



Social Enterprise & Entrepreneurship
ONE Social Enterprise Partnership -
Northern Region



Measuring SOCIAL IMPACT

WORKSHEET PACKAGE



Defining the Impact Worksheet



Social Mission

Social Enterprise

What are the principle areas of impact being addressed i.e., social, cultural, economic, environmental?

What specific objectives is the social enterprise wanting to achieve? Be as specific as possible. i.e., hiring underemployed, increasing procurement of local goods and services, decreasing use of disposable packaging

What are the indicators for these objectives? Again, be as specific as possible. i.e., Number of people hired annually; % of expenses on local goods/services; weight of monthly waste

What is the desired range for these indicators, for example a minimum and maximum range that demonstrates impact, relates to business plan and is achievable?. i.e., 5- 10 underemployed individuals hired annually for a minimum of 6 months part-time

Defining the Impact Worksheet



How will the data be measured?

Counted/Tallied

Questionnaire

Focus Groups

Quantitative vs Qualitative

How will the data be used?

Adjustments to Operations/Business plan

Marketing

Investment

Scale-UP

Less is More, Be Specific, Keep it Simple.