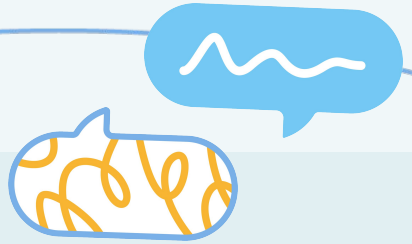
# Let’s get to know each other!





Drop an emoji in the chat that represents how do you feel about using data for storytelling

1. 🤯 overwhelmed,
2. 🚀 excited,
3. 🧐 curious

# Collecting Qualitative and Quantitative Data

Best Practices



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# Collecting Quantitative Data



**Define Key Performance Indicators (KPIs)**

- Select 3–5 meaningful metrics aligned with your mission.
- Examples:
  - Number of individuals served
  - Percentage of program participants achieving desired outcomes
  - Donor retention rate
  - Cost per beneficiary

**Use Surveys and Questionnaires**

- Best Practices:
  - Keep surveys short (5–10 minutes max).
  - Use a mix of multiple-choice, Likert scale (e.g., 1-5 rating), and open-ended questions.
  - Ensure anonymous responses to encourage honesty.
  - Pilot test before full distribution.
- Tools: Google Forms, SurveyMonkey, Typeform

# Collecting Quantitative Data



**Track Program Participation**

- Use registration forms, attendance sheets, or check-ins to track engagement.
- Digitize data collection using Resilia's Impact tool

**Use Pre- and Post-Assessments**

- Measure change over time with pre- and post-program surveys.

Example:

- Before training: "Rate your confidence in financial literacy (1-5)."
- After training: "Rate your confidence in financial literacy (1-5)."

**Analyze Data Regularly**

- Schedule quarterly or annual data reviews.
- Use Excel, Google Sheets, or visualization tools (Tableau, Power BI) to identify trends.

# Collecting Qualitative Data



**Collect Testimonials and Stories**

- Ask beneficiaries, volunteers, and donors to share their experiences.
- Use video and audio recordings to capture authentic voices.
- Always get written consent before sharing stories publicly.

**Observe Program Delivery in Action**

- Attend program sessions and take notes on participant engagement.
- Look for unspoken cues (e.g., body language, group dynamics).
- Complement with quantitative attendance and feedback data.

**Conduct Interviews and Focus Groups**

- Interviews: One-on-one conversations provide deep insights into individual experiences.
- Focus Groups: Small discussions (5–10 participants) help gather diverse perspectives.

# Collecting Qualitative Data



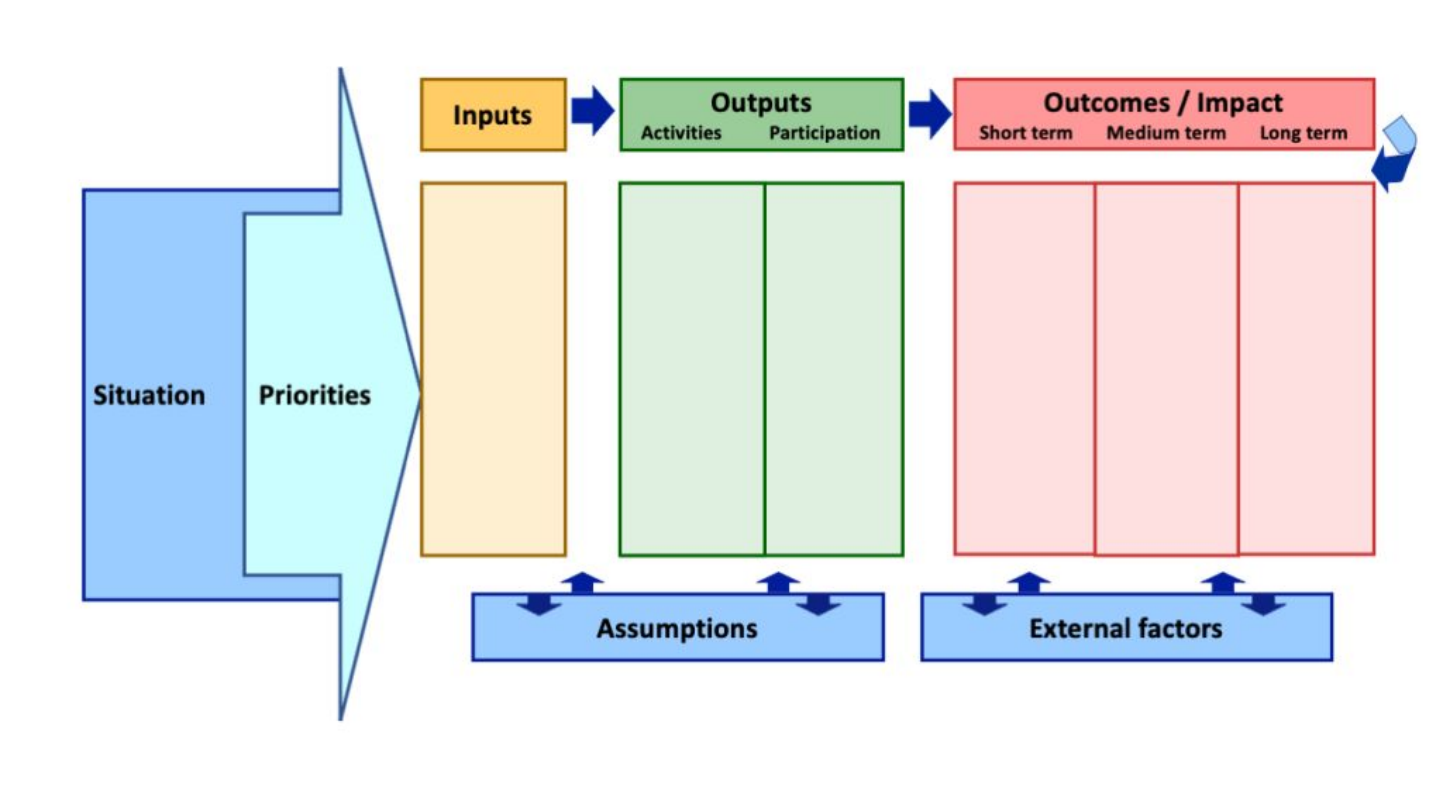
**Monitor Social Media and Community Feedback**

- Review social media comments, online reviews, and participant feedback.
- Use sentiment analysis tools to track public perception.

**Use Digital Feedback Tools**

- Tools like Feedback Labs and AskNicely automate feedback collection.
- QR code links to quick feedback forms can be placed at events.






# Logic Models

# Ensure Ethical and Inclusive Data Collection



- **Obtain Informed Consent:** Be transparent about how data will be used.
- **Ensure Data Privacy**: Follow GDPR, HIPAA, or other privacy regulations.
- **Use Culturally Inclusive Methods**: Offer translations and avoid jargon.
- **Avoid Bias**: Ensure diverse representation in data collection to prevent skewed results.



# Blending Qualitative and Quantitative Data



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# Blending together qualitative and quantitative data



The most effective data storytelling shares quantitative data points, while providing the qualitative storytelling around them.

**Example:**

*From a 10,000 ft view*

Our organization effectively raised $120,000 to provide new computers for 300 students.

*Trying zooming in **or** zooming out to show real-world impact:*

- **Zoom in:** One of these recipients was Jonathan, a high school senior, who was able to write a college application and become the first generation to go to college.
- **Zoom out:** Those 300 computers? They didn't just reach students – they transformed entire neighborhoods.

# Combine Data with Personal Stories

Storytelling

**Example:**

- Data Point: "97% of students in our after-school program improved their reading scores."
- Testimonial: Include a quote or a short video from a student: "Thanks to the program, I can now read my favorite books!"



# Humanize Numbers

Translate data into relatable terms.

**For example:**

- Instead of "We served 10,000 meals last year," say, "That’s 27 meals a day for families in need."

Focus on the human experience behind the numbers, connecting outcomes to individual lives.



# Share Data Transparently



Be honest about successes and challenges. Transparency builds trust and credibility.

**Example:**

"While we've provided 100 scholarships, our goal is to reach 150 students next year. Your support can help us get there."



# Highlight Community Voices



Collect testimonials from diverse stakeholders—program participants, volunteers, donors, and staff. These voices add authenticity and relatability.

Include video clips or audio snippets for more engaging content.



# Show Your Impact: Case for Support

Case Study: Habitat for Humanity + Albizu University



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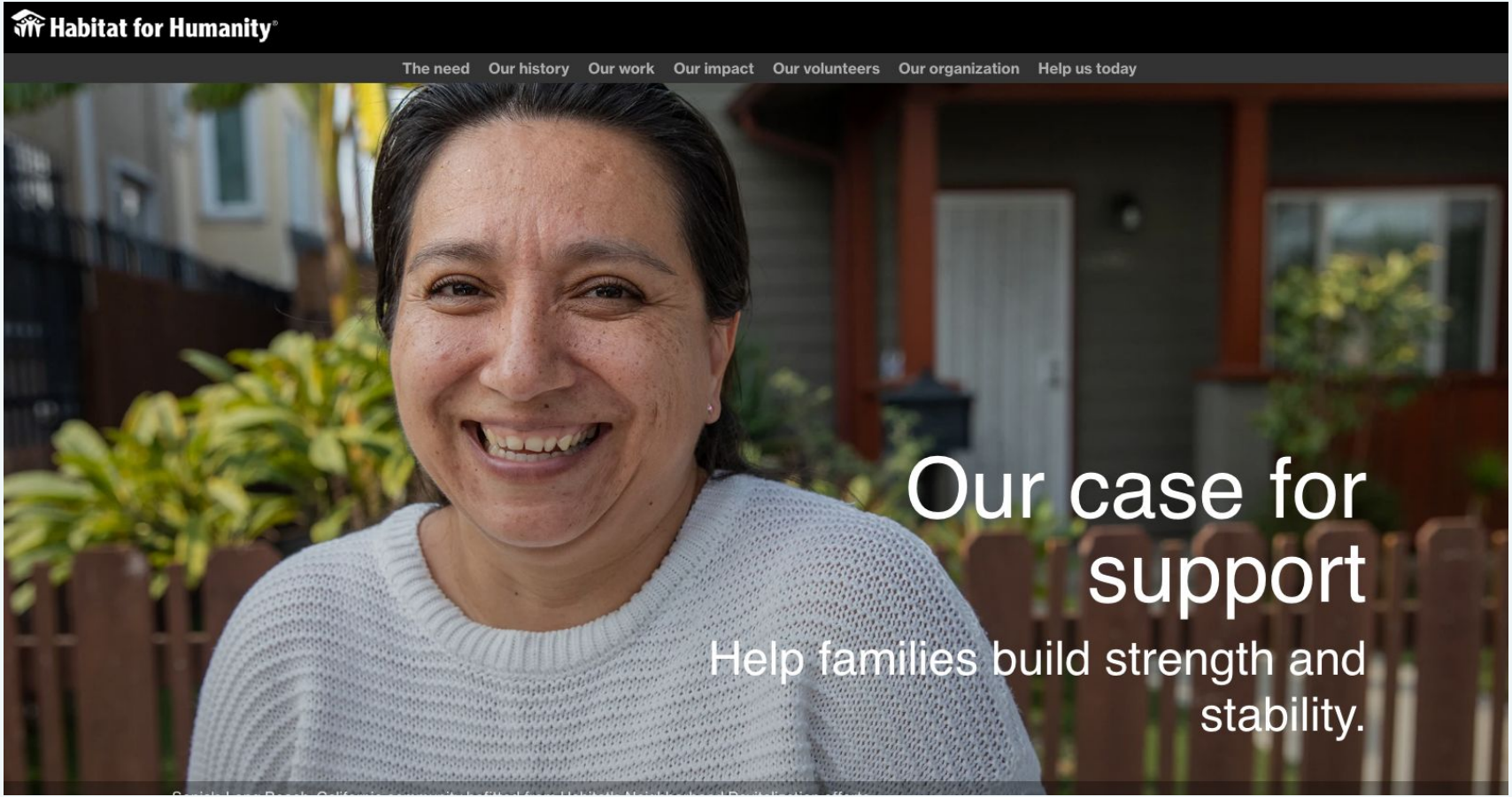
Habitat for Humanity®
The need
Our history
Our work
Our impact
Our volunteers
Our organization
Help us today
Our case for support
Help families build strength and stability.




# Mockup Example

# Show Your Impact: Annual Reports

Case Study: Oxfam



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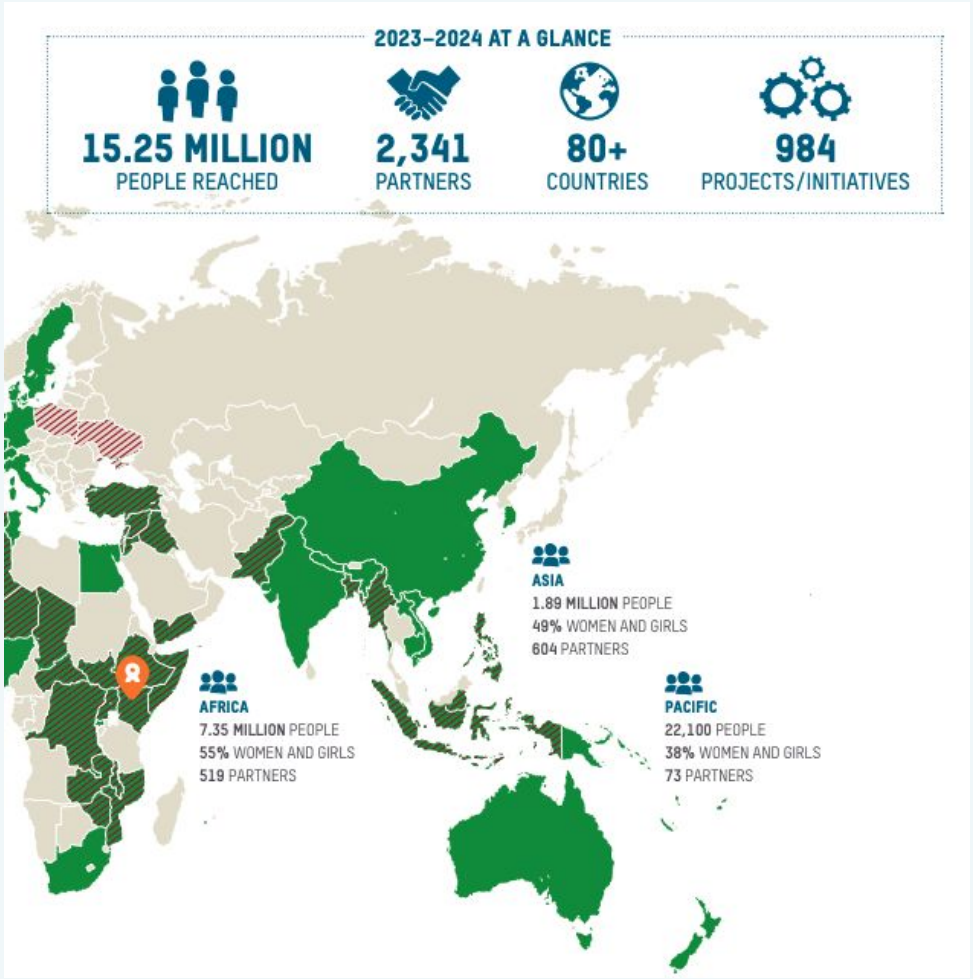

2023–2024 AT A GLANCE
15.25 MILLION
PEOPLE REACHED
2,341
PARTNERS
80+
COUNTRIES
984
PROJECTS/INITIATIVES
ASIA
1.89 MILLION PEOPLE
49% WOMEN AND GIRLS
604 PARTNERS
AFRICA
7.35 MILLION PEOPLE
55% WOMEN AND GIRLS
519 PARTNERS
PACIFIC
22,100 PEOPLE
38% WOMEN AND GIRLS
73 PARTNERS

# 15.25 MILLION PEOPLE

## AROUND THE WORLD BENEFITED DIRECTLY FROM OUR PROGRAMS



**53%** were women and girls



**78%** were involved in humanitarian projects



**5%** were people with disabilities



**27%** were youth

GLOBALLY, WE WORKED WITH

# 2,341 PARTNER ORGANIZATIONS AND INTERNATIONAL ALLIES

**1,662**
organizations received financial support from Oxfam

**984**
projects and initiatives worldwide*

**477**
partnerships with women's rights organizations (WROs)

**188**
partnerships with local humanitarian leadership (LHL) organizations

**22,464**
institutions reached through our influencing efforts

**18.6 MILLION**
global citizens took actions in campaigns for social change

# OXFAM'S FOCUS AREAS

FOCUS AREA

## ECONOMIC JUSTICE & EQUAL RIGHTS

Oxfam champions workers' rights and challenges the extreme concentration of global wealth and power.

**OXFAM'S REACH IN 2023–2024**

**1.6 MILLION PEOPLE**

**224 PROJECTS/ INITIATIVES**

**OXFAM'S WORK IN ACTION**

In Vietnam: The Gender Transformative & Responsible Agribusiness Investments in South East Asia 2 program is boosting the income of 4,468 smallholder farmers and facilitating 58 cooperatives in transitioning to sustainable production practices. Additionally, 15 industry leaders adopted more-inclusive business models, resulting in better working conditions for 10,000 workers.

FOCUS AREA

## CLIMATE ACTION

Oxfam supports climate solutions crafted by the people and communities most affected by the climate crisis.

**OXFAM'S REACH IN 2023–2024**

**364,000 PEOPLE**

**110 PROJECTS/ INITIATIVES**

**OXFAM'S WORK IN ACTION**

In Peru and Colombia: Rural and Indigenous women are better prepared to defend their land rights as a result of legal, technical, and financial support provided through the Protecting the Amazon project. In Peru, the Organization for the Development of the Cenepa Border Communities has processed at least five protection measures for women defenders related to illegal mining.

FOCUS AREA

## WOMEN'S RIGHTS & GENDER JUSTICE

Oxfam partners with feminist and women-led organizations to end gender discrimination in all its forms and to help women and girls live free of violence.

**OXFAM'S REACH IN 2023–2024**

**794,000 PEOPLE**

**191 PROJECTS/ INITIATIVES**

**OXFAM'S WORK IN ACTION**

In Zambia: In the chiefdoms of Ishima and Impidi, where women once held no land titles, 600 women now own 5 hectares [around 12 acres] of land each as a direct result of advocacy by Oxfam partner Save Environment and People Agency (SEPA).

FOCUS AREA

## HUMANITARIAN RESPONSE

Oxfam offers lifesaving support in times of crisis and advocates for the rights of people searching for safety.

**OXFAM'S REACH IN 2023–2024**

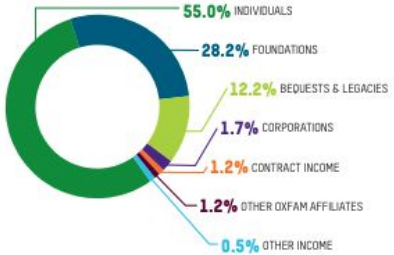
**12 MILLION PEOPLE**

**276 PROJECTS/ INITIATIVES**

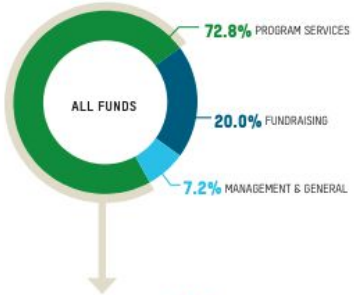
**OXFAM'S WORK IN ACTION**

In Syria: Oxfam America has influenced U.N. and U.S. policy on Syria, resulting in improved humanitarian operations and funding flows to the country. Humanitarian policy staff helped to bring about a U.N. cross-border agreement in Syria and influenced the U.S. Treasury on U.S. government sanctions—including humanitarian exemptions related to the earthquake of February 2023.

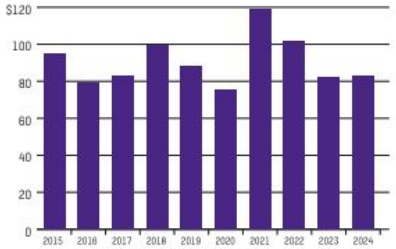
## SOURCES OF FUNDS

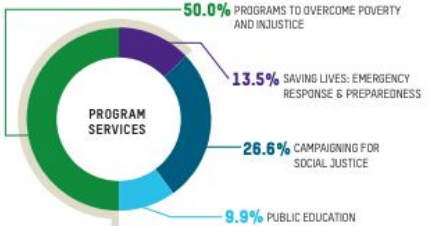



## USES OF FUNDS

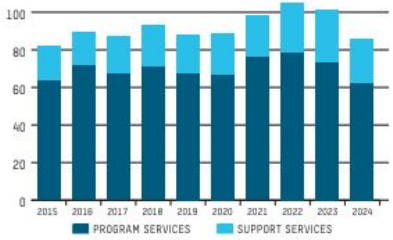


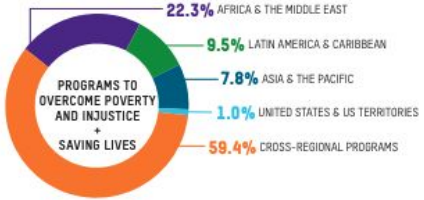

## REVENUE GROWTH (MILLIONS US$)




## ANNUAL INVESTMENT IN PROGRAM & SUPPORT SERVICES (MILLIONS US$)




For Oxfam America's 2024 financial statements and most recent Form 990, visit **oxf.am/financials.**

Resilia ACADEMY

# Storytelling Resources

- Capturing Testimonials
- How to Use Infographics and Videos
- Creating Your Organization’s Elevator Pitch
- How To Become a Great Storyteller



# Q&A

Drop them in the chat or come off mute!



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