



International Survey 2014

Participant Information and Consent

Definitions

For the purpose of this survey:

- Social impact is the effect of an activity on the social fabric of a community and the well-being of individuals and families.
- Social impact analysis is the measurement and assessment of the social impact created by not-for-profit, for profit, or public sector organisations or programs.
- A social impact analyst is someone who undertakes social impact analysis as part of their job.

What is the survey about?

The purpose of this survey is to better understand the approaches and techniques currently being used to measure social impact.

Who is carrying out the study?

This is a research project being conducted by Emma Tomkinson and Jarrod Ormiston from the University of Sydney Business School. Both researchers are members of the Social Impact Measurement Network of Australia (SIMNA) and Social Impact Analysts Association (SIAA).

Why have I been asked to participate?

You are invited to participate in this research project because you have an affiliation with a network of social impact analysts. Apologies if this is not the first time you have been asked - please do not complete the survey more than once.

How much time will the study take?

The survey should take between 10 and 30 minutes to complete - there are additional questions for people who are more involved with social impact analysis.

Can I withdraw from the study?

Being in this study is completely voluntary - you are not under any obligation to consent and, if you do consent, you can withdraw at any time without affecting your relationship with your network, SIAA or the University of Sydney.

Will anyone else know the results?

All aspects of the study, including results, will be strictly confidential and only the researchers will have access to identifiable information about participants. It is intended that findings about the study will be disseminated, but individual participants will not be identifiable in these publications.

Will the study benefit me?

There are no direct financial benefits associated with participation in this study, although it is hoped that the study will be of public benefit by contributing to a better understanding of social impact analysis practices.

Can I tell other people about the study?

Yes, you are welcome to discuss the study with others. Please forward the survey email and link to anybody you think would be interested.

What if I require further information?

If you have any questions about the research study, please contact Emma Tomkinson (emma@emmatomkinson.com) or Jarrod Ormiston (jarrod.ormiston@sydney.edu.au).

What if I have a complaint or concerns?

Any person with concerns or complaints about the conduct of a research study can contact The Manager, Human Ethics Administration, University of Sydney on +61 2 8627 8176 (Telephone); +61 2 8627 8177 (Facsimile) or

Please note:

You can skip any questions you don't want to answer. If you exit the survey early, you can return to complete it within one week, as long as you use the same computer and the same browser.

ELECTRONIC CONSENT

Clicking on the "start survey" button below indicates that:

- 1. You have read and understood the above information.
- 2. You understand that you can withdraw from the study at any time, without affecting your relationship with the researcher(s), your network, SIAA or the University of Sydney Business School now or in the future.
- 3. You understand that your involvement is strictly confidential and no information will be used in any way that reveals your identity.
- 4. You understand that being in this study is completely voluntary – you are not under any obligation to consent.

If any of the four points above are not true, or you do not wish to participate in the research study, please decline participation by clicking on the "exit" button.

- Start survey
- Exit
- I have done this survey before

Background Questions

Which of the following best describes your relationship with social impact analysis?
(Please select all that apply)

For the purpose of this survey we are using the following definitions: Social impact is the effect of an activity on the well-being of individuals, families and communities. Social impact analysis is the measurement and assessment of the social impact created by not-for-profit, for profit, or public sector organisations or programs.

- I do it for my program or organisation
- I do it for other programs or organisations
- It is done to my program or organisation
- I fund it
- I make policy on it
- I research it or write about it
- I provide non-financial support to people that do it
- Other (please describe)
- Other (please describe)
- Other (please describe)

What is your job title?

(Please just write the part of your title that refers to you as an individual, you do not need to include your team or organisation)

Please use the slider to show the extent to which you are expert in the following areas.

	Novice					Expert	Not Applicable
	0	1	2	3	4	5	
I can identify measures of social impact relating to a program or organisation.							<input type="checkbox"/>
I can develop and implement a social impact analysis approach or framework.							<input type="checkbox"/>
I can communicate findings from social impact analysis to stakeholders.							<input type="checkbox"/>
I can suggest improvements to a program based on social impact analysis.							<input type="checkbox"/>

In which country or countries do you work?

(Please list all that are relevant)

Which of the following describes your organisation?

(Please select all that apply)

Charity

- Nonprofit, NGO or community organisation but not charity
- Public sector - delivering services to the public
- Public sector - other
- Social enterprise
- Consultancy
- Private sector
- Academic institution
- Network, association or membership organisation
- Funder - Individual
- Funder - Institutional investor or donor
- Funder - Charitable foundation
- Funder - Trust
- Funder - Private ancillary fund
- Funder - Government grant awarder
- Funder - Government contracting body
- Other (please describe)

How many people work for your organisation?

(Please feel free to round. Please enter a question mark '?' if you do not know.)

	Full-time	Part-time	OR leave the other boxes blank and give a rough total
Paid employees	<input type="text"/>	<input type="text"/>	<input type="text"/>
Volunteer	<input type="text"/>	<input type="text"/>	<input type="text"/>

What was your organisation's total income in the last financial year?

(Please feel free to round)

Amount

Currency

For the current or most recent social impact analysis you have been involved in, please select the main funding sources for the program/organisation?

(Please select all that apply)

- Earned income - dues, fees, and other direct charges

- Government grants
- Government contracts
- Grants or contracts from other organisations
- Donations from individuals
- Donations from foundations
- Donations from private sector businesses
- Investment - loans
- Investment - equity
- Other sources (please describe)
- None of these or cannot say
- Don't know
- Any other comments?

For the current or most recent social impact analysis you have been involved in, describe your interaction with the program/organisation's funders?
(Please select all that apply)

	they sit on the board/advisory committee	weekly	monthly	quarterly	annually	I/we don't interact	don't know	other
Customers or fee-paying members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government grantor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government contractor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other organisations providing contracts or grants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Individual donors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foundations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Private sector businesses donors or partners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Investors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Doing Social Impact Analysis

Do the programs/projects you work with have explicitly stated social outcomes and social indicators from the start? (Please answer with respect to ALL programs/projects you are involved in.)

We use 'outcomes' to refer broadly to the change the program/project is trying to achieve for the participants, and 'indicators' to refer to information/data that measures or evidences this change.

	Yes, All of them	Most of them	Some of them	A few of them	One of them	No, None of them
Social outcomes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social indicators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please give an example of a social outcome for your programs/projects.

We use 'outcomes' to refer broadly to the change the program/project is trying to achieve for the participants, and 'indicators' to refer to information/data that measures or evidences this change.

Please give an example of a social indicator for your programs/projects.

We use 'outcomes' to refer broadly to the change the program/project is trying to achieve for the participants, and 'indicators' to refer to information/data that measures or evidences this change.

How often is data on social indicators collected?
(Please select all that apply)

- Continuously
- Weekly
- Monthly
- Quarterly
- Annually
- When we do an evaluation
- Other (please describe)

How do you decide which outcomes and indicators to include in your analysis?
(Please select all that apply, particularly if you are involved with analysis of more than one program)

- Ask stakeholders what is important to them
- The funder decides

- By reference to initial mission and objectives
- Ask stakeholders what happened to them
- Ask charity / organisation for their key metrics
- I decide on my own
- The service deliverer decides
- We use prior studies/research
- Other (please describe)

In your social impact analysis in the last year, in which areas have you looked for change? (e.g. employment, health, education, human rights, etc.)
 (Please list all areas that are relevant)

In your social impact analyses during the last year, which groups of people have you looked at change occurring to?
 (Please select all that apply)

- Children
- Families
- Criminal offenders
- People with a disability
- People who live within a specific geographic area
- Students
- Elderly people
- Indigenous people
- People from an ethnic minority
- Refugees and/or asylum seekers
- People with mental health conditions
- People with physical health conditions
- People addicted to alcohol or drugs
- People who have experienced violence or persecution
- Other (please describe)
- Other (please describe)
- Other (please describe)

Where has the data for your social impact analysis come from?
 (Please select all that apply)

- Recorded outputs
- Recorded outcomes
- Case or client management systems (administrative data)
- Case studies or interviews
- Conversations with service users/clients/participants
- Customer or user satisfaction forms

- Questionnaires or surveys designed by your organisation
- Standardised questionnaires developed and tested by researchers
- Standardised sector tools to assess change in beneficiaries
- Standardised government or commission-produced tools
- Other (please specify)
- None of the above

Which of the following have you used in the last year to capture change?
(Please select all that apply)

- Before and after measures
- Studies with control groups
- Randomised control trials
- Long-term follow-up of service users after they have stopped using the services
- Economic evaluation e.g. cost-benefit analysis or SROI
- In-depth interviews/conversations
- None of the above
- Other (please specify)

In the past year, list the main frameworks, tools, or methods that you have used in your analyses. We are interested in tools for very specific purposes as well as frameworks for whole processes of analyses. Feel free to provide a link if we could not easily find it with an internet search.
(Please specify all that are relevant)

- Click to write Choice 1
- Click to write Choice 2
- Click to write Choice 3
- Click to write Choice 4
- Click to write Choice 5

How widespread is the use of each framework, tool or method in the program/organisation you used it in?
(You can enter more than one answer if you are answering with respect to more than one program/organisation.)

	used once	used several times	used for most programs/projects	used for every program/project	used for the organisation as a whole
<input type="checkbox"/> \${q://QID51/ChoiceTextEntryValue/1}	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> \${q://QID51/ChoiceTextEntryValue/2}	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> \${q://QID51/ChoiceTextEntryValue/3}	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> \${q://QID51/ChoiceTextEntryValue/4}	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> \${q://QID51/ChoiceTextEntryValue/5}	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
other <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How frequently is each program/organisation the subject of social impact analysis?
(Please use the slider to show the frequency)

	once only	annually	continuously	Not Applicable		
	0	1	2	3	4	5
In your experience						<input type="checkbox"/>
In an ideal world						<input type="checkbox"/>

For each of the following frameworks, tools or methods, who decides to use it?
(Please select all that apply)

	Me	Beneficiaries	Frontline staff	Management	Board	Funder	Government	Collaborators	An external consultant
<input type="checkbox"/> \${q://QID51/ChoiceTextEntryValue/1}	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> \${q://QID51/ChoiceTextEntryValue/2}	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> \${q://QID51/ChoiceTextEntryValue/3}	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> \${q://QID51/ChoiceTextEntryValue/4}	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> \${q://QID51/ChoiceTextEntryValue/5}	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which of the following online resources have you used in your social impact analysis?
(Please select all that apply)

- I have not used any online resources
- SIAA Resources Centre - <http://www.siaassociation.org/resources/>
- Global Value Exchange - <http://globalvaluexchange.org>

- SROI report collection and tools - <http://www.thesroinetwork.org/members-area/publications>
- TRASI (Tools and Resources For Assessing Social Impact) Database - <http://trasi.foundationcenter.org/>
- Better Evaluation resources - <http://betterevaluation.org/>
- Third Sector Knowledge Portal UK - <https://cssfs10.bham.ac.uk/heritage>
- Inspiring Impact Hub - <http://inspiringimpact.org/listings>
- Theory of Change Library - <http://www.theoryofchange.org/library/toc-examples>
- Charity Evaluation Services Tools and Resources - <http://www.ces-vol.org.uk/tools-and-resources>
- Perform Well - <http://www.performwell.org/>
- MaRS Social Impact Measurement - <http://impactinvesting.marsdd.com/social-impact-measurement/>
- Other (please specify)

For your last social impact analysis only, where did the funding for the analysis (not the program/organisation) come from?
(Please select all that apply)

- Built in to program/organisation's funding
 - Government contracts
 - Grants or contracts from other organisations
 - Donations from individuals
 - Donations from foundations
 - Donations from private sector businesses
 - Investment (loans or equity)
 - Other sources (please describe)
-
- No single main source of funding/receive funding from a number of sources
 - None of these or cannot say
 - Don't know
 - Any other comments?
-
- Other (please describe)
-

How much funding was assigned to the social impact analysis?
(Please enter a total amount and/or proportion of budget)

- Amount (feel free to round to nearest 1000)
-
- Currency
-
- and/or Proportion of budget (%)
-

Of the below practices, please drag and rank those that you would find most useful for improving your social impact analysis practices?

- Items**
- More training
 - Learning how to analyse data
 - Off-the-shelf tools
 - Help from experts
 - More financial support
 - Learning how to develop social impact analysis tools
 - National or international standards
 - Discussions with similar organisations
 - Other (please specify)

Drag options that apply from the list on the left and rank them from most to least

Driving Social Impact Analysis

Who decided that social impact analysis should be done?
(Please select all that apply)

- Me
- Beneficiaries
- Ground staff
- Management
- Board
- Funder
- Government
- Collaborators
- An external consultant
- Other (please specify)
- Don't know

In your general experience, what are the key drivers for social impact analysis?
(Please drag and rank all that apply)

- Items**
- Funders' requirements
 - Support for social impact analysis from funders
 - Prioritised by trustees/chief executive/senior management
 - Someone with monitoring and evaluation skills within organisation
 - Keeping up with best practice

Drag relevant key drivers from the list on the left and rank them from most significant to least

Knowing the difference services were making

Improving services

Accountability to stakeholders

Other (please specify)

Thinking of your last analysis, where was your **primary** contact in that organisation?

- Frontline staff
- Service managers
- Marketing/PR
- Fundraising
- Finance
- Technology
- CEO
- Board/trustees
- Other (please describe)

What constraints do you face with social impact analysis?
(Please list as many as are relevant.)

Do you mandate a specific framework, tool or method for the analysis you fund?

- Yes
- Which one?
- No
- Any other comment?

Using Social Impact Analysis

What kinds of decisions does social impact analysis affect?
(Please drag and rank all that apply)

Items

- Marketing
- Allocation of funds
- Allocation of people
- Allocation of time
- Stopping a service being delivered
- Little improvements every day
- I don't know
- Other (please specify)

Rank all that apply

What has been changed or done differently as a result of your social impact analyses over the last year?

What are the benefits of social impact analysis for your organisation?
(Please drag and rank all that apply)

Items

- Improved allocation of spending and resources
- Improved targeting of who you help
- Improved services
- Increased funding
- Improved strategy
- Better able to demonstrate how you make a difference
- Improved practices and policies in your organisation
- Improved practices and policies in other organisations
- Partnerships with other organisations
- Increased publicity
- Don't know
- Other (please specify)

Rank all that apply

What do you believe are the benefits of social impact analysis?
(Please drag and rank all that apply)

Items

- Improved allocation of spending and resources
- Improved targeting of resources
- Improved services
- Increased funding
- Improved strategy
- Better able to demonstrate how you make a difference
- Improved practices and policies
- Partnerships between organisations
- Increased understanding of the difference programs and organisations make
- Don't know
- Other (please specify)

Rank all that apply

What are the disadvantages of social impact analysis for your organisation?
(Please drag and rank all that apply)

Items

- Too time consuming
- Distracts people from delivering services
- Too expensive
- It annoys beneficiaries/clients when we ask lots of questions
- It feels like we're not trusted to do well
- We never see anyone using it. It's hard to see the point
- Don't know
- Other (please describe)

Rank all that apply

What do you believe are the disadvantages of social impact analysis?
(Please drag and rank all that apply)

Items

- Too time consuming
- Distracts people from delivering services
- Too expensive

Rank all that apply

It annoys beneficiaries/clients when we ask lots of questions

It feels like we're not trusted to do well

We never see anyone using it. It's hard to see the point

Don't know

Other (please describe)

How have the results of your social impact analysis been communicated?
(Please select all that apply)

- Reports for funders
- Annual report
- Routine performance management reports
- Annual impact report
- Specific evaluation or research report
- Organisation's website
- Blog
- Wider media (newspapers, television, radio, etc)
- Academic journals
- Directly to the staff who collect the data
- Internally to management
- Directly to beneficiaries
- Results have not been communicated
- Other (please specify)

Who uses your social impact analysis?
(Please use the slider to indicate how often each person/group uses your social impact analysis?)

	Not at all		Sometimes		All the time		Not Applicable
	0	1	2	3	4	5	
CEO							<input type="checkbox"/>
Marketing							<input type="checkbox"/>
Fundraising							<input type="checkbox"/>

Tertiary education program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-the-job / Learning by doing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mentoring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-line courses/webinars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading text books and specialist literature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Following experts online, blogs etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please describe) <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A network supporting social impact analysts should provide:
(Please drag and rank all that apply)

<p style="text-align: center;">Items</p> <p>Promotion of social impact analysis</p> <p>Education and training</p> <p>Mentors</p> <p>Networking events</p> <p>Resources</p> <p>Accreditation</p> <p>Connection of members to government, peak bodies and other networks.</p> <p>Research</p> <p>A practitioner directory</p> <p>Other (please describe) <input type="text"/></p>	<p>Rank all that apply</p> <div style="border: 1px solid black; height: 150px; width: 100%;"></div>
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What events about social impact analysis do you or would you like to attend?

I am:

- Male
- Female
- Other

I have education/qualifications in the following fields
(Please tick all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Education | <input type="checkbox"/> Mathematical sciences |
| <input type="checkbox"/> Social work | <input type="checkbox"/> Physical sciences |
| <input type="checkbox"/> Studies in human society / humanities | <input type="checkbox"/> Chemical sciences |
| <input type="checkbox"/> Psychology and cognitive sciences | <input type="checkbox"/> Earth sciences |
| <input type="checkbox"/> Law and legal studies | <input type="checkbox"/> Environmental sciences |
| <input type="checkbox"/> Creative arts and writing | <input type="checkbox"/> Biological sciences |
| <input type="checkbox"/> Language, communication and culture | <input type="checkbox"/> Agriculture and veterinary sciences |
| <input type="checkbox"/> History and archeology | <input type="checkbox"/> Information and computing sciences |
| <input type="checkbox"/> Philosophy and religious studies | <input type="checkbox"/> Engineering |
| <input type="checkbox"/> Economics | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Medical and health sciences |
| <input type="checkbox"/> Finance | <input type="checkbox"/> Architecture, built environment and design |
| <input type="checkbox"/> Commerce / Management / Business Administration | <input type="checkbox"/> Other (please describe) <input type="text"/> |
| <input type="checkbox"/> Social enterprise | <input type="checkbox"/> Other (please describe) <input type="text"/> |
| <input type="checkbox"/> Tourism and services | <input type="checkbox"/> Other (please describe) <input type="text"/> |

For how long have you been doing social impact analysis?
(Please enter number of years)

Please leave your name and email/phone number if you would be happy to be interviewed by one of our researchers

Note: your responses to the survey will remain confidential.

Name

Email address

Country

2014. Entry is open to everyone and more information is here. XXX Registration for the SIAA Challenge will involve completing this survey. If you think you might want to register for the challenge, please write your name below so that you won't have to complete this survey twice. Writing your name below is not the same as registering - you will still have to register here.XXX

Name

I have completed this survey before
