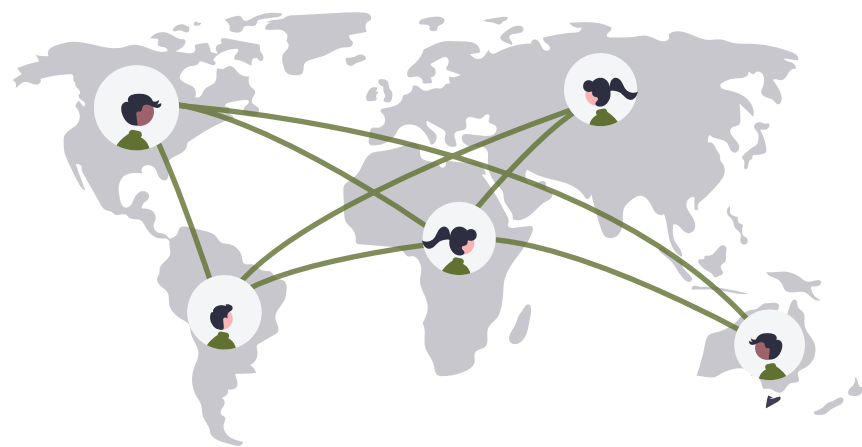


# MEASURING SOCIAL IMPACT:

## WHY IT MATTERS & HOW TO DO IT

Social impact is the result of a deliberate intervention by an individual, community, or organization with the objective of causing a **positive effect on social, environmental, and economic well-being.**



### WHY MEASURE SOCIAL IMPACT ?

- > Demonstrates accountability to communities, stakeholders, and funders.
- > Tracks progress toward the United Nations Sustainable Development Goals (SDGs).
- > Strengthens decision-making and optimizes resource allocation.

Build a Theory of Change to map how your activities lead to desired outcomes.

Track and monitor both short-term outputs and long-term outcomes.

Work with funders and policymakers to secure resources and align with broader goals.

### HOW TO EFFECTIVELY MEASURE SOCIAL IMPACT?

Use SDG indicators as a starting point and tailor them to fit your project.

Involve stakeholders at every stage to define priorities and outcomes.

Assess your data and plan its use effectively and address any gaps early in the process..

Strengthen your team's data management capacities or collaborate with skilled experts.

Collect both quantitative and qualitative data for a balanced analysis.

Use models like Social Return on Investment (SROI) to quantify social and economic benefits.