

Impact measures health check for charities

2-minute diagnostic for live services





How to use the checklist

This is for busy charity teams who are already collecting stuff and just want to know, “is this actually helping?” It’s a quick sense-check, not a test.

This should only take a couple of minutes. Answer for how things really are today, not how you wish they were. Keep a note of how many **Yes** and how many **No** answers you have.

This isn’t about throwing everything out. It’s about making what you already have a bit clearer, a bit leaner and easier for people to use.

When you’ve ticked through, look at the results section. It will tell you where you’re in good shape and where a small tidy-up would make a big difference.



Impact Self Assessment

Does your charity have a clear, measurable and ambitious impact goal? ☒ ☐

Are the metrics you collect directly tied to that goal? ☒ ☐

Do you track no more than three key metrics that really matter right now? ☒ ☐

Would a drop in any of those metrics get your team's attention straight away? ☒ ☐

Were these measures shaped with staff and, where it made sense, beneficiaries? ☒ ☐

Have you asked beneficiaries what outcomes matter most to them in the last year? ☒ ☐

Is your impact training practical and interactive (not just slides)? ☒ ☐

Do you review and tidy your metrics at least once a year? ☒ ☐

Have you dropped any metrics that no one was using? ☒ ☐

Do you track context (policy, funding, demand) so dips make sense? ☒ ☐



The Results...



Mostly Yes

You've got a healthy impact setup and people are using it.

Next: tidy old metrics and make sure context is captured.

How we can help:
sense-check it with you and keep it light.



Mix Yes/No

You've got the basics but it's harder for people to use day to day.

Next: co-design with stakeholders and drop what no one uses.

How we can help:
quick audit to spot the easiest wins.



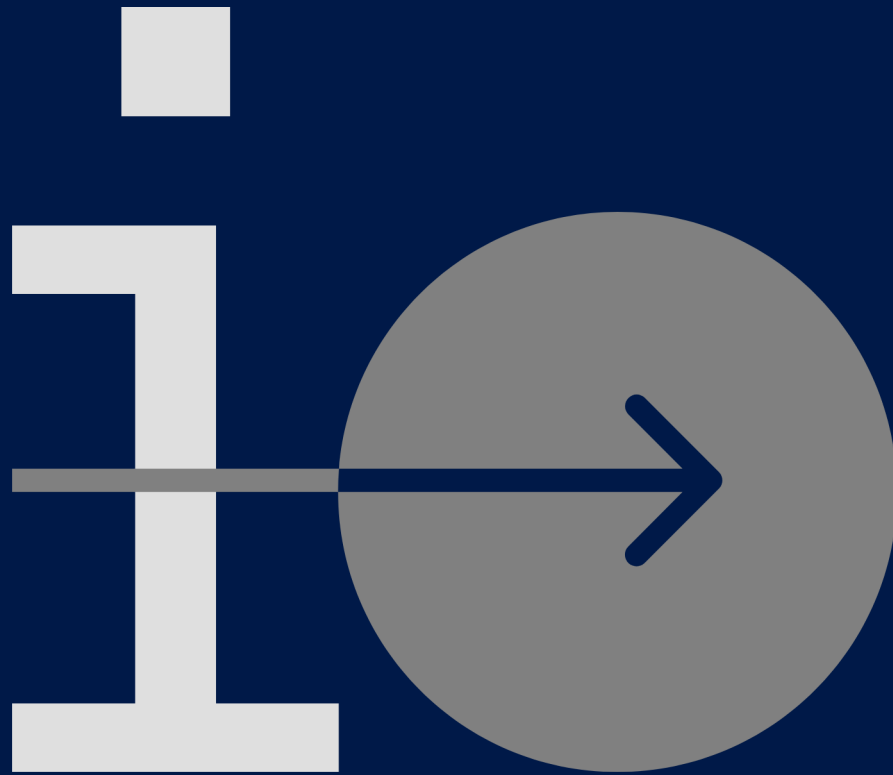
Mostly No

You're reporting, but it's resource heavy and not helping the work.

Next: name one clear outcome and pick up to three measures for it.

How we can help:
work through this with your team so it sticks.





***Change doesn't start with a workshop.
It starts with one honest conversation.***

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