

# BEST PRACTICE IN EVALUATION AND IMPACT



THURSDAY 3RD MARCH | ONLINE (ZOOM)  
10:00AM - 12:30PM

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#ACOImpact22



the association of  
charitable organisations

# ABOUT THE EVENT

ACO is delighted to present this half-day conference focussed on best practice in evaluation and impact for charities.

Following the success and popularity of the first meeting of ACO's new Evaluation & Impact Group last year, we know colleagues are keen to learn more and understand what makes the most difference for their grant recipients.

Featuring sessions led by those who have already started work in the area of evaluation and impact within ACO member charities, this conference is focussed on the practical how-to for colleagues who are new to evaluation or who wish to get pointers from experienced peers.

## PROGRAMME

**10 am: Welcome** - Donal Watkin, Chief Executive - ACO

**10:05 am: Introduction** - Emily Crawford, Head of Innovation and Impact - Glasspool Charity Trust

**10:10 am: Introduction to evaluation and impact: key concepts (plus, what not to do!)** - Jessie Dillon, Impact and Evaluation Manager - Buttle UK, and Emily Crawford

10:30 am - 12:15 pm: All attendees will attend the following workshops:

- **Surveys: why, who, when, how?** – Faye McGuinness, Director of Programmes - Education Support
- **In-depth research interviews: getting great insights from staff, partners and service users** - Emily Crawford and Jessie Dillon
- **Focus groups: the power of group discussion** – Dr Allie Bennington, Head of Evaluation and Assurance - Help for Heroes

**12:15 pm: Final questions and closing remarks**

**12:30 pm: CLOSE**

# OUR SPEAKERS

## **Emily Crawford, Head of Innovation and Impact - Glasspool Charity Trust**

Emily has worked in social policy and research for over 15 years in the think tank and consultancy sectors. Her policy specialisms include financial resilience, health and social care, and welfare to work and food security.



In recent years her work has focused on evaluation and helping her clients - primarily social purpose organisations – to understand their impact and improve their delivery. Now working in-house at RL Glasspool, Emily is supporting the Board and senior leadership explore the processes and principles of evaluation to assess and explore their impact and reflect on future development.

## **Jessie Dillon, Impact and Evaluation Manager - Buttle UK**

Jessie is Impact and Evaluation Manager for Buttle UK, an individual grant-maker for people experiencing crisis while living in poverty. In addition to leading impact analysis through surveying, interviewing and reaching out to their grantees, Jessie is also responsible for specific research projects both internally and externally (funded and voluntarily).



Jessie's research background began first with her social sciences BA(Hons), followed by an MRes postgraduate degree, which focused on capturing the experiences and voice of young children in research. A subsequent foray into teaching and deputy headship built her knowledge of the importance of understanding people's lived experiences in practice. Now she's using these skills to lead the research programme at Buttle UK, working with children, young people and adults to improve their work.

# OUR SPEAKERS

## **Dr Allie Bennington, Head of Evaluation & Assurance - Help for Heroes**

Dr Allie Bennington has been Head of Evaluation & Assurance at Help for Heroes for over 4 years and in the charity for 10 years. She provides professional accountability and leadership of the Evaluation and Impact function, leading the development, continuous improvement and quality delivery of the charity's evaluation and impact measurement capability.



Allie has previously held several appointments as an Officer in the British Army in both Defence Intelligence and Defence Recovery positions. Allie inherently understands that the service-user is the single most valuable asset in a charity and is driven by the pursuit of evaluation data and feedback from beneficiaries on a continuous basis. She seeks to put a spotlight on the positive experiences and outcomes achieved by beneficiaries - and the issues that need to be investigated - to generate a powerful and sustained stream of data that indicates what's working well and to help improve the quality of the beneficiary's experience.

## **Faye McGuinness, Director of Programmes - Education Support**

Faye is responsible for the development of new services and programmes at Education Support, as well as having oversight of our Department for Education and Welsh Government funded programmes. This includes oversight of evaluation and impact work relating to the programmes being delivered.



Prior to joining Education Support, Faye's role was Head of Workplace Wellbeing Programmes at the mental health charity Mind, where she led on the development of Workplace Wellbeing programmes including the Mentally Healthy Universities Programme, the Mental Health at Work website and the Our Frontline campaign. Faye feels incredibly passionate about supporting better workplace mental health and making an impact across the education sector.