

Igazgyöngy



What is Impact Academy?

Impact Academy (IA) is a half-year program that **consists of an interactive training, community events and the creation of a multimedia platform that inspires societal impact measurement.**

Throughout the training, participants will learn not only the theory and strategic aspects of impact measurement, but will also receive mentoring and customized tools to support the development and implementation of their own measurement system.



2
community
events



5
mentors



7
thematic
workshops



10
participating
organizations



12
strategic
partners



300
hours of
individual
mentoring



About Igazgyöngy Foundation

Igazgyöngy Foundation and the Primary Art Education Institute has been operating in the Berettyóújfalú micro-region since 1999. Its main activities are talent development and creation of opportunities, with special emphasis on disadvantaged children.

The Foundation works to change and integrate the lives of children and families living in intergenerational poverty through complex problem analysis and management.

Why did you apply to the course?



"We want to make the operation of the organization more efficient and coordinated to have more transparency inside and outside, for our supporters, donors as a result."



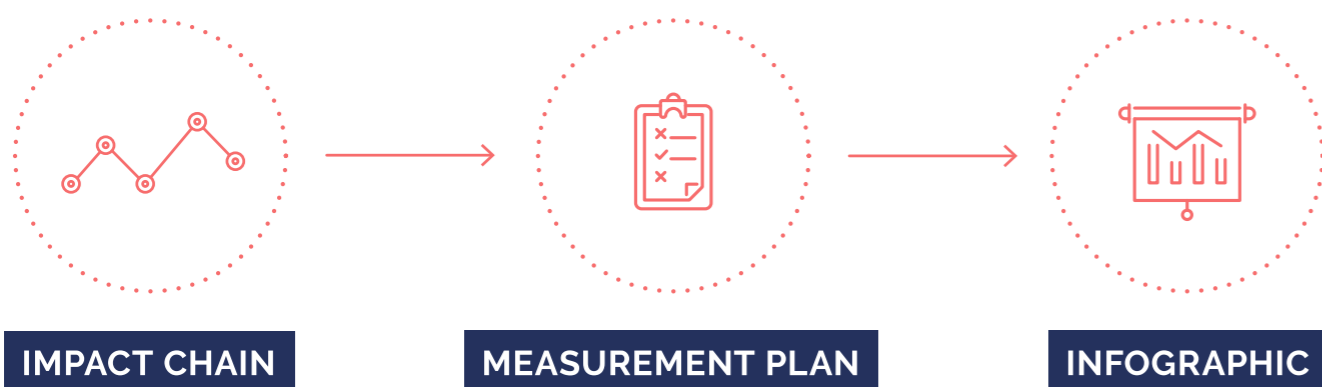
Igazgyöngy
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How did the course help your work?

“Our daily operations have been made more focused by clearly defining our main target groups and the impact and change we want to achieve, not only on the short, but also on the medium and long term.”

The Foundation & the Impact Academy Program

For the first batch of the Academy participants, the program provided seven modules, based on three pillars: organizations first created their **impact chain**, then designed their **measurement plan**, and finally, designed an **infographic** to visualize the impact of their organization.



IMPACT CHAIN

After the first module of the training, Igazgyöngy Foundation began to build its own impact chain based on the **Theory of Change** method: they collected their long-term, mid-term (outcome), and short-term (output) **goals**, assigned **activities** and **resources**. The final **impact chain** has been completed by the end of a two-month process supported by mentors. The team faced a huge challenge in finding time for the work, as daily operations continued during the whole training, but this did not stop them in completing the tasks and performing on both domains.



Challenge

Defining the problem and the long-term impact was easy, but putting together the outcomes took a lot of work for the team.

“One of the challenges we faced was that so far we had been thinking indicators on the output-level (e.g. number of children with scholarships) and we paid little attention to outcomes (e.g. children’s development).”

Solution

To determine outcomes, they identified the main target group (children living in intergenerational deep poverty) and what changes they would like to see in their lives.

Results & Main Learning Points

Six intermediate outcomes were listed:

- development of employee competencies;
- development of social competences;
- development of relations with the institutional system;
- improving equal opportunities for children;
- society becomes more inclusive tolerant and cooperative with people living in extreme poverty;
- the model of Igazgyöngy gains ground.



MEASUREMENT PLAN

In parallel with the theoretical training on measurement plans and processes, organizations began a nearly **four-month long development process** that resulted in completing their impact measurement plans.

”It was difficult to determine what we exactly wanted to measure, like what are the so-called key areas where we want to see change.”

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Main steps in creating a measurement plan:

1. Identify main target group(s) and their most important development areas (key areas);
2. List most negative and most positive possible impacts within the key areas;
3. Breakdown of key areas into specific measurable indicators (KPIs);
4. Link KPIs to medium-term outcomes;
5. Create personalized data collection tools;
6. Record the details in the measurement plan and finalize the plan



INFOGRAPHIC

The last two modules of Impact Academy focuses on **communication**: it is not enough to measure social impact, but you also need to find a way for the organization to communicate it well. Therefore, participants, with the help of communication experts, designed their **infographic**, based on the impact chain, the measurement plan and the existing results.



CASE STUDY

- ① ② ③ ✓

Challenges

- Identification of the main development areas and setting of priorities.
- Turning qualitative changes into measurable indicators.
- Continuous communication and dialogue with the rest of the Foundation staff.
“When developing the measurement plan, it was important for us to let our colleagues see and know the reasons and the importance of creating our measurement plan.”

Responses

- Five key areas were identified: Work Competences; Social Competences / Community Development; Development and education of children; Institutional system; Inclusive Society.
- First, they decided to define indicators that can be measured from previously collected data and can be linked to the five key areas.

Results & Main Learning Points

- 90% of the indicators included in the measurement plan were extracted from an existing database. Therefore, only 1-2 shorter questionnaires had to be prepared to fill in the missing data gaps; and they involved their target group preparing those questionnaires.
- Data collection is done mostly on a monthly – or in some cases semi-annual – basis.

Detailed indicators can be found in the [measurement plan](#).

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Challenges

To compress the very complex organizational operations of the Foundation into a single infographic.

Responses

Infographics display the organization's impact chain in a very transparent and clear manner; the colorful world of children's drawings (which is usually visually very strong in every appearance of the Foundations) is not displayed.

Results & Main Learning Points

This **infographic** not only shows the cyclical nature of extreme poverty, but the solution from Igazgyöngy [the foundation], as well: the activities and effects on the level of community, family, the children and the institutional system.

”Seeing the *infographic* we are very pleased. Now that we've managed to grab a clear overview of how the organization works, next time we want to strive to use the color tones that reflect us more.”

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The Future: What's Next?

ACTION PLAN

In the last module of the program, Igazgyöngy [the foundation] prepared an **action plan** for the next period, including:

- Finalizing the technical part of the measurement plan – with the help of the Academy's pro bono partner.
- Starting the measurement as soon as possible and incorporating the results into the organization's daily life and decision-making processes.
- Not only informing, but involving our staff in collecting and using data.
- Continuous monitoring of the results and the effectiveness of the measurement plan together with the management team.



"Using the impact measurement system helps a lot in creating a realistic view of ourselves as an organization and to be transparent both internally and to the outside world – so we're looking forward to seeing the first results."



IMPACT ACADEMY

impactacademy.hu

If you are interested in learning how to measure your impact and effectively communicate it, contact us at:

jelentkezés@impactacademy.hu

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