



Global Sisters

Impact reporting with impact

This case study is designed to help those interested or engaged in impact measurement by providing insights into the learnings from the development and ongoing evolution of Global Sisters' Outcome and Impact Measurement (OIM) processes.

Key take outs

- Global Sister's investment in impact reporting allows them to provide comprehensive insights into how the organisational is supporting Sisters and what impact this is having on their lives.
- Global Sisters recognise the diverse needs of the different audiences for their impact reporting and tailor their messaging to the issues and data that the audience values most.
- Global Sisters are investigating ways that impact reporting can provide opportunities for broader dialogue about the issues that impact women and their financial independence.
- Strengths of Global Sisters approach to impact reporting include: a detailed, mixed methods approach providing comprehensive insights; visually attractive and dynamic presentation; the use of storytelling to further demonstrate impact; and clear links between the organisation's goals and what it reports.



About Global Sisters

Global Sisters provides women opportunities to improve their financial situation by working with them to develop business opportunities. This aims to allow participants (called Sisters) to be self-employed and financially resilient.

The not-for-profit organisation works with women across Australia who are unemployed or under-employed due to systemic and structural barriers including single mothers, carers and older women. They help these women achieve financial independence through supporting development business acumen and skills, and helping them build and grow their business ideas.

The organisation was launched in 2016 and offers a three-year program at no charge to women. The program provides end to end support for Sisters who: are keen to explore if a self-employed business is for them; already have a business idea; or who own an existing business and are wanting to grow into a profitable and successful enterprise.

Global Sisters supports Sisters through a roadmap of programs across three stages of support to educate, incubate and accelerate.

1 - Educate

Foundational business education to support Sisters launch their business.

2 - Incubate

Business development education, tools, networks, coaching and microfinance, helping Sisters establish their business.

3 - Accelerate

Education, tools, networks coaching and microfinance to support growth of their business.



Global Sisters' Social Impact Reporting

Global Sisters have invested considerably in their social impact and reporting processes. The organisation tracks each Sister's journey within the program – checking in at multiple points to capture progress and impact over time. This focus on outcome and impact measurement has allowed the Global Sisters to better understand its own performance and to showcase its impact to supporters, prospective Sisters and the broader community.

In 2019, Global Sister's launched their Social Impact Platform to provide comprehensive, public reporting on their activities and impact. The platform is a stand-alone website, where users can explore both high-level and detailed data, stories and commentary on the impact that the program is having on Sisters and their path to economic security.

The Social Impact Platform is part of a key aim that Global Sisters has to make their impact reporting engaging and interactive. It's part of an overall commitment by the organisation to be transparent and develop innovative ways to communicate impact and the successes of Sisters that they support.

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We've always wanted to have this data so we can constantly improve internally, but are our aim is to take our supporters on the journey with us.

Global Sisters management

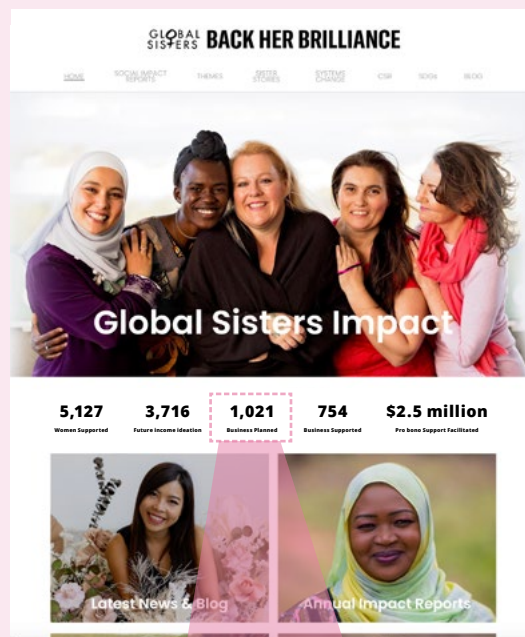


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Global Sisters Impact Counter

The Social Impact Platform home page provides a rolling live summary of its high-level activity data. This draws attention to the information that readers are most likely to be interested in and also helps to simply outline the intent of Global Sisters for those who may not be as familiar with the organisation.

The front page of the Platform presents an Impact Counter where several key data points are reported. This data is updated monthly to provide a real-time summary to demonstrate the scale of Global Sisters work and the accumulative impact the organisation has generated.



Reporting with purpose

Global Sisters' Social Impact Platform has been strategically designed to support various audience's engagement with the organisation and the Sisters it supports. Understanding these various audiences, including their reason for engaging with the reporting has been critical. This has resulted in a tailored approach that reaches beyond the transactional with existing funders and seeks to open a dialogue with a wide range of stakeholders regarding the issues of financial security for women and how Global Sisters addresses these issues.

Global Sisters tailor elements of their impact reporting to reach three key audience groups: supporters, Sisters and the wider community. Each group comprises of specific stakeholders that play a unique role in their contribution Global Sisters and their cause as summarised below.



Supporters

- Government
- Corporates
- Philanthropic
- Social Impact Funders



Participants

- Sisters
- Potential Sisters



Community

- Social Impact Sector
- Community-minded Individuals or Organisations

Global Sisters Social Impact Platform present different Reporting elements that use a mixture of activity, outcomes data and storytelling to draw specific audiences each with their own unique needs. The next section outlines how differing impact elements target specific groups of audiences.



Social Impact Platform Elements

Home Page

Audience: All audiences

The Home Page presents an overview of the key areas of reporting including Sister demographics, program reach and the key achievements under each impact domain. This gives readers a summary of the impact reporting available but also links them to further, detailed information if required.



Social Impact Report

Audience: All audiences

Social Impact Reports are available for download and describe progress towards achieving Global Sisters' vision and mission. The Social impact Reports are 8-10 page snapshots highlighting the key successes over the past year, profiling the Sisters the organisations is supporting and identifying the wider social impact that the program is having. Global Sisters make available their detailed Impact Report available on request



Theme papers

Audience: All supporters

Themes papers share evidence and in-depth analysis of the issues that impact on Sister cohorts alongside their stories. Each theme paper spotlights one socio-economic issue (e.g. education, pandemic recovery, single motherhood) and a selected cohort of women Global Sisters supports. Within each paper, Global Sisters showcases Sister stories and a range of case studies showing how women have overcome issues and the role Global Sisters played facilitating these successes.



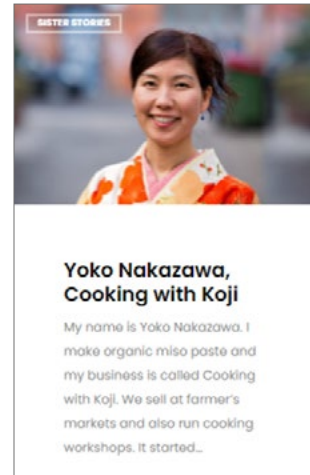
Sister Stories

Audience: All audiences

Sister Stories communicate impact through storytelling. Sisters Stories are communicated through:

Sister Impact Snapshots which illustrate the impact of Global Sisters support for a Sister across each of the six impact domains. Each Snapshot is one page in length, and enables readers to follow a Sisters journey by providing online and social media links to their businesses.

Sister Stories are narrated by Sisters, sharing their story and business journey. Imagery is a key component of these stories enabling readers to capture insight into to lives of Sisters and their businesses.



System Change

Audience: Philanthropic and Government supporters

System Change outlines Global Sister's strategic priorities and the key purpose and rationale for its program model. The Systems Change strategy is a three-page document that sets out how Global Sisters seeks to impact the lives of individual Sisters as well as broader national discourse and policy. The document details key statistics on the need for the program and the mechanisms by which Global Sisters effects change.



Corporate Social Responsibility

Audience: Corporate supporters

Corporate Social Responsibility highlights examples of corporate engagement with Sisters. Each case study showcases how support by partners including corporates, businesses and individuals benefits Sisters and their businesses. The case studies spotlight Sisters and supporters as a way of highlighting their contributions and inspiring others to be involved.



Sustainable Development Goals

Audience: Corporate supporters

Sustainable Development Goals (SDGs) demonstrates alignment of Global Sisters with eight of the UN SDGs. The SDGs are used by a number of corporate supporters to help identify and track the impact of their corporate giving. This section maps each of the Global Sisters' social impact indicators to eight of the SDGs. It provides evidence for how Global Sisters is contributing toward each of the SDGs which, in turn helps their corporate supporters to report how they are supporting efforts towards the Goals.

SDG Goal 1: No Poverty



SDG Goal 3: Good Health and Wellbeing



SDG Goal 4: Quality Education



Undertaking a holistic approach to impact reporting requires matching different audiences with the type and style of information presented. The table following presents a summary of the different areas of Global Sisters impact reporting and the level of interest from various audiences.

	High level activity reporting	High level outcome reporting	Detailed activity reporting	Detailed outcome reporting	Community impacts or savings	Impact over time	Stories of impact
Existing and potential supporters							
Government	○	○			●	●	
Philanthropic	●	●	○	○	○	●	○
Corporate	●	●			○		●
Social Impact Funders			●	●	●	●	
Participants							
Sisters	○	○				●	●
Potential Sisters	○	○				●	●
Community							
Social impact sector		○		○	●	●	○
Community – minded individuals or organisations	○	○					○

- Some interest
- High interest



Opening up a broader dialogue

Following the release of the 2021 annual impact report, Global Sisters launched the 'Our Business is Good Business' campaign to promote the organisation's impact across social media. This campaign aimed to spotlight the achievements of Sisters and promote discussion about the issues that impact women and their economic independence.

Using both Twitter and LinkedIn, the campaign provided insight into the ways Global Sisters are facilitating impact for women across the country. It provided an opportunity for Global Sisters to connect with other members of the social impact sector, creating awareness for the organisation and building the profile of their approach to driving long term, systemic economic progress for women.

It was hoped that this pilot campaign would kickstart a broader conversation about core issues faced by Sisters and help promote Global Sisters to a wider audience.

While the campaign was received positively by stakeholders, Global Sisters reported that it didn't achieve level of the broader dialogue and discourse around the highlighted issues as hoped.

However, Global Sisters recognise the importance of using these experiences to inform continual improvements and adaptations in how they use and promote their impact reporting. This includes working towards increasing use of video-based storytelling. It is hoped that this will help democratise reporting, through providing Sisters a platform to share their own experience and add complexity to the impact stories to increase engagement.

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We're keen to see what we can do with video storytelling because Sisters can tell the stories by themselves. This will add a richness that can't be gained from other survey and interview methods and we know that our supporters are looking at high level details. We know that videos get so much cut though.

Global Sisters management

Global Sisters Retweeted



Global Sisters
@GlobalSistersAU

Read about women's economic security & micro business among the women we support who practice "good business" in the Global Sisters 2021 Impact Report [linkedin.com/pulse/womens-e...](https://www.linkedin.com/pulse/womens-e...) #women #EconomicSecurity #Australia #MicroBusiness @Anne_Ruston @SenatorHume @officeforwomen



6:22 PM · May 26, 2021 · Twitter for iPhone

Key strengths of the impact reporting approach

Global Sisters has received very positive feedback from their various impact reporting audiences on their Social Impact Platform. The key strengths of their approach to impact reporting are provided below.

In-depth reporting provides transparency

Global Sisters provides detailed public reporting that allows for an in-depth exploration of the organisation's impact. Their mixed methods research approach captures information related to demographics, activity and engagement, participation barriers, and outcomes at different stages of a Sister's journey. This level of detailed information reflects Global Sisters' commitment to extensive, rigorous and transparent public reporting. Stakeholders reported that while they may not always delve into all the detailed reporting, the availability of this information increases confidence in Global Sisters as an impact organisation.

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The way Global Sisters presents their theory of change and everything else - it builds confidence. It shows the depth of consideration. They show a holistic approach with the reassurance that they've sat down and analysed the issues.

Global Sisters supporter

Reporting is visually attractive and dynamic

Global Sisters Social Impact Platform is designed to ensure the reader is drawn to key data and insights. By using a website platform, readers can interact with the impact reporting dynamically, easily selecting the areas of reporting they are most interested in.

Global Sisters strong branding and visual identity is consistent and easy-to-follow. Iconography, photographs and infographics are used throughout the Platform to highlight key points to readers.



Use of stories and qualitative insight to capture a depth of information:

Global Sisters emphasise the importance of the voice and individual story of Sisters within their impact reporting. This adds richness to their data and helps to create a person connection to the different impact domains. Using storytelling is a powerful tool that enables Global Sisters to share Sister's experiences and evidence of success.

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My encounter with Global Sisters made it so much easier to try to pursue a business with a family.

*Florence Olugbemi
Designed by Florence*

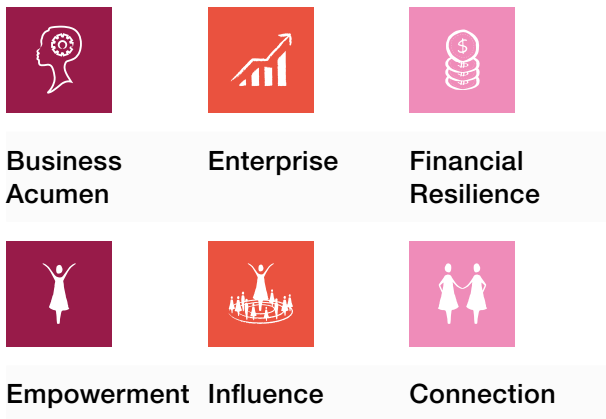


Clear and consistent focus on impact domains

Foundational to Global Sisters impact reporting is its theory of change (known as its Social Impact Framework) and Monitoring, Evaluation, Accountability and Learning Framework (MEAL). These provide Global Sisters with logical frameworks that map the core purpose of the organisation, the activities it undertakes to work towards the core purpose and the organisation's intended outcomes.

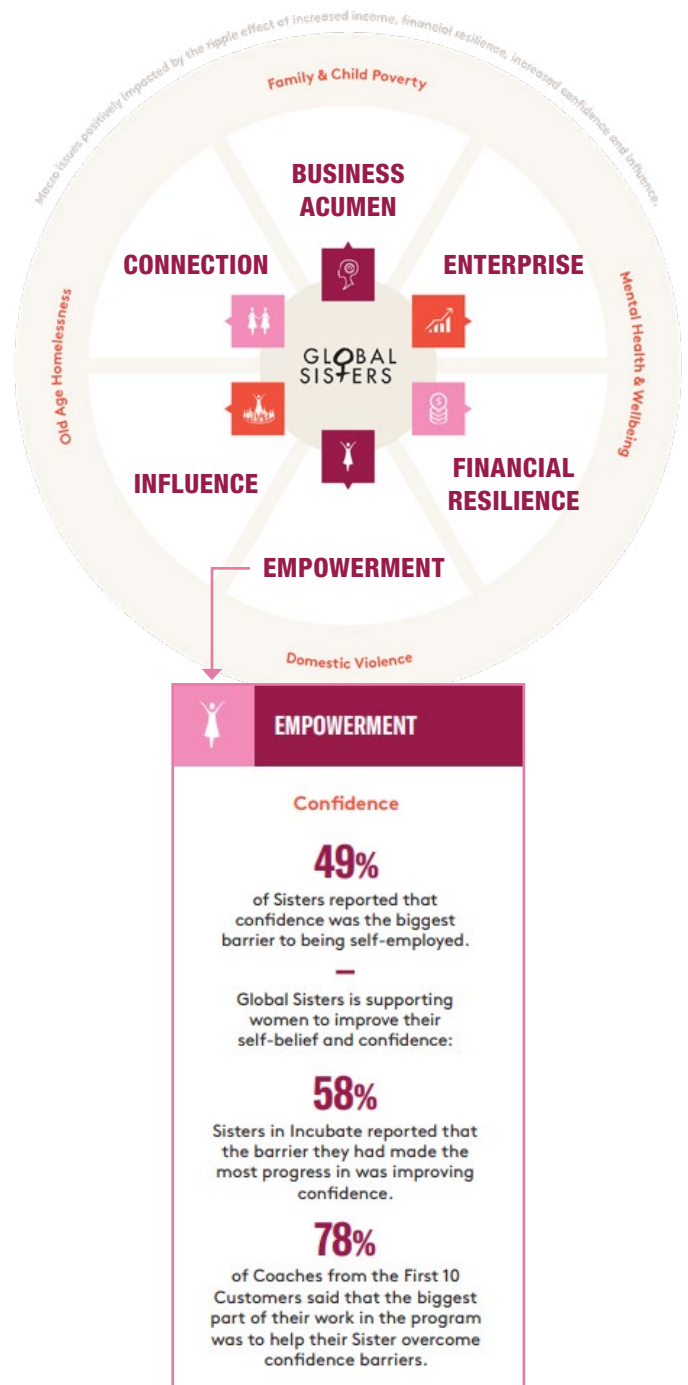
Global Sisters Social Impact Framework identifies six impact domains that are tracked throughout a Sisters' journey with the program.

Global Sisters impact domains



The impact domains are referenced throughout Global Sisters impact reporting. This allows Global Sisters to communicate a clear link between the activities the organisation facilitates with the impact it creates, both for individual Sisters as well as the wider community.

This helps users of Global Sisters Social Impact Platform to follow a clear logic around what the organisation is trying to achieve and the progress they are making against each of the impact domains.



For more information on Global Sisters visit globalsisters.org and to find out more about the impact the program is having view the [Global Sisters Social Impact Platform](#).

This case study is a series of six-monthly case studies following Global Sisters' approach to outcome and impact measurement and how they use OIM to support growth and scale. The case studies are funded by the Department of Social Service (DSS) to provide information to the social impact investing sector to better understand, define, measure and communicate their nonfinancial social outcomes and impact.