



The Ian Potter
Foundation

New Grantee Welcome Workshop

12 March 2022
Zoom-based

Overview

- ▶ Reporting and contact
- ▶ Learning and reflection
- ▶ Evaluation - brief overview
- ▶ Data collection and analysis
 - ▶ Break (10:30-10:35)
- ▶ Long-term outcomes
- ▶ Comms
- ▶ Dissemination
- ▶ Leverage and sustainability
- ▶ Questions
- ▶ Conclusions



Introductions - Breakout Rooms

- ▶ Name
- ▶ Organisation
- ▶ Position
- ▶ Location/traditional owners
- ▶ Hobby/unusual fun fact



Reporting and contact schedule

- ▶ Contact details
- ▶ Pre-Grant site visit
- ▶ Welcome workshop
- ▶ 6 monthly check-ins
- ▶ Annual progress reports
- ▶ Site visit by Research and Evaluation Manager...tick-box as well
- ▶ Assistance as requested from Communications Manager
- ▶ Final report
- ▶ As requested



Discussion:

What would cause a final report to be inaccurate?

Learning is important: Tips from grantees



Be creative with volunteers ([Catchafire.org](https://www.catchafire.org))



Key person syndrome



What's your baseline?



[Don't reinvent the data wheel](#)



Keep in touch!

What does reflection look like in your organisation?

Why is the speedometer stuck on 35?

The car only collects speed data once a year.



freshspectrum.com

Think ahead about data collection

From: [REDACTED] <[\[REDACTED\]@ianpotter.org.au](mailto:[REDACTED]@ianpotter.org.au)>
Sent: Thursday, 29 July 2021 2:06 PM
To: Squirrel Main <squirrel.main@ianpotter.org.au>
Subject: Can we please make a time for a quick chat?

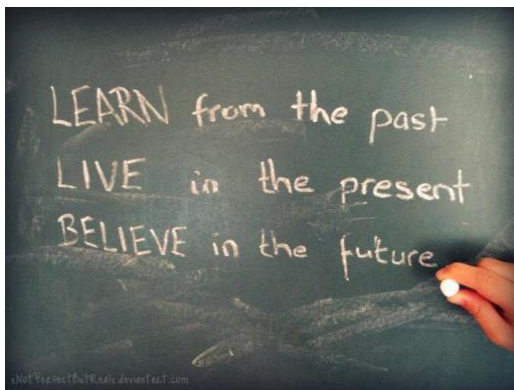
Hi Squirrel,

As it comes to the time that I am preparing the final report, we have not actually had that catch up that we were planning. I'd base with you and talk through the challenges so that you get the report, you are not blind sighted. It turns out that some theoretically available is not actually accessible, and this is reducing the amount of data that I have to report.

I work Tuesdays and Thursdays, and my time is generally flexible. Could we please have a chat some time soon?

Thanks

[REDACTED]



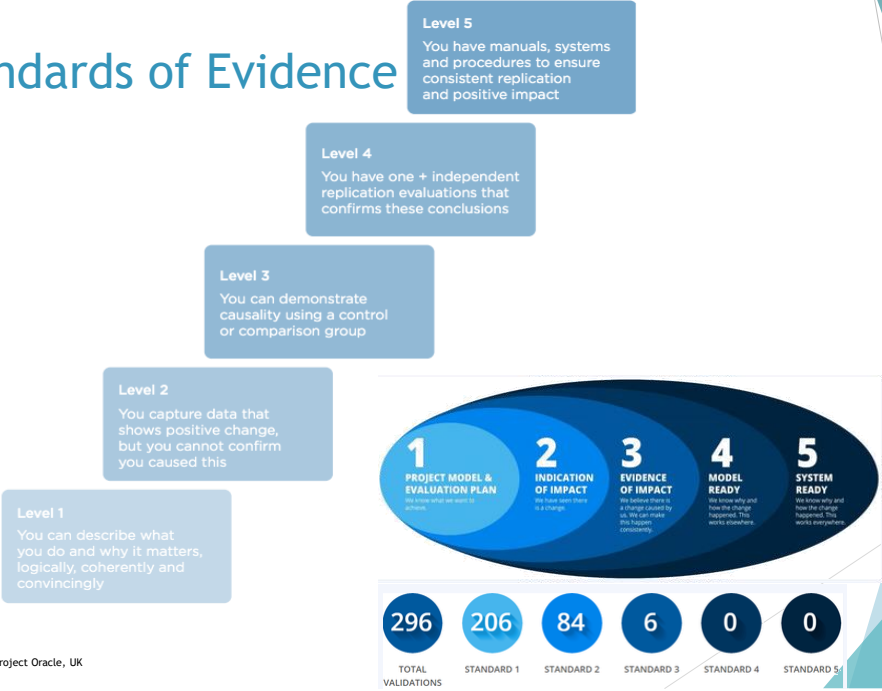
Idea: Data
rehearsal

A look at your goals

- ▶ Take a moment to review ONE goal in pairs....
- ▶ Sharing partner: Select ONE goal. Pick a tricky one (or the last one if you're not sure)! Share your screen and read through the goals, measurements and KPIs. This should take about two minutes.
- ▶ Listening partner(s): provide constructive feedback.
 - ▶ If you had to report on this goal tomorrow, would that be easy?
 - ▶ How can they improve their measurements?
 - ▶ Have they set targets/ranges (to provide context)
 - ▶ Based on your experience, do you foresee any challenges?
 - ▶ Any advice for how to collect/store the actual data?
 - ▶ How to 'work smarter, not harder'? Is there a superfluous KPI that can be streamlined?
- ▶ Please just spend about 10 minutes on this activity. If you finish one goal, and have additional time, please switch roles.

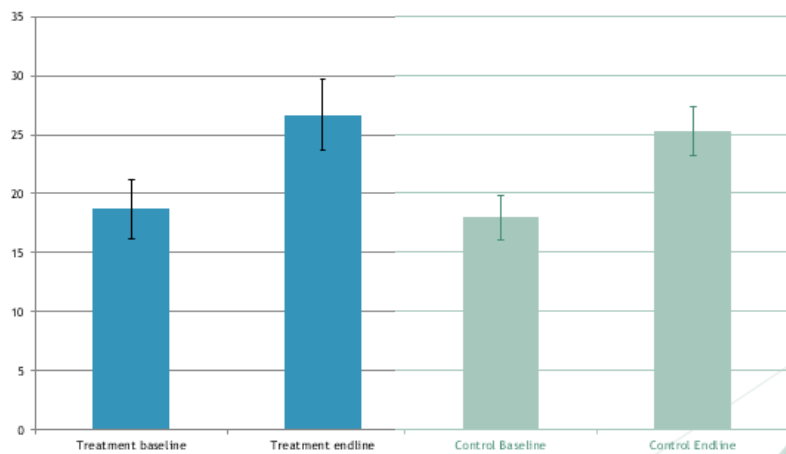


Standards of Evidence



Ref Project Oracle, UK

From Level 2 to Level 3:
The value of a control group.



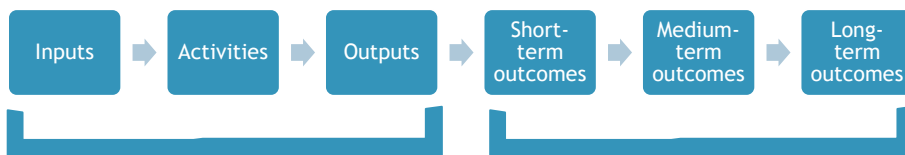
Source: Stephen Taylor, Volker Schoer and Thabo Mabogoane

Evaluation step one: What's your endgame?

	Endgame	Example
1	Open source	Smiling Mind
2	Replication	Job Support
3	Government adoption	Justice Connect
4	Commercial adoption	Hello Sunday Morning
5	Mission achievement	One Disease
6	Sustained service	STREAT

► Source: Alice Guglev and Andrew Stern. *What's Your End-game?*
Global Development Incubator. 30 January 2014.

Evaluation: What's your endgame?



Formative

- How does the program work?
- What did the program accomplish?
- What has influence how the program works?
- RE-AIM

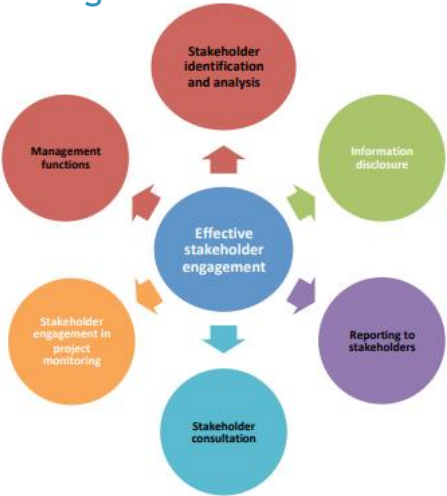
Summative

- What outcomes resulted from the program?
- Who's actually reading the articles (demand curve)?
- How do changes compare to other programs/sectors?

Evaluation: Key steps



Elements of effective stakeholder engagement—thoughts from one grantee



►Rogers, M., Johnson, A., Bird, J., Serow, P., Harrington, I. & Bible, V. (2021). Stakeholder engagement in an online community education project via diverse media engagements. Issues in Educational Research, 31(2), 626-643. Retrieved from <http://www.iier.org.au/iier31/rogers.pdf>

Value of a stakeholder meeting...

From: [REDACTED]
 Sent: Tuesday, 26 October 2021 10:24 AM
 To: [REDACTED]
 Subject: [REDACTED] Advisory Group Evaluation Meeting

Hi everyone

I had a great meeting with [REDACTED] last week. She's acting Exec Dir [REDACTED]

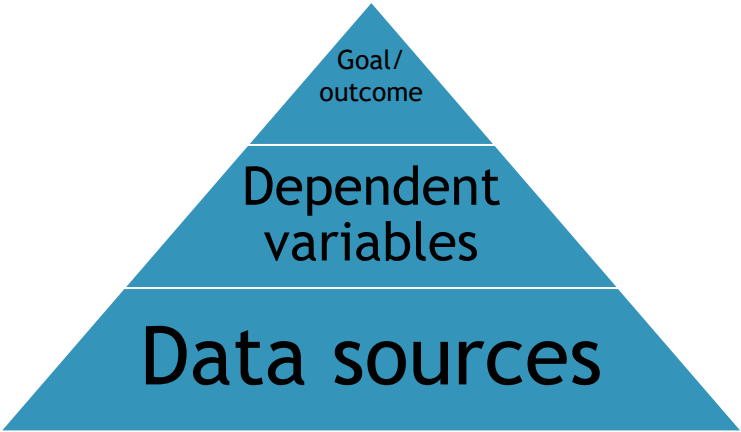
She had a few key recommendations.

- 1) Study this report from the Vic AG's Office: [REDACTED]. Apparently this was very informative in how they built their evaluation of the [REDACTED] project (\$150M project I think).
- 2) She emphasised the importance of 3 things: Governance, Performance Monitoring and Data
- 3) On Governance emphasised importance of data storage and data privacy (gov huge on this), staff safety. Include and explain the obvious (eg. Safety of patient records on our software). Governance extra important because of vulnerability of clients. Thought it looked a little light in [REDACTED] Proposal (which on the whole she thought was very good).
- 4) 'Performance Monitoring' is big in gov at the moment and should be visible at all stages. Monitor and measure every step including the ones we've taken so far. Consistency is key. "Performance monitoring trails into the evaluation piece."
- 5) On data recommended not aiming too high, then succeeding in those targets. Targets should include things like just having the three workers on site every week for x weeks (measures of activity I suppose).
- 6) On issue of costs benefit vs cost effectiveness she basically said do what you can. Very hard to demonstrate effectiveness (particularly over short period of time). But recommended putting effort into explaining likely benefits of interventions (eg. Avoiding prison time, avoiding homelessness).

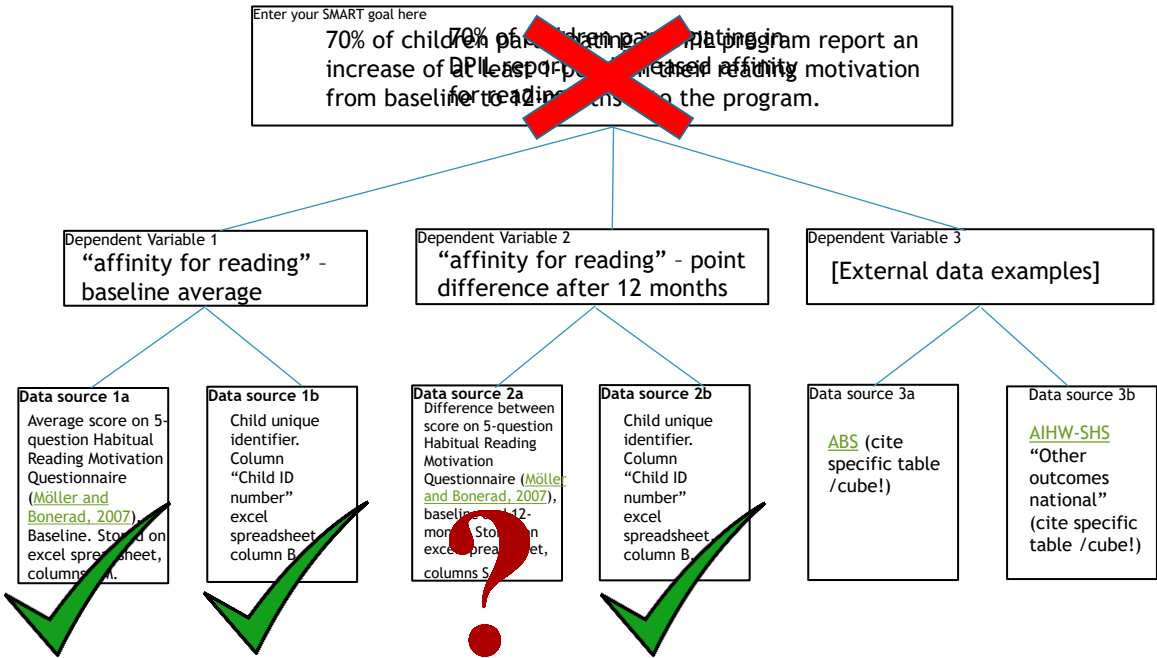
[REDACTED] was very supportive and encouraging. She's keen to visit if possible when we're up and running.

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Structured Pyramid Analysis Plan



REF: https://sslr.org/articles/entry/ten_reasons_not_to_measure_impact_and_what_to_do_instead



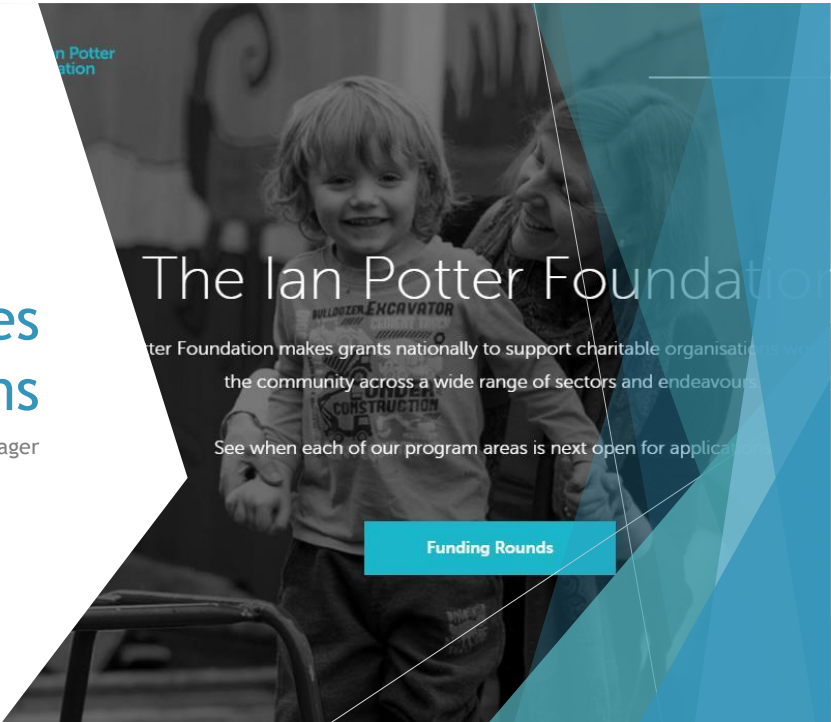
A look at your long-term outcomes

- ▶ Option 1 (SPAP-team): Take 20 minutes to complete an SPAP for one of your long-term outcome with a partner (either from your organisation or an external partner)
- ▶ Option 2 (SPAP-solo): Take 20 minutes to complete an SPAP for one of your long-term outcomes individually.
- ▶ Option 3 (Partner discussion): Take 20 minutes discuss one of your long-term outcome with a partner (either from your organisation or an external partner).
Listening partner please ask the following questions:
 - ▶ Are they aligned with your organisation's key mission?
 - ▶ Who is your endgame stakeholder who will be looking at this data?
 - ▶ How will you collect data?
 - ▶ Who will collect data?
 - ▶ Where will it be (safely) stored?
 - ▶ Challenges?
 - ▶ Ideas to 'work smarter, not harder'?



Sharing Stories - Comms

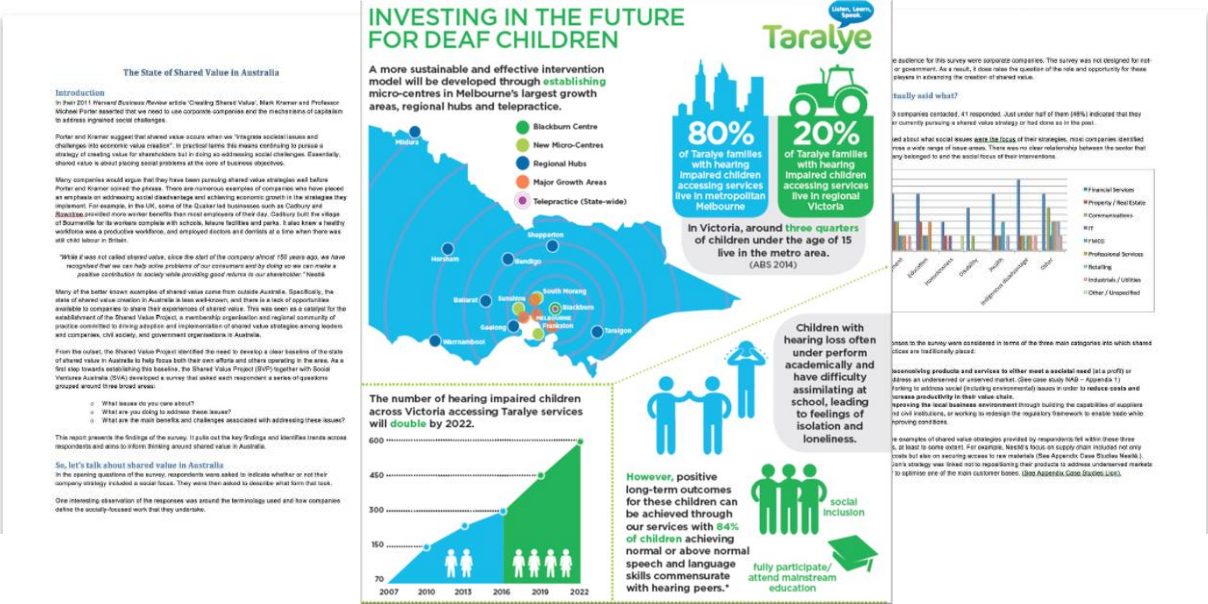
Sara Hearn, Communications Manager

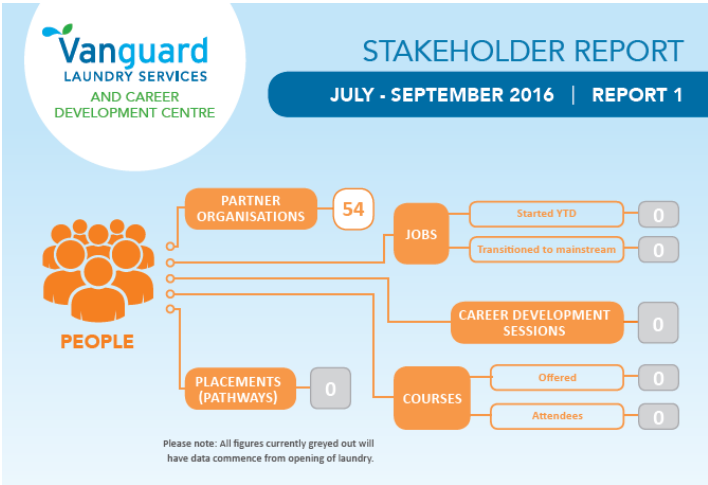


What funders look for in a successful project

- ▶ Leverage
 - ▶ Government funds?
 - ▶ Other grants?
 - ▶ Social enterprise?
- ▶ Sustainability
 - ▶ What's your endgame?
 - ▶ Who's the best minister/Department official?
Have you arranged a meeting?
 - ▶ If the key person leaves, what's the succession plan?
- ▶ Dissemination
 - ▶ <http://www.issuelab.org>
 - ▶ Web traffic: Facebook likes, Google Analytics
 - ▶ Workshops held, scholarly citations
- ▶ Collaboration
 - ▶ Other organisations?
 - ▶ International?

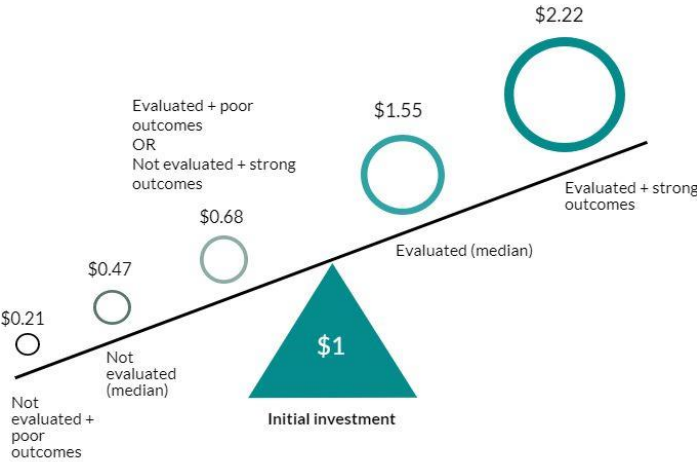
Dissemination: Simplicity





- Who are your audience?
- Pull out one big quote and one big stat for people to remember
 - Find other ‘pull’ quotes and numbers
 - Think about the best way to graphically represent each item
 - White space!
- Don’t forget the “ask”!

Leverage and Sustainability



Biggest fear

- ▶ My biggest fear (about the Potter project) is....



How can we help you thrive?

►To continue to achieve these goals we need to continue to grow our reach, you can help us by:

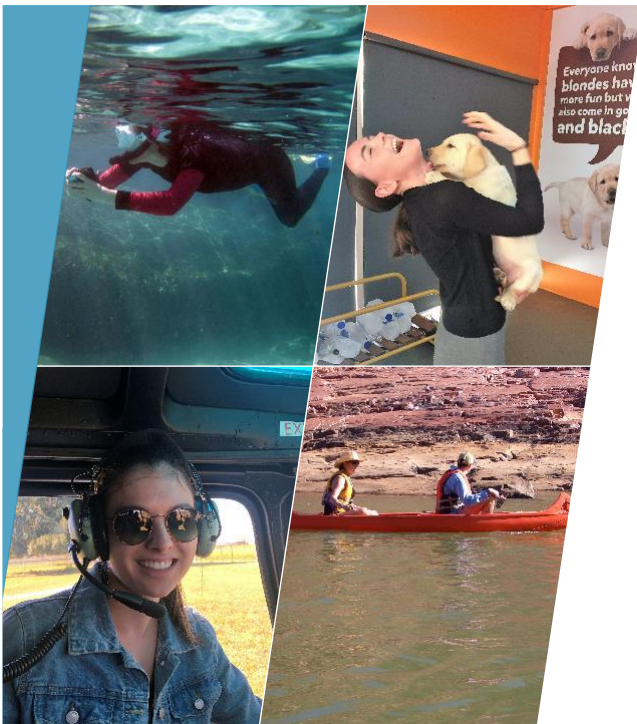
- Talking and advocating for Good360 at conferences/event/in media
- Introductions to product donors
- Introductions to freight companies (TNT, Australia Post)
- Sponsoring charities you fund or may have declined in a grant round
- Introductions to other funders
- Promoting Good360 on your website or marketing material (Annual Report)
- Sharing Good360 Impact Stories



Tip: Start somewhere, anywhere

It is the greatest of all mistakes to do nothing because you can only do a little. Do what you can.

-SYDNEY SMITH (1771-1845)



Conclusions

- ▶ Questions/arising matters
- ▶ Your take-aways: one specific future action/idea (chat box)
- ▶ Networking/conversations

Now that we're done...

- ▶ Within the next fortnight, please complete the "Goals review" requirement with any revisions to your goals, timelines or outcomes.
- ▶ If no revision is necessary, please just tick "no" on the first question and hit "submit"

