



CASE STUDY: IMPACT REPORTING (2020)



CLIENT OVERVIEW



GROW helps Early Childhood Development centres in low-income communities become financially sustainable businesses, by delivering quality education and paying teachers what they are worth.

www.growecd.org.za

THE CHALLENGE

In January 2020, Relativ approached a long-time partner, The Clothing Bank (TCB) presenting them with the opportunity to collaborate in creating the first African case study applying the Impact Management Project framework to a social enterprise. TCB selected their most recent project, GROW Educare Centres, as the case. Between March and May, Relativ and GROW teams worked together to deliver the first Impact Statement and Report of its kind, contributing to a common language comparing impact data, bringing investors and enterprises together.

- ⇒ Apply Impact Management Project framework
- ⇒ Collate and analyse five years of impact data
- ⇒ Deliver an Impact Report & Impact Statement

ACTIVITIES

The collaboration began with discovery sessions between the GROW and Relativ teams. The IMP framework was introduced and discussed. GROW's Theory of Change, strategic framework and impact data from its inception was shared.

Relativ normalised five year's worth of data to establish appropriate baselines to compare GROW's performance with its' impact thresholds and targets. The data analysis was presented and refined with the GROW team to develop an impact statement using an IMP template.

Following the completion of the impact statement, Relativ wrote up an Impact Report, taking the results of the analysis and a detailed narrative referencing GROW documentation.



RESULTS

Tracey Chambers, **Co-Founder & CEO of GROW Educare Centres** shared their perspective:

“

“The team are in unanimous agreement that this is a fantastic report and tells a great story. It shows that we are serious about measuring our impact and that we have a comprehensive M&E system which measures all the elements of what we consider to be important to achieve the 5 star aspiration.”

OUTCOMES

Since the completion of the report, it has been shared with GROW’s team, partners and investors to manage performance, develop relationships and explore new opportunities.

There have been a growing number of opportunities to share the results and the methodology of the report with peers and practitioners for the IMP, Relativ and GROW. We are all committed to expand the the purposes of building a common language between stakeholders in the investment value chain.

IMPACT

The intention for the report is to use this first experience to improve the quality of future reporting, inform decision-making and open doors for investment opportunities. We will be tracking these impact indicators through the network of partners and peers with whom we have shared the report and the process of its creation.

James Hicks, **Impact Data Lead at IMP** confirmed:

“

“Well done again to all the team on a great report!”



- ⇒ Develop Africa’s first IMP case study
- ⇒ Establish comparable impact results
- ⇒ Build common language of impact
- ⇒ Share knowledge and practice

