# Measuring Impact Series

## Key terms used in Impact Measurement

### Monitoring
A systematic way to collect and record information/data to check progress against plans and enable evaluation.

### Evaluation
The use of information from monitoring and elsewhere to judge and understand the performance of an organisation or project.

### Impact
The broad and long-term effects of a project, organisations activities, outcomes and outputs. Taking into consideration an estimate of what would have likely happened anyway.

### Impact Measurement
A set of practices an organisation uses to demonstrate the difference it makes, together with information on indicators of those outcomes, data sources, methods of analysis and measures of outputs processes and quality.

### Impact Measurement Tools
A means of collecting data. Common tools are surveys, interview questions, observation and case records.

### Activities
What an organisation or project is delivering day-to-day.

### Inputs
The financial, human, and material resources used for intervention.

### Outputs
The direct and measurable products of a program’s activities or services, often expressed in terms of units (hours, number of people or completed actions).

### Outcomes
The results of activities or services, often expressed in terms of an increase in understanding, and improvements in desired behaviours or attitudes of participants.

### Enabling factors
Conditions or factors that need to be present or absent to allow an organisation or project’s work to succeed.

### Assumptions
The underlying beliefs about how a project will work, the people involved and the context.

### Attribute
Changes that can be reasonably be seen to be resulting from actions or interventions (external factors have been dismissed as causation).

### Causality
The relation between an event (cause) and a second event (effect) where it is understood the second is a consequence of the first.

### Counterfactual
An estimate of what would have happened in the absence of the intervention, service or organisation.

### Data
Information

#### Quantitative
Data on countable things.

#### Qualitative
Data on non-countable things.

### Base line
Data collected at the start of an intervention.

### Indicators
Data collected that shows what an outcome change looks like.

### Evidence
Data that is already available or planned to be collected that is relevant to supporting or testing a theory i.e. if an activity results in change.

### Aims/mission or final goal
The broader social change a project or organisation is trying to achieve.

### THEORY OF CHANGE & LOGIC MODELS
Tools used to show the relationship between aims and outcomes which gives detail on how to create conditions that help deliver desired outcomes and the effectiveness of a program.

### Social impact
The effect of an activity on the social fabric of the community and well-being of individuals and families.

### SROI - Social return on investment
A principles-based method for measuring extra-financial value (i.e., environmental and social value not currently reflected in conventional financial accounts) relative to resources.

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