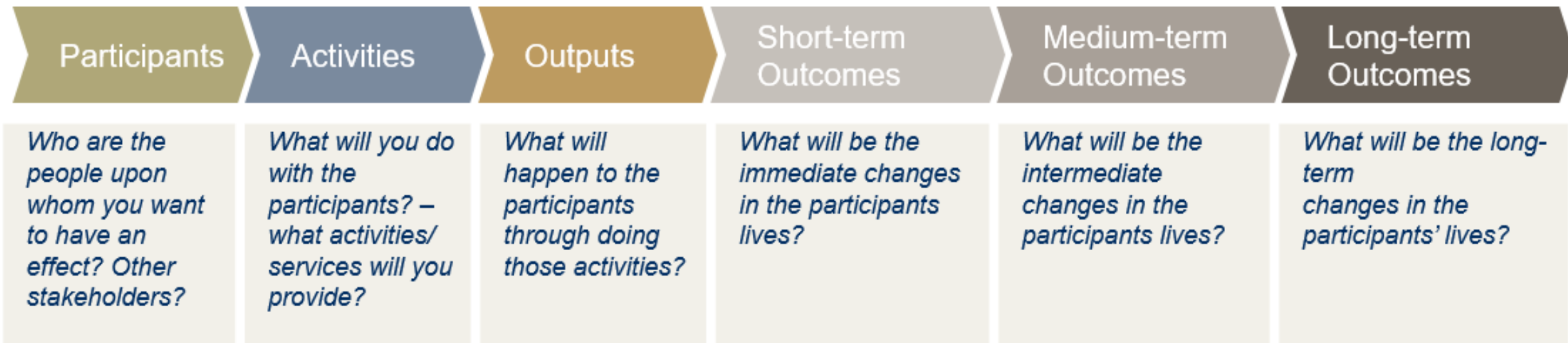
# Defining outcomes:

What difference is your program making in people's lives and what is the lasting impact?



# Activities vs. Outcomes





# How to run a logic model workshop

1. Talk to stakeholders
2. Form a working group
3. Write down all the outcomes
4. Group the outcomes
5. Identify links between the outcomes
6. Remove the outcomes that aren't needed for long-term change
7. Identify priority outcomes
8. Add outcomes if there is a gap in the logic
9. Read the priority outcomes out in order with the words "and this will lead to..." in between. It should tell a compelling story of change



How can you start developing  
your evidence base?

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# Step 1. Decide which outcomes to measure

*Tip: Collect information that relates to the change you want to see*



## Step 2. Decide what indicators to use

*Indicator = a clue that a change has happened or will happen*



# Types of indicators:

1. Things that are highly suggestive that a change has happened

*Example: Number of times a person is attending a gym*

2. Facts that demonstrate a change has happened

*Example: Amount of weight lost*



THE FUNDING NETWORK  
AUSTRALIA



*Remember:  
An indicator is a clue that  
change is happening...*



# Example indicators

EXAMPLE ACTIVITY	EXAMPLE OUTCOME	EXAMPLE INDICATOR	EXAMPLE DATA SOURCE
Run a parenting program	Parents are more confident in their parenting skills	Parents share their experiences more frequently in sessions	Trained facilitator observations



# What makes a good indicator?

SPECIFIC  
MEASURABLE  
ATTAINABLE  
RELEVANT  
TIMELY



# Step 3. Start collecting data



# Outcomes measurement spreadsheet

Book1 - Excel

File Home Insert Draw Page Layout Formulas Data Review View Tell me what you want to do

C11

	A	B	C	D	E	F	G	H	I
1	<b>Outcomes Management Framework</b>								
2	<b>Program: Parenting program</b>								
3	Outcome number	The name of the outcome	The indicator	Questions you will ask to get information about the indicator	The person you can ask that question of	The data source (such as the survey or the government records)	Comparable data source	Frequency with which you will gather the data	How the data will be stored
4	1	Parents are more confident	Parents speak more frequently in class	How often in the past month did participant X share their experiences with the group?	Program facilitator	Staff survey		Once per month	Spreadsheet: "Parenting Program outcomes data; Sheet 2"
5	2								
6	3								



Step 4. Use the data to reveal insights and make decisions



# Things to remember...

1. Don't overcomplicate it
2. Use guidance material available

