



Show what good looks like

Social impact reporting

Values driven organisations
ensure sustainable profitability.

Social impact reporting Showing **purpose** with profits

Social impact reports (SIRs) 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). This includes operational and financial savings, employee engagement and bottom line benefits that are vital for tendering, ESG scoring for financial investment, organisational sustainability, advisories for future development and ultimately long term business sustainability.

Impact report production is a service which draws from content that you have already composed, your CSR-Accreditation application and is the ultimate culmination of all the efforts you have made. SIRs are an invaluable marketing and communications tool for evidencing and showcasing positive socially responsible activity. Visually demonstrate that by putting values at the heart of your organisation you will deliver a sustainable profit. Your SIR should be distributed throughout your audiences internally and externally.

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.

CSR-A provides an experienced, structured and creative approach for assessing and identifying material issues, selecting reporting frame-works and establishing priorities which will smartly communicate your policies, your progress and your future plans and ambitions, all from your Accreditation application.

Designed to our corporate style to show that you have been recognised and endorsed by CSR-A and to promote your Accreditation, the SIR includes our high quality imagery, any supplied images, illustrations and where possible infographics to demonstrate your commitment.

Your social impact report will enable you to:

- Review your current impact against your vision and goals.
- Inform ESG scoring and benefit external tendering.
- Create a learning organisation where people focus on results, adapt and continually improve.
- Motivate staff and all stakeholders through celebrating effort and achievements.
- Build trust, engagement and credibility with all of your organisation's audiences.
- Share innovation and lessons with other organisations.
- Promote your CSR Accreditation and other recognitions.
- Show where your activity corresponds to the UNSDGs



Your social impact report will include:

SIR content is dictated by your Accreditation application content and where possible will include:

- Highlights at a glance
- Chairperson'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
- Your correspondence with the UNSDGs
- Your Accreditation
- Future planning/Advisory

Your social impact 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 SIRs 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. An SIR 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 viewers to critically review.

A Guide to Social Impact Report Fees (Prices do not include print)



£1100.00 + VAT

£4250.00 + VAT

£6500.00 + VAT

Infographics, diagrams and tables from supplied statistics - such as energy savings - £200 Per item

"We were blown away by the Social Impact Report that CSR-A have produced for us. It was amazing to see our efforts illustrated in this way. Our people are thrilled and proud of how socially responsible we are. Increasingly, we are getting more questions from clients concerning our CSR credentials including our ESG scoring and our support of the UNSDGs. We send out this document as evidence to show we are a socially responsible organisation." **Chris Williams - MD Prolectric**

A social impact report can be produced unrelated to an Accreditation for those organisations that have effective CSR policy in place. If you would like a social impact report but have not applied for Accreditation please call us on 01494 444494

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.

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

