



European Fundraising Association

Oslo 2019



12th Annual EFA Skillshare 21-22 November 2019

SOCIAL IMPACT MEASUREMENT

**Venue: The Norwegian Fundraising Association
Sentralen, Øvre Slottsgate 3, N-0157 Oslo**

NORGES
INNSAMLINGSRÅD



Thursday, 21 November 2019

- 10:00-13:00 **OPTIONAL SIGHTSEEING TOUR FOR THOSE ARRIVING EARLY**
- 14:00-15:30 **EFA ANNUAL GENERAL ASSEMBLY (members only)**
- 16:00-18:00 **EFA SKILLSHARE EUROPEAN TOUR (open to all Skillshare participants)
EFA members will each give a brief case study from their country**
- 18:00-19:30 **GUIDED TOUR OF OSLO**
- 19:30 **EFA SKILLSHARE DINNER**

Friday, 22 November 2019

- 09:15-09:20 **WELCOME, PROGRAMME OVERVIEW, ACKNOWLEDGEMENTS**
Gosse Bosma, President, EFA / CEO, Goede Doelen Nederland, Netherlands

- 09:20-10:20 **WHY MEASURING IMPACT MATTERS AND HOW LEADING ORGANISATIONS ARE DOING IT SUCCESSFULLY**

Doug Balfour, Chairman, Geneva Global, USA

Charitable and philanthropic sectors have changed across the globe – donors, their expectations, delivery of services and how we assess success. Perhaps the biggest single mind shift is that of reporting social impact. We will explore why measuring impact matters and how leading organisations are doing it successfully. Furthermore, what is impact vs activity reporting, how does seeking social impact lead to many other changes in practice and what are the benefits for non-profits in demonstrating lasting change to their supporters?



- 10:20-11:10 **A PLATFORM FOR MEASURING IMPACT – IS THAT POSSIBLE?**
Anders Magnus Løken, Director Risk Advisory, Deloitte, Norway
Today's situation is characterised by a focus on costs and a lack of a credible and common way of measuring and communicating effects. It is resource-intensive and is not motivated. What does it take to change that? We show how a platform that standardises measurement of impact and gives management information back to organisations can be the solution.
- 11:10-11:30 *Networking break*
- 11:30-13:00 **HOW DO WE CHANGE THE WAY THE PUBLIC VALUES OUR WORK?**
Facilitator: **Siri Nodland**, Secretary General, The Norwegian Fundraising Association, Norway
Knut Ove Børseth, Founder, Drive for Life, Norway
Further speakers to be advised
It seems wrong not to be able to document the results of our sector in a way that donors and the public in general understand. Perhaps it is because we present our results in a way that is different from other sectors? We believe that it is important to show donors of today and tomorrow that giving is important. It is an investment in making the world a better place. Some social entrepreneurs and NGOs have already had success in presenting a return on interest. We will share some best practices with you.
- 13:00-14:00 *Lunch and networking break*
- 14:00-15:00 **HOW TO DEAL WITH IMPACT IN THE SECTOR ON A NATIONAL LEVEL**
Facilitator: **Gosse Bosma**, President, EFA / CEO, Goede Doelen Nederland, Netherlands
Managing the impact discussion on a national level is a relatively new challenge. Our focus used to be on raising more public (financial) support for good causes. But what happens if you are, on a national level, challenged by stakeholders (e.g. donors, media, scientists) to be more accountable in what you really achieve for society? How to deal with that change in the way society is looking at philanthropy, charities and fundraising?
- 15:00-15:15 *Networking break*
- 15:15-15:55 **OUTCOMES – WHAT HAVE WE LEARNED AND HOW CAN EFA PROMOTE 'IMPACT' AS A MEASURE OF SUCCESS AT THE EUROPEAN LEVEL?**
Facilitator: **Astrid von Soosten**, Board Member, EFA / Deutscher Fundraising Verband, Germany
What have we learned today? How will 'impact' be seen as a measure of success and influence your home markets? Are there some synergies to be unleashed? What can EFA do to support you in establishing 'impact' as a measure of success with your organisations? What other topics are surfacing in your home markets that EFA should look into?
- 15:55-16:00 **SUMMARY OF KEY FINDINGS AND CLOSING REMARKS**
Gosse Bosma, President, EFA / CEO, Goede Doelen Nederland, Netherlands

