

CREATE THE REPORT

Here are 7 guidelines to include in your report planning:

1. **Decide how you want the report to feel** – This is an emotional call based on your purpose. Should it be uplifting, meaningful, energizing, etc. This will affect the way you write and design it, and what images you select.
2. **Set the context** – Set the context in which your work is taking place (ex. framework, limitations, etc.). We recommend setting the context both a) upfront and b) throughout the report.
3. **Tell the narrative** – Connect the dots between poverty reduction interventions and how they are building on one another to towards targeted/population-level impact. Discuss your initiative's contributions.
 - [Read the example: St. Lucia's Parrot Recovery](#)
4. **Make Human Connections** – Bring the information to life by using direct quotes or telling the story of how people are impacted on an individual level. Always pair data with success stories.
5. **Make it easy to understand** – Use plain and consistent language. Format the content to break up text with bullets or call-out boxes, and mark transitions within the report. Use visuals to denote subsections or repeat concepts.
6. **Answer the question, so what?** – If you don't know your "impact" yet, report your hope for impact, based on what you're doing, seeing, and your theory of change. Use the language: Possible, probable, and likely. And what you are learning along the way.
7. **Now what?** Always share next steps and a call to action.

GROUP EXERCISE

Purpose: Plan for incorporating all of the guidelines into your report

1. Reflect – What aspects are you already planning to incorporate, and which have you not considered yet?

2. How will you incorporate the remaining guideline(s)?

1. Evaluate one or two Community Impact Reports against our ingredients (Step 1) and guidelines (Step 2). Below is a brief compendium of existing impact reports from the CEP network to select from - each with their own strengths.

Sample Reports:

- [Dufferin County Equity Community 2019 Report to the Community](#)
- [Bruce Grey Poverty Taskforce 20201 Impact Report](#) (baseline report)
- [Getting to Impact: An Overview of Collective Impact in Revelstoke 2019](#)
- [OpportUNITY Iowa 2019 Community Impact report](#)
- [Living SJ, Spring 2018 Impact report](#)
- [EndPovertyEdmonton Year 1 Progress Report \(2017-2018\)](#)
- [Halton Poverty Roundtable 2017 Community Report](#)
- [Wood Buffalo Year 7 Homelessness Plan Update](#)

GETTING TO IMPACT

2. What did you see in these reports that you particularly liked or disliked?

3. Is there anything you will start doing, stop doing, or change in your impact report, based on these examples?