



Show what good looks like

Social impact reporting

Values driven organisations
ensure sustainable profitability.



Proud to recognise and
endorse the **CSR-Accreditation**
scheme delivered by CSR-A

Social impact reporting

Showing **purpose** with profits

Social impact reports are similar to (and often run alongside) an annual report. They show all your audiences and stakeholders the beneficial outcomes and future plans that your business is making through environmental, workplace, community and philanthropic commitments. These include, not just the intrinsic benefits social responsibility has to the planet and to society but also the vital return on social investment (ROSI). ROSI in turn, includes operational and financial savings, employee engagement and bottom line benefits that are vital for tendering, financial investment, organisational sustainability and ultimately long term business success.

Impact reporting is an invaluable marketing and communications tool for evidencing and showcasing positive socially responsible activity. They visually demonstrate that by putting values at the heart of your organisation you will deliver a sustainable profit.

Impact report production is an independent service which can draw from a CSR-Accreditation application (organisations that are Accredited can use their applications as a comprehensive starting point for an impact report). Alternatively an impact report can be unrelated to an Accreditation for those organisations that have effective CSR policy in place.

An impact report is an essential tool for bench-marking and measuring your social responsibility activity and will include advisories for future development. **Impact reporting shows that through effective CSR policy your organisation has made a significant 'Return On Social Investment' (ROSI) with positive outcomes for society, the environment and vitally, your companies bottom line.**

Comprehensive impact reporting is an essential part of impact measurement, allowing your supply chain and others to learn from your activity. It also promotes a culture of engagement, accountability and transparency.

Many organisations struggle with what information to include in these reports and what to leave out. How do you best present your impact data? CSR-A provides an experienced, structured and creative approach for assessing and identifying material issues, selecting reporting frame-works (such as Accreditation) and establishing priorities. An impact report will smartly communicate your policies, your progress and your future plans and ambitions.

An impact report delivers required information:

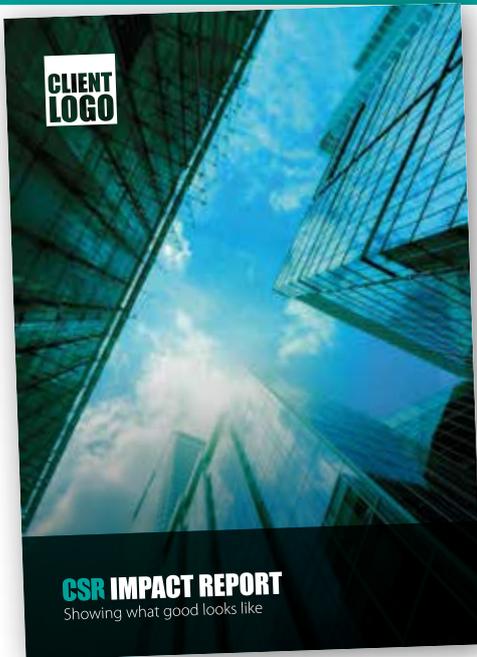
- Consultation bench-marking – reviewing socially responsible initiatives, measuring and evaluating.
- Measure – to explore what you are already doing and what impact this activity has had.
- Analyse and evaluate – to identify potential social responsibility activity scope and processes.
- Report and recommend – write up, illustrate and publish outcomes and conclusions.

CSR-A also provides practical advice about the questions an impact report should answer. How do you make the most of existing data and how do you communicate your impacts to your various audiences?

Reporting your impact will help you to:

- Review your impact against your vision and goals.
- Create a learning organisation where people focus on results and adapt and continually improve.
- Motivate staff and all stakeholders through celebrating achievements.
- Build trust, engagement and credibility with all of your organisations audiences.
- Share lessons with other organisations.

If you're leading the pack, that's a great story and can help your business to **attract customers, talent and investment.**



Engage all your staff

Impact measurement is a collaborative effort. We work with key individuals to learn about data they are already collecting and how they can record outcomes as they proceed. We then build a culture of learning across the whole organisation by including the impact report in inductions, personal development and job descriptions, reviewing it in meetings and appraisals, and encouraging you to share impact stories in regular staff communications.

Your impact report will feature:

- Highlights at a glance
- Chairman's/Official Statement
- Strategic Report
- Business/CSR Vision
- Staff Engagement
- Impact Reports (Categorised by the CSR Four Pillars)
 - Environment: activity, KPI's, benefits, financial impact
 - Workplace: activity, KPI's, benefits, financial impact
 - Community: activity, KPI's, benefits, financial impact
 - Philanthropy: activity, KPI's, benefits, financial impact
- Future planning

The report will provide benefits through:

1. **Clarity:** The reader can quickly and easily understand the organisation through a coherent narrative that connects socially responsible aims, plans, activities and results. The information is delivered in a clear and simple manner using visual devices such as info-graphics and diagrams to breakdown complex information and show statistics.
2. **Transparency:** Reporting is full, open and honest. Some of the best impact reports reflect an organisation's shortcomings, as well as its successes.
3. **Accessibility:** Relevant information can be found by anyone who looks for it, in a range of formats suitable for different stakeholders. Considering your audience is key.
4. **Accountability:** Impact reporting is all about being accountable for your work. A report should reflect this, and you should be upfront and honest about your commitments and motivations.
5. **Evidence:** Claims about impact should be evidenced appropriately, allowing others to critically review. Review can range from informal stakeholder feedback to external audit. Providing a range of qualitative and quantitative evidence for your impact is essential and key to the depth and breadth of your report.

CSR Impact Report Fees (Guides only and fees do not include print)

	8 Pages	16 Pages	32 Pages
Consultation Bench-marking - reviewing CSR initiatives	£750.00	£1000.00	£1750.00
Audit - to explore current activity and impacts	£500.00	£500.00	£1000.00
Analysis & Evaluate - to identify CSR scope and processes	£500.00	£500.00	£1000.00
Report and Recommend - write up and publish conclusions	£750.00	£1000.00	£1750.00
Design, artwork and production	£1250.00	£1750.00	£2000.00
Total costs based on document by page numbers	£3750.00	£4750.00	£7500.00

All Accredited organisations receive a 20% discount on impact report fees

Here are six tips to help you record your efforts, celebrate your results and take your organisation to the next level.

1. Keep it simple

Keeping a record of who did what, where, sounds a lot easier than it is. Many CSR professionals struggle to get their staff to keep an ongoing log of their activities.

The clearer and easier the process, the more people will log their activity. Nothing will dissuade people more than a complex, time-consuming recording system.

A good solution is to streamline your CSR recording process with your existing HR, accounting and environmental platforms, with different codes to define the different contributions.

2. Create incentive

Another way to get people recording is to incentivise the logging of charitable giving. What works varies from company to company, so don't be afraid to play around with different approaches and get creative!

Two great examples of logging incentives are matched-giving systems where the company gives a contribution for each employee donation recorded, and inter-departmental competitions with prizes.

The latter works well with recording, both volunteering and fundraising. Adding a little competition encourages people to log their hours and doubles up as a team-building activity.

3. Start by recording simple KPIs and build from there

Start out by recording three figures: volunteering hours, pro bono hours and fundraising. Early stages of impact reporting are about having some KPIs to keep on top of your programmes and show others that the projects are running smoothly.

Once you have this covered, you can consider fine-tuning the process. A natural progression is to further split these basic KPIs into more detailed subsections.

Volunteering can be divided into skills-based and non-skills-based. Fundraising can be split into cash and in-kind donations and converting time given to a monetary value.

4. Tell a story

Recording your community investment numbers is only half the battle. The way you tell the story will determine whether people pay attention or not.

Simply publishing your KPIs will not get people to take notice. Talking about the outcomes of the projects is a much more compelling way of presenting your work.

Use outcomes like hot meals served, cups of tea brewed or one-to-one employability sessions held to tell the true story of what you have achieved.

A good mantra to work with is 'data always needs stories, and stories always need data'.

5. Celebrate your success

It is important to celebrate once you've done all the hard work of getting employees to volunteer or fund-raise. Celebrating by running a 'Thank You' campaign is a great way to raise awareness of your achievements while instilling a sense of pride and creating buzz around the programmes.

A 'Thank You' campaign will encourage previous volunteers to return next year and inspire those who missed out to take part next time.

6. Benchmarking

Making a record of what you achieved allows you to demonstrate how your social responsibility engagement is improving year upon year; benchmarking will give external context and place your efforts amongst your peer group.

Use your CSR policy to: Communicate your credentials to all stakeholders, clients and customers through all your communications channels. Apply for CSR Accreditation. Enter the International CSR Awards. Publish an impact report and deliver positive stories to all your audiences and stakeholders...

Demonstrate your commitment now and **become a CSR Leader.**

Call **01494 444494** to find out more about application or visit **www.csr-accreditation.co.uk**

Take our free **CSR Accreditation assessment survey** online visit **www.csr-accreditation.co.uk/csr-assessment-survey/**

CSR-Accreditation, 97 Cock Lane, High Wycombe, Bucks HP13 7DZ

Email - info@csr-accreditation.co.uk Call - 01494 444494 or 07831 857332

