

Funders Forum 4 March 2020

**“Using your data to
make a case”**

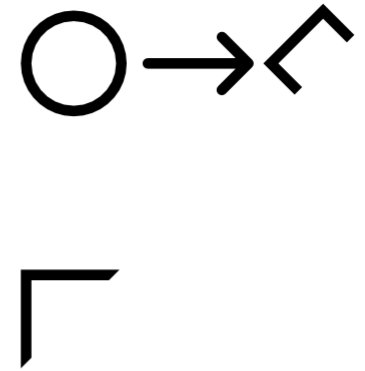
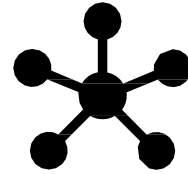
Liz Flaherty
Community Insights Lab

Community Insights Lab

Supporting Western Bay of Plenty
community organisations gain
confidence in how we.....

**collect,
explore,
report,
visualise
& learn from**

the info/data
we hold and wish to access



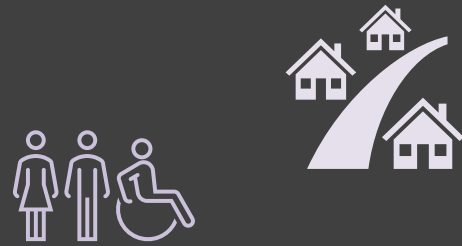


DATA

The social sector data face....



**Data
Poor?**



The Social Sector.....

**Information
Rich!**

Data can
provide
evidence of.....

Community
Needs & Issues

What your
organisation is
delivering



125,058	154,568	95,054	124,500
125,487	56,845	97,511	125,000
124,000	110,000	99,011	154,000
105,450	150,000	99,216	95,000
86,502	35,000	101,090	154,200
	83,000	101,684	110,000
	45,000	101,962	89,000
		102,747	50,000
			68,700
			123,000

Our Funders know about Data – THEY ASK US FOR IT ALL THE TIME!

Why is this project, programme or activity needed? What supporting evidence is this based on?

What are your current activities, services or programmes?

“.....Attach copies of recent research/surveys undertaken to support your application”

How do you evaluate your effectiveness?

How do you know that what you are doing is achieving the outcomes, and the changes that you are aiming for?

What is the membership/roll/client numbers for your organisation?

BAY TRUST
Supporting
Great Communities

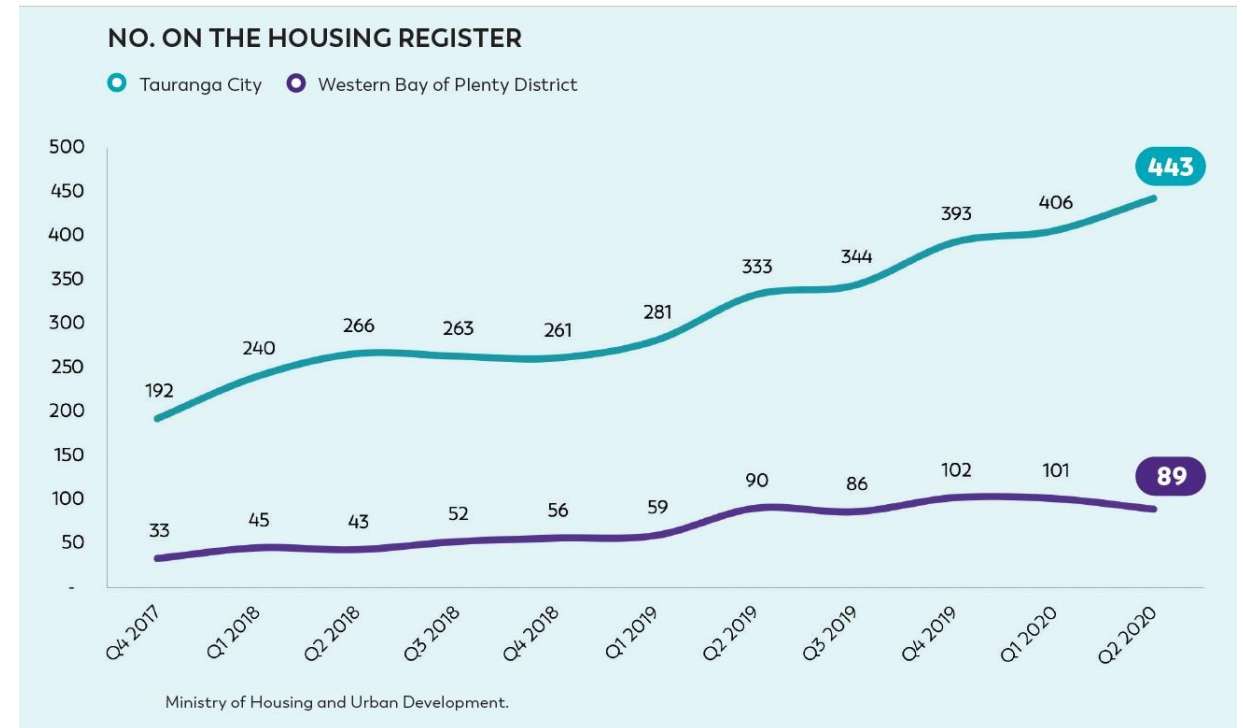


Data Sources

Internal (Primary) Data



External (secondary) data





Identifying and Using External Data

Creating pictures of the nature and size of community issues



Activities for older people in our suburb



External Data Sources

Provide Public (administrative) datasets
Can help provide a picture of local needs, issues and tell the story of your communities of interest



Te Tūāpapa Kura Kāinga
Ministry of Housing and Urban Development

Stats **NZ**
Tatauranga Aotearoa



**ORANGA
TAMARIKI**
Ministry for Children



**MINISTRY OF SOCIAL
DEVELOPMENT**
TE MANATŪ WHAKAHIATO ORA

 **MINISTRY OF
HEALTH**
MANATŪ HAUORA

 **NEW ZEALAND
POLICE**
Ngā Pirihimana o Aotearoa

 **MINISTRY OF
JUSTICE**
Tābū o te Ture


MINISTRY OF EDUCATION
TE TĀHUHU O TE MĀTAURANGA

 **SPORT
NEW ZEALAND**
IHI AOTEAROA

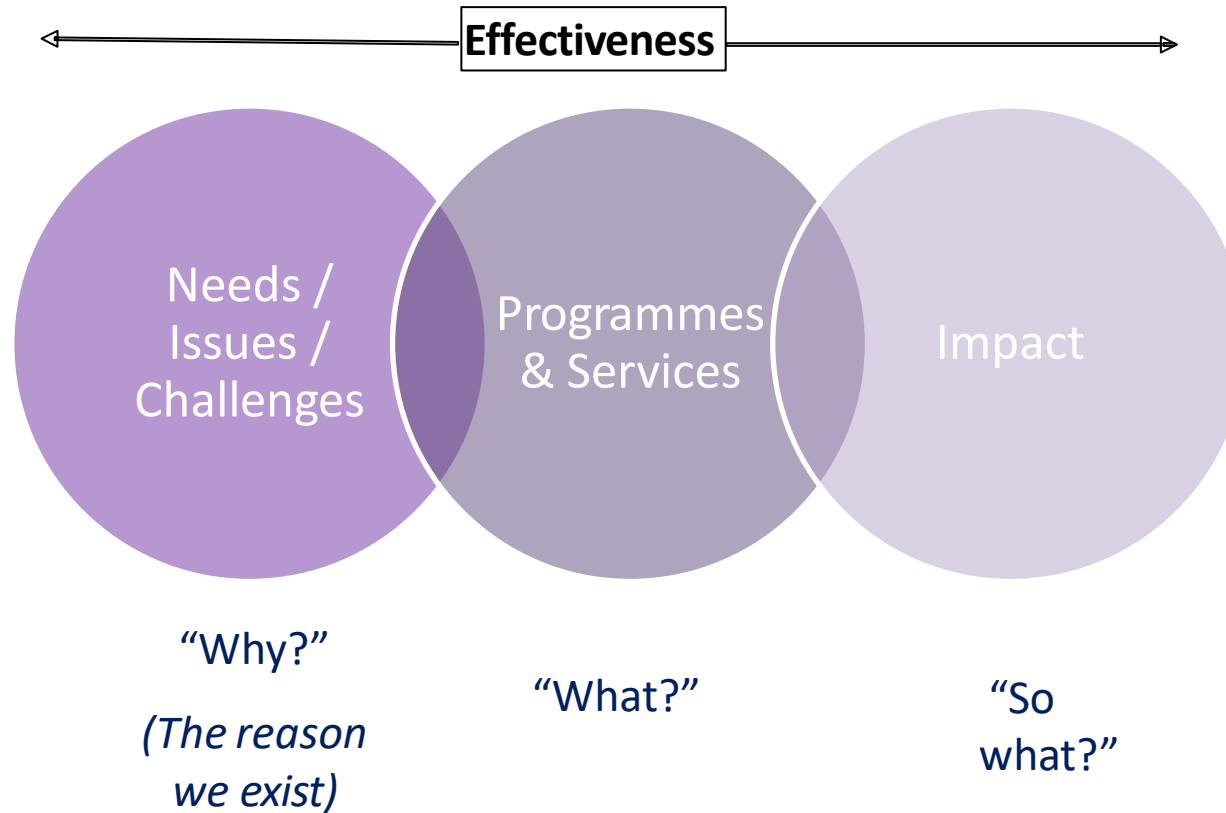
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 **Pātaka Raraunga**



Identifying and Using Internal Data

Data in the NFP Sector



Model adapted from work by Innovation Lab, Our Community (n.d.) <https://smartygrants.com.au/innovation-lab/resources-not-for-profits/data-capability> (accessed March 2020).



Assessing our work

- **User Data**

- Asks: Is your service effective at reaching its target group?
- Establishes: The characteristics of your service users

- **Engagement Data**

- Asks: How effective is your service at continuing to engage our target service users?
- Establishes: What services do people access and for how long

- **Feedback Data**

- Asks: What do people think about your service?

- **Outcomes Data**

- Asks: How have people been influenced or helped by your service in the short-term?
- Establishes: The immediate resources, benefits or assets that your clients gain from the service

- **Impact Data**

- Establishes: The long-term difference achieved for individuals, families, communities
- Asks: How have the outcomes achieved (above) helped people to change their lives for the better?

Working with our data



Creating data models to test theories;
automating data processes

Painting pictures with your data – creating reports /
visualisations to communicate what the data is telling
you... creating real-time dashboards

Getting data into a useable state; exploring its
characteristics identifying patterns

What information do we gather? In what form?
Where/how is it stored?

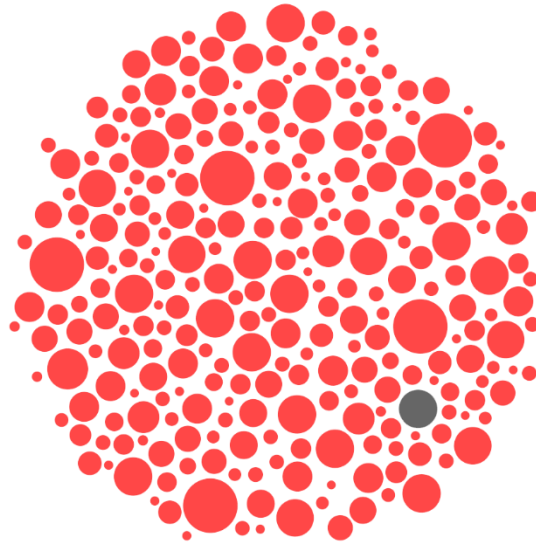
CUSTOMER DATA											
Source: Internal database											
Last Name	First Name	Customer ID	Email	Gender	Age	Address 1	Address 2	City	Region	Zip Code	Phone
Aubert	Elisa	773205	email1@email	F	63	300 Round Field		Cincinnati	NC	28612-848	(252) 092-3207
Awad	Abeed	291571	email2@email	M	28	2774 Shady Hills Falls		Fairbanks	MO	64397-804	(636) 517-5393
Baer	Sharon	723251	email3@email	F	22	5877 Broad Horse Isle	Apt 257	Thrash	AZ	86819-551	(520) 112-6909
Baxley	Mabel	647593	email4@email	F	67	7823 Quaking Plaza		Devil's Back	LA	71566-165	(225) 995-0163
Blair	Fae	590334	email5@email	F	65	5212 Noble Rabbit Carrefour		Smooth Hut	TN	37560-520	(615) 165-3762
Bourdon	Debi	289821	email6@email	F	58	5889 Honey Terrace		Coinjock	AR	72926-774	(501) 195-2884
Bubb	Lemuel	858988	email7@email	M	45	6944 Dusty Maze		No Mans La	CT	06448-506	(475) 031-7998
Cadena	Rocky	812363	email8@email	M	25	3969 Hazy Alley		Broomtown	OK	74351-741	(405) 168-9142
Camacho	Marcelene	596276	email9@email	F	73	1809 Cinder Downs		Herculaneu	WV	26161-358	(681) 034-4649
Casimir	Joseph	608034	email10@email	M	65	188 Blue Sky Centre		Weweantic	NY	13342-877	(929) 989-3284
Casper	Sara	852932	email11@email	F	73	9343 Gentle Rise Concession		Tuthilltown	OK	73054-099	(580) 184-5501
Chong	Lasandra	367812	email12@email	F	23	4157 Easy Key		Elevation	SD	57641-143	(605) 237-7735
Coale	Becky	602128	email13@email	F	54	8548 Silver Brook Meadow		Pill Hill	CT	06196-347	(475) 811-5473
Coppola	Rodolfo	284561	email14@email	M	43	3235 Wishing Road		Sam Raybur	NM	87615-142	(505) 701-1620
Corbo	Nestor	886370	email15@email	M	33	9764 Colonial Oak Circle	Unit 3351	Chiawuli Tal	MN	55954-740	(612) 285-1232
Destefano	Delbert	808026	email16@email	M	20	312 Crystal Island Bay		Grizzle	WI	53722-711	(608) 840-7969
Edison	Merrie	864023	email17@email	F	27	4643 Sleepy Grove Corners		Tiger Bluff L	AL	36712-939	(251) 745-5224
Enciso	Elmira	783795	email18@email	F	73	9161 Golden Walk		Meacham	MA	02601-004	(857) 739-4817
Eno	Sid	502679	email19@email	M	45	7946 Lazy Run		Conquest B	CO	81880-503	(720) 119-5356
Gaither	Yuriko	683151	email20@email	M	21	8040 Little Round		Basket	NY	13895-108	(347) 829-9987
Gladstone	Esther	763383	email21@email	F	27	2877 Tawny Orchard		Happy Jack	SC	29421-748	(864) 701-8861
Glorioso	Giovanni	699451	email22@email	F	44	3065 Sunny Deer Loop		Lego	NH	03312-326	(603) 724-5022
Greenwald	Marcia	956723	email23@email	F	22	6234 Heather Fawn Nook		Skylight	NJ	08718-276	(973) 576-9622
Guadarrama	Duane	390457	email24@email	M	75	3620 Hidden Treasure Private	#811	Persist	MI	49992-321	(231) 900-7859
Hockett	Hassan	384266	email25@email	M	57	6959 Misty Quail Estates		Speedway	DC	20052-084	(202) 375-5033
Hubbert	Sarah	501514	email26@email	F	40	7843 Velvet Knoll		East Yazo S	NM	88353-504	(575) 838-4587
Janousek	Tana	826690	email27@email	F	60	9493 Iron Zephyr Way		Cheeseville	PA	15555-362	(412) 148-2899
Kawamura	Jacob	107459	email28@email	M	51	1501 Pleasant Dale Promenade		Dismal Key	OK	74963-420	(580) 785-9666

The social sector data face....



Agency (Interactive) Data Dashboards

**A picture speaks a
thousand data points**



Beautiful
Data

What the Community Insights Lab can offer

**Helping build data processes and systems
that don't make your eyes glaze over**

**Useable insights that
can really help make a difference**

**Support, training and awahi to
start getting the info you need, when you
need it**



**Data Dashboards of
internal agency data**



**CIL WBOP Social
Data Dashboards**



**Collaborative cross-
sector data projects**



**Deeper dive data
projects**



**Data Training and
Capability building**



**Contracted Data /
Monitoring Projects**



**The
Kollektiv™**


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Serving TK Community