

Communicating Impact

Practical ideas for charities

REWIRED

Connected
Communications

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About me

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NED



REWIRED

Making an impact





SORP 2026

“Clear and transparent reporting is essential to maintaining public trust in charities. People want reassurance that their donations are being used effectively to support good causes. We hope the updated SORP helps charities achieve this by enabling them to communicate both their financial position and the impact of their work more effectively.”

David Holdsworth, CEO, Charity Commission

Communicating impact can build support

- **45% say a charity making a real difference is an important driver of trust**
- **69% say transparency about money raised and spent makes them more likely to support a charity**
- **Showing existing donors what their gift achieved can increase willingness to give again**

Source: Public trust in charities research, 2025, Charity Commission

The opportunity

Communicating impact beyond statutory reporting.

Giving supporters a compelling reason to stay.

Reaching new audiences + growing supporter base.

The challenge

Turning compliance evidence into communication people understand.

Turning heads.

Turning understanding into action.

Activity, outcome and impact

**15 workshops
delivered**

ACTIVITY

**Participants
feel more
confident**

OUTCOME

**More people
can move into
work**

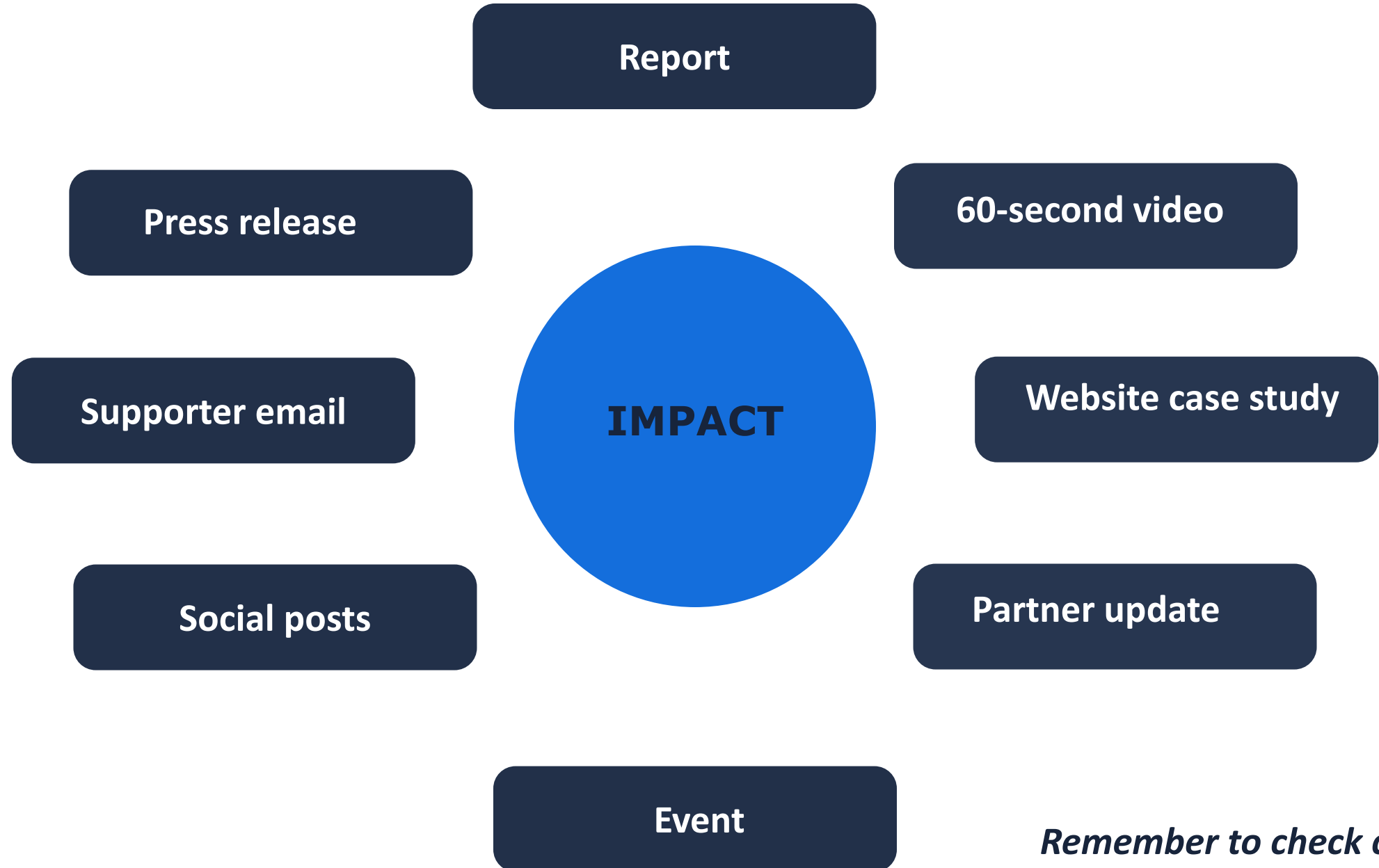
IMPACT

What changed because you were there?

You already have the evidence

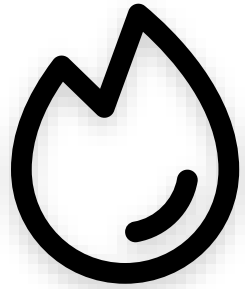
- **Monitoring data**
- **Funder reports**
- **Feedback and surveys**
- **Staff and volunteer knowledge**
- **Research and evaluation**
- **Supporter questions**

Now consider the best way to communicate it



Remember to check consent

The key principles to engage your community



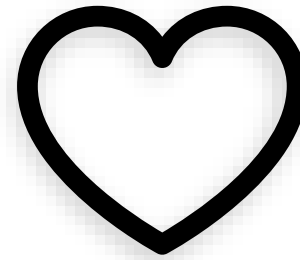
Start with the impact

What changed? For who?
Why does it matter?



Show the reader as enabler

How does the supporter
make the next stage
possible?



Evidence and emotion

Use one proof point,
example, quote or
outcome.



Call to action

Ask for a donation, reply,
meeting, introduction

Shift from **explaining what you do** to **helping your audience to picture the difference they can make**

Instead of: “We deliver an extensive range of artistic, participation and access programmes.”

Try: “Your support helps more young people and families experience the magic of theatre — on stage, in schools and across the city.”

Impact evidence is most effective when it is tangible, human and tailored.

TRESAITH BEACH | July 2025

'The little girl and her grandma clung to each other in the waves'

Molly Newland | RNLI Lifeguard



RNLI lifeguards kept people safe to enjoy our beautiful beaches throughout 2025

It was quite cold, but a fairly busy day. I was sitting in the lifeguard chair on Tresaith Beach, and there were dumping waves. I watched a woman walk into the water while holding a little girl, her granddaughter. And I saw a wave come and knock them over. It happens; I thought they'd get straight back up again. But the waves just kept coming and they weren't getting up. This all happened in a matter of seconds. I ran in to help.

The little girl and her grandma were clinging to each other, being swept about by the waves and pulled deeper by the backwash. I made the quick decision to get the girl back to the beach first. At this stage, she was face-down in the water. This would have still been a matter of seconds, but it felt at the time like it was going on for ages, because every second counted. The grandma was panicking and holding on tight to the girl, but I managed to pick the little one up and carry her

out of the water. She was crying. I had to leave her on the sand and go back in for her grandma.

The woman still couldn't get to her feet, she must have been very tired and scared. I got my arms under her armpits and managed to pull her upright and walk with her back to the shallows, so she could catch her breath.

I brought them to the lifeguard hut and gave them the big blue RNLI blanket we give to people who look cold. I checked them over, made sure they hadn't inhaled any water, and gave some safety advice.

Later that day, the little girl came back with some shells she had collected for me on the beach. I was really touched by it. I collect sea glass I spot on the beach, so I gave her a piece of sea glass from my pocket. The grandma asked what beach I was going to be on the next day, and they found me and gave me a shell the little

'It felt like ages, but it all happened in a matter of seconds'



Molly was touched when the little girl presented her with a shell - hand-painted especially for her

girl had painted for me overnight. It was really sweet. I still have it, on a shelf in my bedroom, next to a picture of our lifeguard team. The colours she used are pink, yellow and blue.

Molly is just 1 of 1,608 RNLI lifeguards who patrolled in 2025



3,126

PEOPLE RESCUED



117

LIVES SAVED



249

BEACHES COVERED



Dig deeper into LIFEGUARD STATISTICS [here](#)



CKETS

Chapter 1

A NEW CHAPTER BEGINS

After the Great Games, the people of the West Midlands found themselves at a crossroads: would 2022 be remembered as a single moment in time, or the start of something bigger? In the heart of the Great Region, where leaders gathered, the Throne of Legacy stood. It was here that the United By 2022 Charity declared, "Though the Great Games have ended, our mission continues. We must take the friendships, memories and inspiration sparked, and use them to shape the future. Let's turn pride into new possibilities for our Great Region."

From this day on, communities, volunteers and businesses from all corners of the Great Region have come together to share their skills and their time, creating new friendships and sharing in their pride. They are now how the West Midlands created something new at the Throne of Legacy and feel the impact.

ALIVE

...inary ways, but
...ould fade. To keep it
...d the Volunteers
...to give their time

...region -
...Walsall and
...nts, ensuring the
...they called home.

79

EVENTS



NEWS

Home | InDepth | Israel-Gaza war | War in Ukraine | Climate | UK | World | Business | Politics | Culture

England | Local News | Birmingham & Black Country

Station exhibition celebrates Commonwealth Games



The exhibition is open until Saturday at New Street station

Top stories

- LIVE** Snow and ice warnings across UK as more than 500 schools closed
13k viewing
- LIVE** Ski bar not checked for five years before deadly fire, Swiss officials say, as they ban sparklers
10k viewing
- LIVE** Venezuelan opposition leader Machado praises US action against Maduro
12k viewing

More to explore





Why does this matter?



Proof gives supporters a reason to stay

The checklist

I
M
P
A
C
T

Interesting
Meaningful
Personal
Aimed
Clear
Takeaway

Taking action

1. Hold an evidence meeting
2. Translate numbers (activity) into meaning (impact)
3. Answer the question: what changed because of you?

Thank you

Any questions?