

2018 | THE IMPACT REPORT ISSUE 1

**LOVE
MERCY**
AUSTRALIA

THE IMPACT REPORT

Measuring Wellbeing

Issue 1 April 2018

PREPARED BY



LOVE MERCY

PROVING THE VALUE OF LOVE MERCY

Reaching over 10,000 women in Northern Uganda and operating for more than 7 years, the success of Love Mercy is testament to the fact that the organisation effectively navigates the complexities of social issues in the area. However being able to demonstrate the outcomes achieved, at an individual and community level, as well as what drives this success, is an important element for the sustainable growth of Love Mercy.

As Love Mercy expands to meet its target of 20,000 women, a data driven approach to measuring the impact of their services, and effective use of resources, will deliver confidence to the team and external sponsors that their mission has been achieved.

Working with Love Mercy to understand the context and challenges for communities of Northern Uganda, Huber Social is delivering an active measurement system to prove and improve the social value created by Love Mercy.

This Report is the first in a series of Social Impact Reports that will track impact, at an individual, community and global level by mapping to the Sustainable Development Goals.

The approach is to measure Wellbeing of individuals, as well as their levels of needs, across holistic human factors to identify what drives it, and what is required to put them in the best position to achieve their full potential.

A Pilot was completed in Awake Village in November 2017 and the first round of annual ongoing measurement, across all villages, commenced in February 2018,

Huber Social is taking a systems approach to solving complex social issues by mapping the needs of people around the world and tracking changes. Our Social Impact assessments will draw on insights from the Huber Social Global Wellbeing Data Centre, connecting the work of Love Mercy to a global civil society of organisations that are working together to solve social issues, and measuring to prove it.

Huber Social applauds Love Mercy's investment in social impact measurement to ensure they stay accountable to the needs of the women and communities they serve and we acknowledge and commit to the gravitas of the task.



WHY MEASURE SOCIAL IMPACT?

TARGET OUTCOMES

The Social Impact of Love Mercy is measured to prove and improve Love Mercy's programs to empower women and communities in Northern Uganda.

PROVE

Measure the shift in Wellbeing for people participating in Love Mercy's programs with levels of contributing factors measured at individual, community and global level.

IMPROVE

Measurement informs decision making about where to allocate resources and how to refine the approach (if required).



SERVICE SUMMARY

'CENTS FOR SEEDS'

Cents for Seeds is a micro loan agriculture program where women are given a 30kg loan of A-grade Seeds and training to get the best out of their crops.

The women form groups of 30 and work together with support from group leaders and head agriculturalists. They choose two types of seed in case of one crop failing and from the 30kgs loan, they harvest on average 150kgs of seed. The women then return their initial principle of 30kgs and are free to sell, store or swap the remainder.

The men have the opportunity to assist in the program and are establishing complimentary businesses such as ox ploughs for hire that increase the efficiency of 'Cents for Seeds' participants.

The women are also establishing village banks creating a resilient system for savings and loans; which are vital in an emergency or to enable them to purchase large items. Love Mercy supports this further through providing in depth financial literacy training to enable the participants to get the most from their hard work.



**A SEED LOAN
COSTS JUST
\$30**

30 KG

- A choice of Sesame, Soya, Beans and Rice

TRAINING

- Agricultural workshops
- Savings and Loans workshops and an initial deposit

SUPPORT

- Access to these specialists whenever required

**EVERY YEAR THE LOAN
IS REINVESTED
SO EVERY DONATION
BECOMES PART OF A
SELF SUSTAINING
CYCLE.**

MEASUREMENT PLAN OVERVIEW



WHAT WE ARE MEASURING

WELLBEING

Social Impact is "all forms of significant change experienced by individuals and communities. This includes income and labour market impacts, education impacts, social inclusion and relationship changes, mental and physical health effects, and overall impact on quality of life and wellbeing"

**Professor Paul Flatau, Director
of the Centre of Social Impact,
UWA Business School**

There are many ways to define the optimum human state, but we like to keep it simple. We define this as a state of 'Wellbeing', determined by a person having the capability and opportunity to fulfil their potential and live a life of value.

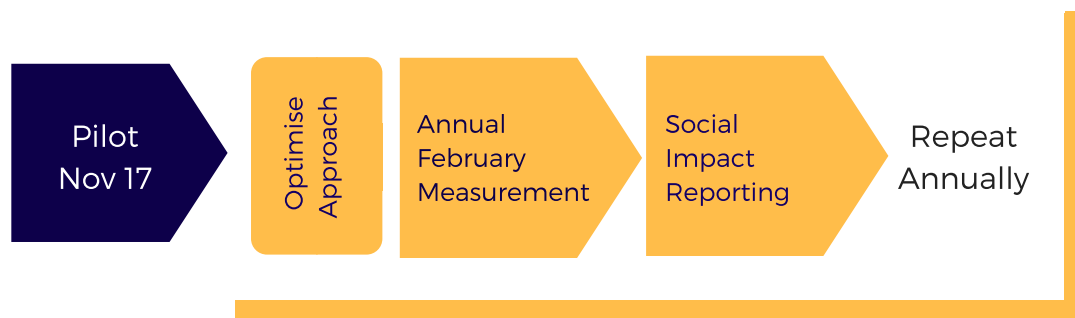
The Huber Social Wellbeing Measurement Framework adopts the approach of the Nobel Laureate economist, Professor Amartya Sen on how to work towards this optimum human state. Sen's 'Capability Development Approach' describes the goal, as well as the means, of all development as 'freedom'. In other words, addressing the disadvantages of people and increasing their access to opportunities gives people the freedom to create their own Wellbeing.

We measure a person's subjective Wellbeing, as well as their level of capability and access to opportunities, to understand what their needs are. Ongoing active measurement continues to refine the articulation of the sector needs to ensure we get better at understanding what is most important to overcome the social issues for that sector.

Applying this for Love Mercy, we measure their social impact in terms of how they contribute to a positive shift in Wellbeing for the people they assist, and how this is achieved by building a person's capability and providing access to opportunities.

The Huber Social Wellbeing Measurement Framework is mapped to the United Nations Sustainable Development Goals (SDGs) and we measure progress against the SDG indicators to contribute to a coordinated global response to social issues.

MEASUREMENT PLAN APPROACH



HOW WE MEASURE

Working with Love Mercy we have developed a Measurement Plan that will investigate the overall impact, and driving factors, focusing on the 'Cents for Seeds' program.

Travelling to Uganda annually, Huber will work with local staff to conduct surveys and independent needs assessments. A major component of data collection uses surveys. The survey questions are translated by local Ugandan teams. The surveys are given in written form, as well as read aloud, to overcome challenges with literacy.

Teams will visit all locations that Love Mercy operates in, aiming to gather information on a broad cross section of the population for each village. We will also be tracking the progress of individuals from year to year. Participation is voluntary and all information remains de-identified. Confidentiality and data integrity is rigorously protected in accordance with Huber Social's Data Protection Policy and Wellbeing Measurement Ethics Policy.

TEAMS TRAINED

- Detailed program agreed
- Measurement tools built
- Local Ugandan teams trained to assist with measurement

DATA COLLECTED

- Surveys
- Focus Discussion Groups
- Direct Observation
- Data mined from other sources

ANALYSIS & OPTIMISATION

- Findings prepared and delivered
- Measurement approach optimised
- Love Mercy program optimised



AWAKE VILLAGE

THE PILOT



In November 2017 Huber Social travelled to Uganda with Love Mercy to conduct a pilot to measure the social impact of their programs.

The pilot was conducted in Awake Village, where Love Mercy has been operating for over 6 years.

The aim of the pilot was for Love Mercy and Huber Social to be confident in the validity of the Measurement System. The pilot achieved the following and produced some initial findings.

THE APPROACH WAS SUCCESSFUL

WELLBEING SURVEYS COMPLETED

LOCAL STAFF: 6

AWAKE VILLAGE MEMBERS; 47

VALUE AND INTEGRITY OF MEASUREMENT ACKNOWLEDGED

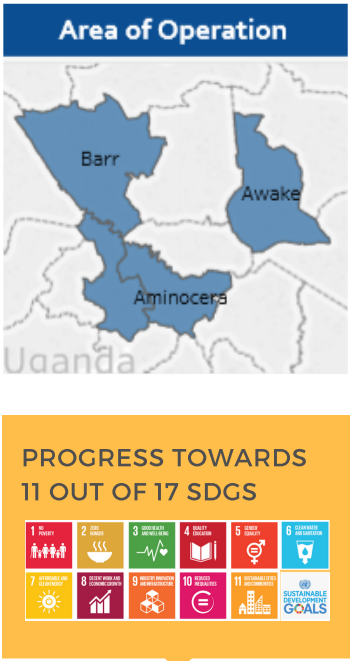
STAFF AND COMMUNITY MEMBERS
RECOGNISED AND UPHELD THE
MEASUREMENT PRINCIPLES

- We are measuring for Love Mercy to prove the good work and improve where they can.
- Questions are to understand what your life is like and what is important to you.
- Honesty and truthfulness. Answers need to be a person's own.
- Participation is voluntary.
- People understand that answers do not affect their place in the programs.
- information remains confidential.
- Huber Social is independent of Love Mercy.

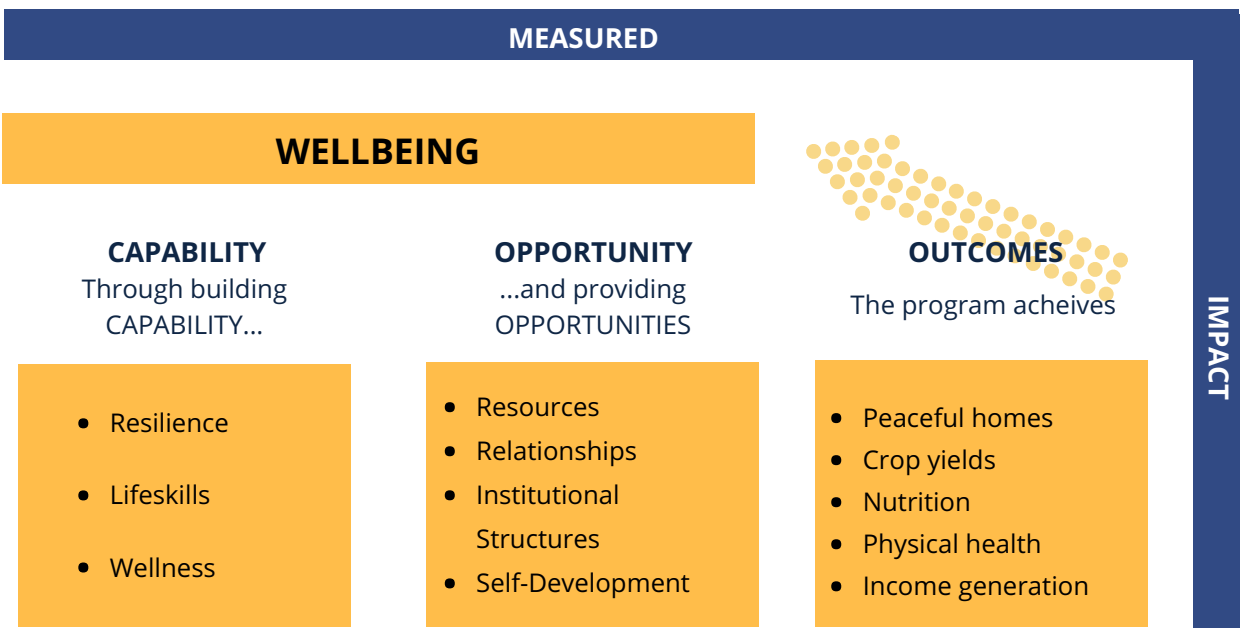
TRACKING PROGRESS

MEASUREMENT SCOPE

The Wellbeing and driving factors were measured for women and community members in four locations; Barr, Aminocera, Abako and Awake. We refer to them each as a village, but on the ground they represent a collection of villages.

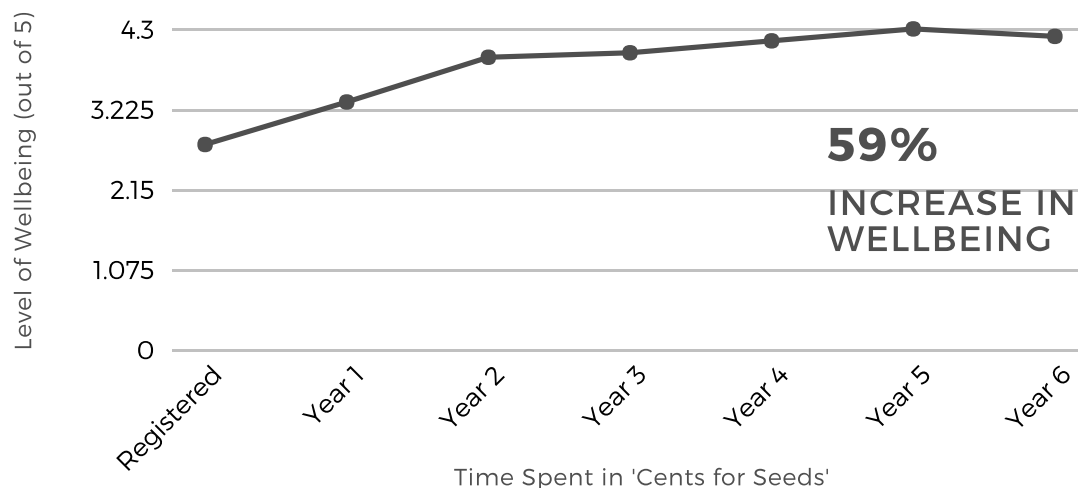


MEASURING WELLBEING



RESULTS SO FAR

THE PROGRAM WORKS!



There was a significant measured difference between Wellbeing for those in the program (average 3.86) to those not in the program (average 2.92). Wellbeing was shown to increase with time spent in program from women that were just registered (2.76) to women that had been in the program for six years (4.20), overall a 59% increase in Wellbeing.

KEY FINDINGS: FEBRUARY

20%

LOWER WELLBEING WHEN
ACCESS TO WATER IS 10Kms+

SIGNIFICANCE OF WATER

Access to Water had the highest correlation with levels of Wellbeing, with people who have to walk 10km or more (often 3 times a day) having lower levels of Wellbeing.

82,800 CHILDREN

CARED FOR BASED ON AN
AVE 6 DEPENDANTS PER
WOMAN IN CENTS 4 SEEDS

PROGRAM SUCCESS FACTORS

The highest scoring factors for women in the program (versus those not) were 'a peaceful home', providing financially for the family, being proud of their life, problem solving and not being afraid of as many things.

MY LIFE IS IMPORTANT

HIGHEST SCORING FACTOR
OVERALL

LOWEST SCORING FACTORS

Although the program appears to make home life more peaceful, help provide for families and reduce things to fear, all three were still in the lowest scoring factors for people in the program overall, along with health and having things to hope for.

TRACKING PROGRESS

VILLAGE BASELINES



The Wellbeing scores by location correlate to the time the program has operated there. Average scores are out of 5.

BARR 4.22

7 YEARS

AWAKE 3.52

6 YEARS

AMINOCERA 3.45

3 YEARS

ABAKO 2.20

JUST REGISTERED

It also appears that the program creates Wellbeing for the community overall. With Wellbeing for people not in the program higher the longer the program operates in their community, regardless of them not directly participating. We will continue to investigate this finding as we gather further longitudinal data.

WATCH IT GROW

SPONSOR A VILLAGE

TRACK YOUR IMPACT

- Annual Impact Report
- Open access to dynamic dashboards tracking progress
- The opportunity to travel to Uganda and visit the village to see the impact with your own eyes
- customized graphics for you to promote your business and co-branded to represent your contribution. E.g email header/footers and social media content,



\$10,000- \$60,000
we partner you
with a real village
which your family
or business can
directly fund or
fundraise for.

BE PART OF THE SOLUTION

PARTNER WITH US

Research Partners

Huber Social actively seeks research partners for all social impact measurement projects and welcomes applications from individual academics, universities, government departments and other practitioners.

Sponsors

Instead of just giving money and hoping it has the impact the organisation pledges, donating to Love Mercy you can track the difference your dollar makes to the lives of communities in Uganda.

This series of annual Social Impact Reports will track the progress of Love Mercy to contribute to the Wellbeing of all the people they work with, providing the evidence that your resources are directed to have the greatest impact.

Details of how you can contribute can be found at www.lovemercyfoundation.org



NEXT ISSUE

Love Mercy's Social Impact Report Issue 2 will be published in March 2019.

The Report will present findings on the progress overall and how each village is tracking.

Following the identification of water as a key driving factor of Wellbeing, we will closely review the impact of activities to increase access to water, as well as any other actions taken to address lowest factors for people in the program. We will also be analysing results to identify any other key driving factors of Wellbeing to continue to direct resources to have the greatest impact.

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