

**Carers Trust Heart of England and Aleron**  
State of Caring 2018 Conference – Impact Management Workshop  
12 July 2018

# Introduction

## Carers Trust Heart of England and Aleron have worked together to build their first Impact Management Strategy and Framework



**Sonja Woodhouse**  
Chief Executive  
Carers Trust Heart of England

*Carers Trust Heart of England supports carers and the people they care for across Coventry and Warwickshire. We are a One Stop Shop to meet carers' individual needs by providing information, advice and support including a wide range of practical support.*

*We respect the individuality of carers and people with care needs and seek to promote their choice, independence, dignity and safety. We believe that carers must have access to high-quality services that enable them to benefit fully from the support we offer.*



## Aleron

**Jovana Ma**  
Senior Consultant  
Aleron

*Aleron is a social impact consulting firm dedicated to enabling organisations and individuals to generate positive and sustainable social and financial outcomes.*


*To create sustainable change, we provide a range of services from strategy and transformation to impact management. Our services include:*

- Strategy and Planning
- Data Analytics
- Social Impact and Innovation
- Investment and Mergers & Acquisition


# Why are we holding this workshop?

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The purpose of this workshop is to introduce the concept of 'impact management' and explore how you create long term impact for the people you support



“What is **impact** and why do I need to **measure** it?”



“How can I **demonstrate** the impact of my service and the **difference** it makes to my clients?”



“What is an **impact strategy** and how can I create one?”

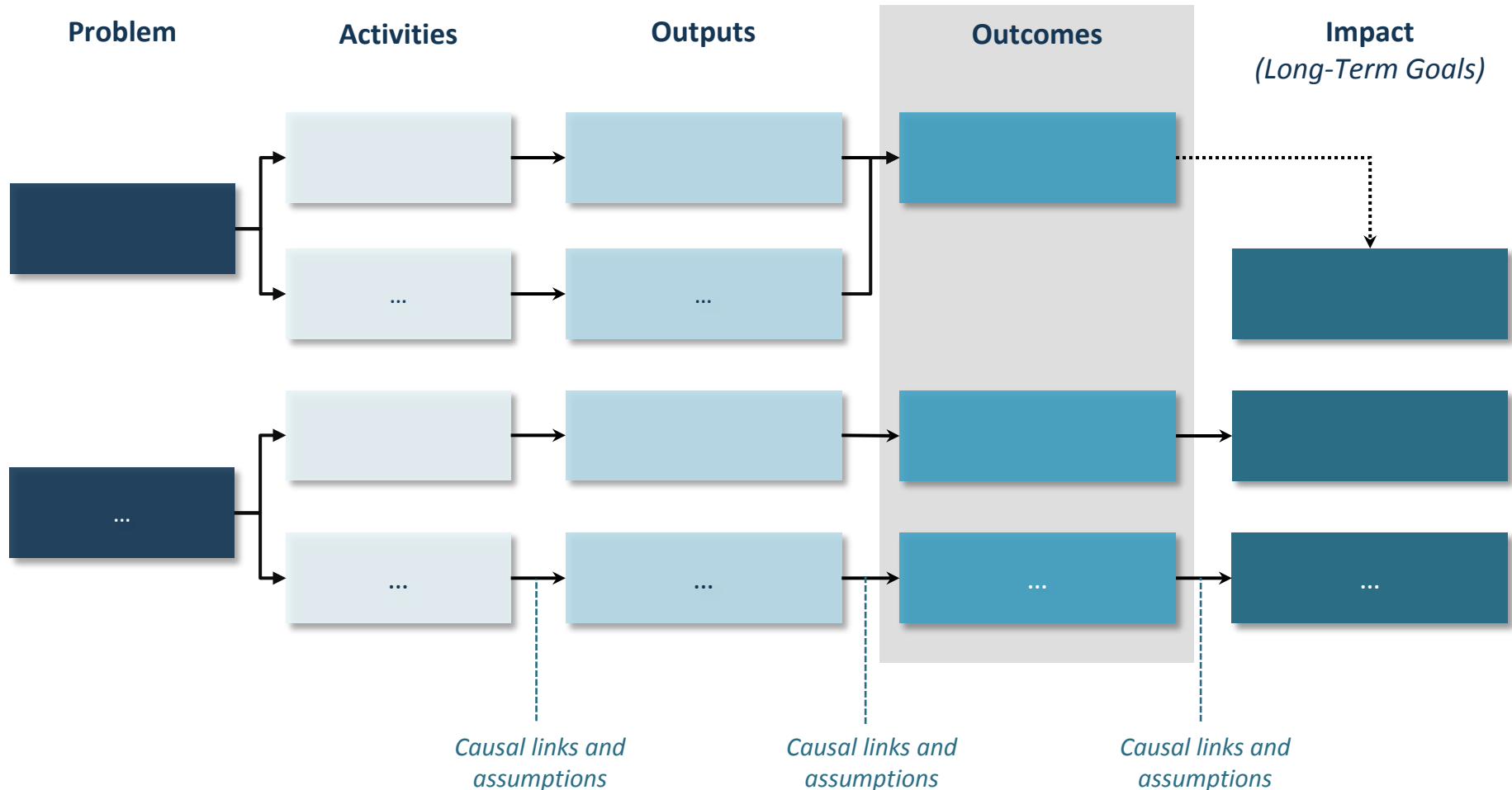
# Why should we measure impact?

There are a range of benefits to measuring impact, for both your organisation and the people you support

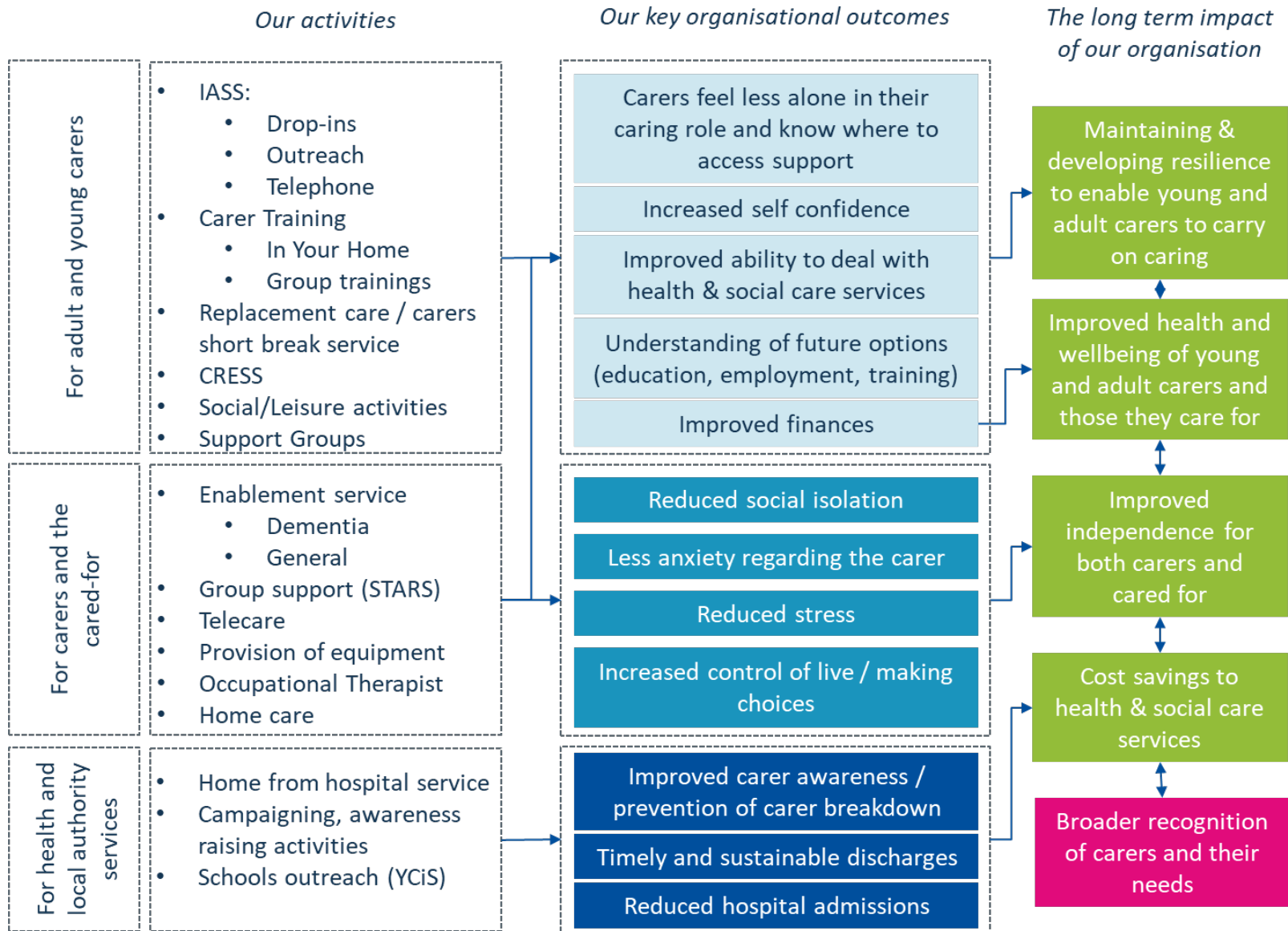


# Theory of Change

Theory of Change is an approach that allows socially driven organisations to define the long term change and outcomes they want to create and how to get there



# Example: Carers Trust Heart of England



# Using impact data and reporting

Effective impact data helps you to communicate the positive change that you have created for the people you support, or the problem you are trying to address

## Funders, Commissioners and Supporters



Demonstrate the impact you are making in your annual report, an impact report or commissioner's reports

## Board and Management



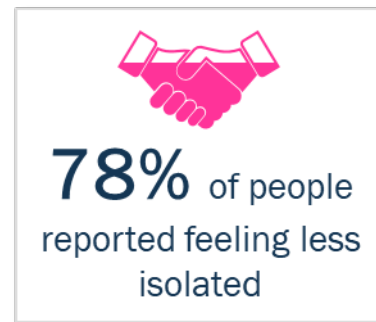
Create high quality management information and track your performance as an organisation

## Internal Staff and Volunteers



Recognise, celebrate and share your team's successes and identify areas that need improvement in the future

## Fundraising and Communications



Build a strong story for communications and fundraising materials, such as websites, leaflets and social media



# Contact Us

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Please do not hesitate to contact us if you have any further questions or would like to discuss anything that we have covered in today's workshop



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