

# The future of Impact Reporting

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Changing the world for deaf  
and hard of hearing people

**RNID** • 

# RNID's Impact Reporting

- Introduced impact reporting in 2000
- Growing interest from Charity Commission about accountability and performance
- 2003/4 Impact Report won first place honours in CiB awards
- 2004/5 Impact Report won CIPFA PwC Public Reporting and Accountability Award
- Impact reporting established across many organisations but different models

# What Is Impact Reporting?

It is:

- a demonstration of accountability and transparency
- an integral part of your organisation's planning and reporting
- a measure of how you are making a difference
- a contract with your stakeholders.

# Why Do Impact Reporting?

Transparency → credibility → trust → support

- Marketing
- Fundraising
- Communications
- PR
- Management
- Planning
- Delivery

# Six Trends in Impact Reporting

1. Objectives
2. Measurement
3. Stakeholders
4. Planning
5. Simplicity
6. Finances

# 1. Objectives

- Objectives for year
- Impact achieved against objectives
- Aims for next year

## 2. Measurement

- Specific targets
- Media
- Public awareness
- Benchmarking against peers
- Customer satisfaction rates
- Research ratings

# 3. Consultation With Stakeholders

- Board of trustees
- Membership magazine
- Website questionnaires
- Marketing research
- Helpline queries
- Online discussion forums
- Other partners

# 4. Planning

- Who is your audience?
- Extract aims from strategic plans
- Focus on impact
- Regular monitoring of key measures

# 5. Keep It Simple

- Short
- Plain English
- Good design
- Case studies
- Transparent
- Readable

# 6. Financials

- Summarise key figures
- Funding priorities
- Money spent vs. impact achieved
- Use formally audited figures

# Move to Web?

- Move to web based communication
- Introduces flexibility
- Content searchable-thematic presentation
- Integration of video and interactive content
- Updateable through the year
- You can start dialogue over the report directly stakeholders
- Issues with Access?

# RNID Impact Report 2008

- Accessible
- Green
- Engaging
- Interactive
- Useful

The screenshot shows the RNID Impact Report 2008 website. The header includes the RNID logo and the title 'Impact Report 2008'. A 'Welcome!' message is displayed with a photo of a woman and a 'A message from our Chief Executive' link. Below this, there are four interactive buttons: 'Breaking barriers', 'Creating opportunities', 'Valuing hearing', and 'Working together'. The 'Areas of impact' section lists various categories such as 'accessibility', 'audiology', 'British sign language (BSL)', 'campaigns', 'care services', 'communication', 'education', 'employment', 'environment', 'equipment', 'government', 'hearing aids', 'hearing health', 'independent living', 'information', 'language service', 'professionals', 'membership', 'mental health', 'NHS', 'research', 'technology', 'tinnitus', 'volunteers', and 'website'. A 'Stories' section features a video player with a photo of a woman and a list of featured stories: 'Ben', 'Zuhair & Zuhair', 'Cita & Dennis', and 'Dr Ruth Taylor'. The footer contains navigation links: 'Impact Report Home', 'RNID Home', 'Feedback', and 'Contact'.

# Q&A

