

# FRII'S TEMPLATE FOR IMPACT REPORTING

*Adopted at FRII's AGM on 22 May 2013*

## The purpose of the impact report

The purpose of the report is to demonstrate the usefulness of the organisation to donors, the public and other stakeholders. As fundraising organisations following FRII's Quality Code, we can set our own standard for best practice in impact reporting in Sweden. When FRII's members all follow the same template, we learn from each other and subsequently develop and improve our ability to demonstrate what we have achieved.

In this document, "purpose" means the long term overarching purpose of the organisation, whereas "goals" refer to short-term activities in the quest for the overarching purpose.

## Principles for reporting

The following principles for best practice impact reporting must be applied to all reporting of the organisation's results and impact.

<b>Clear</b>	The reader can quickly and easily understand the organisation thanks to a coherent story connecting purpose, plans, activities and outcomes.
<b>Accessible</b>	Relevant information is easy to find for anyone wishing to access it. There is information adapted to different stakeholders.
<b>Open</b>	The reporting is complete, balanced, open and honest.
<b>Responsibility</b>	The report has been designed bearing in mind that different stakeholders (donors, members, clients, partners, funders etc.) must be able to find sufficient and relevant information to hold the management of the organisation to account. Responsibility in this context refers to both the formal responsibility of the Board and management towards the members of the organisation and the responsibility of moral character that the management of the organisation owes other stakeholders.
<b>Verifiable</b>	Claims of achieved impacts can be demonstrated in such a way that others may examine them.
<b>Proportional</b>	The scope of and level of detail in the report have been tailored to the size and complexity of the organisation and to the degree of complexity of the changes it aims to achieve.

These principles are not a legal framework but should be seen as a support in creating a report that helps create commitment among donors, members and other stakeholders and build and reinforce the credibility of the organisation.

## Template for impact report

The impact report itself is made up of six qualitative questions that are answered by the organisation. The below table offers supporting text for each question, but it is only the actual question that must be answered by the impact report.

Each question comes with a final control question, the purpose of which is to contribute to a communicative quality of the impact report. The control question helps clarify the purpose of reporting the answer to the question. The perspective is always that of the outside observer.

Name	
Organisation number	
Legal status	

Question	Supporting text
<p><b>What is your organisation trying to achieve?</b></p>	<p>Describe clearly the desired long-term achievements of the organisation. What benefit/change does the organisation wish to achieve? Describe for whom you exist. For whom are you hoping to improve things?</p> <p>Describe how achieving your goals in three to five years would contribute to the achieving of your long-term purpose.</p> <p>Control question:</p> <p>If someone who is not familiar with the organisation read this, would they understand what it is you want to achieve?</p>
<p><b>In what organisational context does your organisation operate?</b></p>	<p>Describe the organisational contexts that influence how/where your effects arise. If you are part of an international network of organisations or a larger organisation, it might be that large parts of the work to achieve your purpose are carried out by organisations other than your own. This may also be the case if you are cooperating in different ways with partner organisations. How that works is described here.</p> <p>Control question:</p> <p>Would someone who is not familiar with your organisation understand how you cooperate with other organisations in the work to achieve your purpose, and how that affects your choice of goals and working methods?</p>
<p><b>What strategies do you have to achieve your purpose?</b></p>	<p>Describe the overall working methods you use to achieve your purpose. Describe why you have chosen these particular methods and why you believe them to be best suited to achieving your purpose.</p>

Question	Supporting text
	<p>Control question:</p> <p>Would a person who does not have any insight into the work of the organisation understand how your working methods are logically connected to what you are hoping to achieve?</p>
<p><b>Which capacity and expertise do you have to achieve your purpose?</b></p>	<p>Describe the resources available to the organisation for the implementation of the strategy for achieving your purpose. Include both internal resources, such as employees, volunteers, financial resources and method competence, and external resources, for example in the form of partnerships and networks. Describe in particular how you use these resources to achieve your purpose.</p> <p>Control question:</p> <p>Is your answer presented in such a way that an outside reader would understand how your resources match your purpose and strategies, and does it paint a credible picture of your capacity to achieve your purpose?</p>
<p><b>How do you know if your organisation is making progress?</b></p>	<p>Describe the qualitative and quantitative key metrics, indicators or other means of measuring used to track your progress. Also describe important milestones on the path towards your purpose, and the methods used for monitoring and evaluation. Describe how you work with systematic learning and improvement.</p> <p>Please note that in this section you should not describe the outcomes in regards to indicators and key metrics, but rather outline which you use and describe how you work with them. The next section covers outcomes.</p> <p>Control questions:</p> <p>Would a person who is not familiar with your organisation clearly and unambiguously understand how you work to follow up on your goals and purpose?</p>
<p><b>What have you achieved thus far?</b></p>	<p>Describe the outcomes of the past year in relation to your purpose. Describe how these outcomes contribute to your continuing work, including both what you have already achieved and what you have yet to achieve. Aim to describe the results and effects of your work as opposed to the activities.</p> <p>Control question:</p> <p>Does your description provide an outside party with a clear and fair picture of what you have achieved in relation to your purpose during the time period covered by the report?</p>

