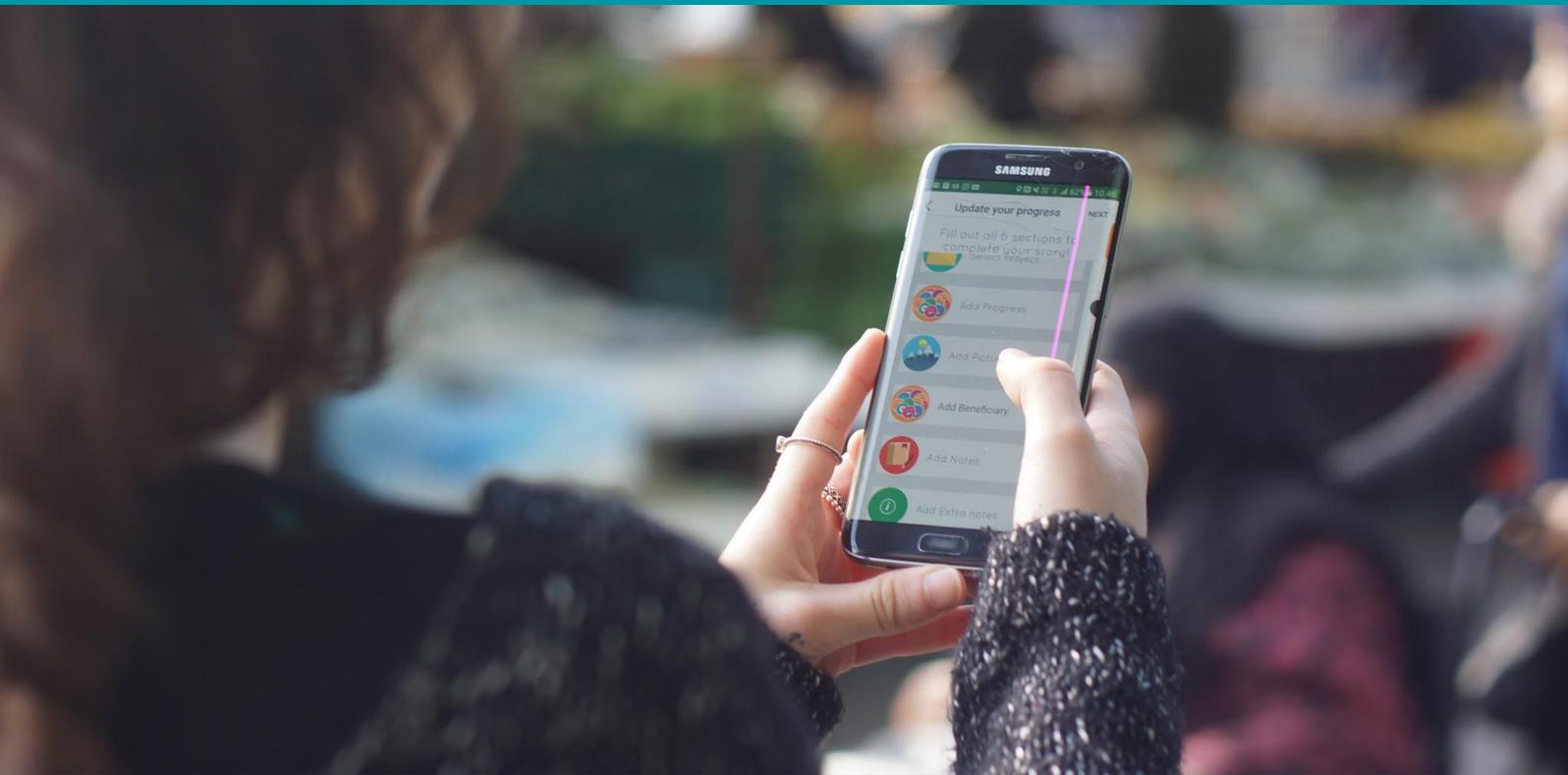


THE FUN AND ENGAGING WAY TO TRACK YOUR IMPACT



Makerble
www.makerble.com

Featured in & Supported by



Makerble is a collaborative tool for tracking, growing and funding your impact



CUT YOUR IMPACT REPORTING TIME IN HALF

Makerble puts all your impact data in one place



DOUBLE THE PRODUCTIVITY OF YOUR VOLUNTEERS

Makerble gives your staff and volunteers individual recognition for the impact they are personally responsible for



WORK IN PARTNERSHIP WITH OTHER CHARITIES

Shareable Beneficiaries and Shareable Projects enable you to collaborate with other organisations safely



IMPROVE THE QUALITY OF YOUR IMPACT

Makerble suggests outputs, outcomes and assessments that you can use to demonstrate your impact



CONTROL WHO HAS ACCESS TO YOUR INFORMATION

Makerble Privacy Locks enable you to choose which individuals can view, edit or delete sensitive data



GET NOTICED BY FUNDERS WHO SEE YOUR IMPACT

Makerble automatically recommends your work to funders looking for impact like yours

PROJECTS

[Create project](#)

- Depression & Anxiety Support Group Leader

412 Impacts made
- Hackney Adult School

377 Impacts made

[Discover projects](#)

NEWSFEED

[Add Story](#)

- 9 minutes ago

1 Class Attendees, 1 English Classes, and 1 Students that attended English Classes by Chloe Carlyle working on the Hackney Adult School project for A Showcase Vulnerable Adults charity
- 12 minutes ago

New story by Jack Johns working on the Hackney Adult School for A Showcase Vulnerable Adults charity
- about 6 hours ago

7 Class Attendees by Patricia Protection working on the Hackney Adult School project for A Showcase Vulnerable Adults charity

MY PROGRESS

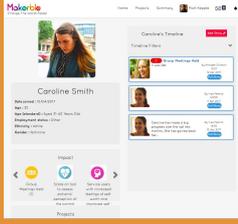
Time

- 207 Class Attendees
- 9 Group Meetings Held
- 6 Families reached

How Makerble Works

Staff, Volunteers and even Beneficiaries themselves write **Stories** about specific **Projects** and tag in

(1) the **Beneficiaries** who were affected (2) any progress made towards your chosen **Impact Metrics** and (3) all the **Pictures, Videos** or **Files** you want to add

Projects	Impact Metrics	Beneficiaries	Team	Stories
				
Any campaign, project or programme you run can be a Project	This is our term for outputs, outcomes and indicators	The people who benefit from a project (i.e. Beneficiaries)	People who can login to their own account; e.g. Staff, Volunteers, Supporters; even Trustees	Stories are how your team members record the progress they make towards your impact

Volunteers are the largest group of people that use Makerble. Usually they have **not had formal training** in using databases. That's how **easy** Makerble is to use!

What's Included

Everyone on your team can access the Makerble Website, Mobile App and programme of Workshops

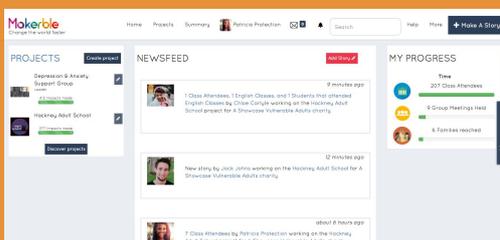
Makerble Mobile App



Makerble Workshops



Makerble Website



Makerble Impact Tracker is a website you can access from any computer, anywhere in the world.

Makerble Impact Tracker has an app that comes with it. Even when you don't have an internet connection, Makerble's Mobile and Tablet App enables you to track the progress being made across all your projects and beneficiaries.

If you need help working out exactly how you will track your impact, you can attend our workshops where we show you how to track your outcomes in a ways that are measurable, appropriate and practical.

Makerble is a tool for demonstrating the impact you make

On Makerble you have projects which update everyone on the **Activities** you do and the **Difference** they make to people's lives, society and the environment.

Document the great activities you do under a variety of **Makerble Projects**. E.g. a different project for Community Work, Health Awareness, Employability, etc

Each project has its own Makerble Page where you can post **Stories** about the progress you are making to describe your impact.

You can even include a **Donate** button so that people, funders and businesses in your local community can support the important work you're doing.

This is an example of one of the many project pages you might have.

Help make change

Home Projects Summary Matt Kepple Search Help More [New Story](#)

Recruitment Fair

A project by **Cardiff Big Local** led by **Julis Koch**

The aim of this project is to eventually lead young people into long-term employment. By running a recruitment fair with local employers presenting job opportunities and by organising workshops and individual coachings of this 2-day event, Cardiff Big Local seeks to tackle youth unemployment on...

1 Follower | 2 Stories |

[Follow](#) [Edit Project](#) [Add Story](#) [Participants](#)

Plan List

Activity outputs	Participation outputs	Short-term outcomes [Changes in Attitude, Ability, Capacity]	Medium-term outcomes [Changes in Behaviour]	Long-term outcomes [Changes in Quality of Life]
Internships arranged: <input type="range"/> 20	Training organisations attending: <input type="range"/> 10	Confidence Gained To Apply For A Future Position: <input type="range"/> 14	Work Experience Gained: <input type="range"/> 12	Stable Long-Term Employment Reached: <input type="range"/> 30
Workshops Run: <input type="range"/> 30	Employers attending: <input type="range"/> 50	Skills Learned: <input type="range"/> 14	Weeks of Work Experience Completed: <input type="range"/> 12	Interns Taken On By Employer: <input type="range"/> 30
Recruitment fairs run: <input type="range"/> 1	Employment seekers attending: <input type="range"/> 100			Improved readiness to join the employment market: <input type="range"/>

[See More](#)

We're glad to report that 12 weeks of work experience have been completed by our interns recruited at our recruitment fair this year, with an additional 30 who have been taken on by employers prese... [View](#)

19:23 26/05/2017 Location: Cardiff, United Kingdom

[f](#) [g+](#) [p](#) [t](#) [t](#) [m](#)

FAV(0)

30 Workshops Run | 1 Recruitment fairs run | 20 Internships arranged

Our second recruitment fair has been incredibly successful. We ran 30 workshops with 5-10 participants each, had employers introduce various vocations to employee seekers and consultants providing ... [View](#)

19:21 26/05/2017 Location: Cardiff, United Kingdom

[f](#) [g+](#) [p](#) [t](#) [t](#) [m](#)

FAV(0)

Team

Staff

Julis Koch | Julis Koch (BI) | Vivien Valencourt

Followers

Matt Kepple (BI)

Your teams will find it easy to create Stories and tag them with your impact

On Makerble you have access to a vast library of **Impact Badges** that you can tag your stories with.

For example, if you run an Exercise Class and 12 people attend, you can take a picture of the class and tag it with the **Exercise Class Attendees** Impact Badge and select the number 12. You can also include Outcomes.

You can attach absolutely anything to your stories:



Pictures - Videos - Audio Recordings - Documents - Files - People

The image displays three overlapping story cards from the Makerble platform. Each card features an impact badge at the top, a photograph, a report by name, and a text description of the impact. The cards are:

- 33x Workshop Attendees:** Reported by Katy Haigh. Text: "This month we're running 4 more pro... Newton and Frankland prisons in Du... Prison and at Elmley Prison on the Is... So far there are 33 participants, with... working towards Team-working qual..."
- 1x Attendees:** Reported by Ruth Calkins. Text: "The medicine box arriving at one of the remote clinics this week. Not our busiest clinic in terms of population but the complete lack of sanitation in t... area is putting children's lives in danger daily. Schistosomiasis is prevalent in this area." Date: 05 Jun 13.
- 88x Exercise Books Purchased:** Reported by Matt Kepple. Text: "Every child's education begins with a simple exercise book. The 88 new exercise books we've purchased using your donations means that 88 more Indian children can write stories, learn maths and begin to build themselves an amazing future." Date: 11 Jun 10:35.

 Each card includes a 'FAV (0)' button, 'Like' and 'Share' buttons, and a 'GIVE TO THIS' button.

You have full control over whether your stories are Public, Private or somewhere in between.

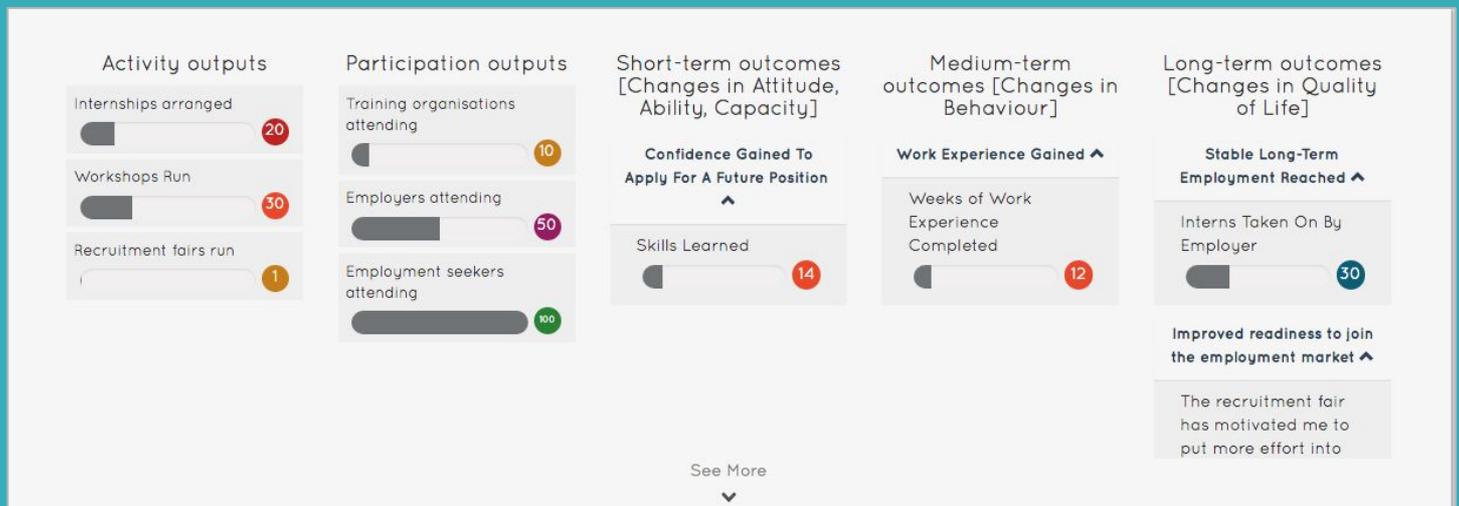
You can optionally share your stories and project page to your favourite social media sites such as Facebook and Twitter.

Everything you do contributes to your impact

You already know the difference your activities make to people's lives. **Makerble enables you to prove that impact to the world.**

On Makerble you have an **Impact Canvas** which brings together the impact collected through your Stories and your Surveys.

Your Impact Canvas arranges your impact into five stages so that everyone understands the uniqueness of your work.



Whoever you need to communicate your impact to, Makerble makes it easy for them to appreciate the difference you make. Using Makerble, you can share your impact with:



Colleagues - Volunteers - The Press - Social Media - Businesses - Government - Funders

There are many ways you can share your impact:

1. Generate statistics and graphs on Makerble to add to your own reports
2. Select specific stories to share to social media
3. Provide funders with a login to see only the impact you wish them to see



Makerble takes security seriously.

With our Privacy Controls you can be certain that confidential information remains private. When you share your impact, people see only what you want them to see.

Record the journey of every person you help

The Makerble Mobile App (which works on tablets too) enables your frontline workers to access and update the details of every person you help, wherever you are, whenever you want to.

So whether you have beneficiaries, clients, members or other stakeholders, Makerble **puts their data at your fingertips** so you can record the journey they are taking across every programmes you involve them in.

The screenshot displays the Makerble mobile app interface. At the top, there is a navigation bar with 'Home', 'Projects', 'Summary', a user profile for 'Matt Kepple', and a search bar. The main content area shows a profile for 'David Monroe' with a photo, name, and personal details: 'Date joined : 18/04/2017', 'Age (standard) : Aged 31-40 Years Old', and 'Gender : masculine'. Below this, there is a 'Projects' section listing 'Cystic Fibrosis Campaign'. An 'Impact' section shows three categories: 'Articles published' (2), 'Stories shared' (1), and 'Families involved' (1). A 'Timeline' section shows a recent entry: '2 Articles published' by David, the father of an 11-year old girl suffering from cystic fibrosis, on 14:40. On the right side, there is a 'Add Private Notes' section with a text input field and a 'Post' button. A 'Need any help?' button is visible at the bottom right.

With Makerble you can record as much information about each person as you like

- Personal Details: e.g. Age, Address, Contact Details
- Projects they are part of, Attendance at sessions
- Private Notes recorded by your frontline staff about the progress being made by the person
- Impact Stories indicating the difference your work is making to the person, based on observations by your frontline staff or surveys completed by the person



Makerble takes personnel security seriously.

With our Beneficiary Privacy Controls you can be certain that confidential information remains confidential. Only approved members of your team will see sensitive information about the people who are trusting you to help them.

Makerble is suitable for everyone in your team

Makerble has been designed to feel like the social media you love

Follow

Follow projects which your colleagues are running. Gain inspiration from members of your team. Or keep your project private if you would prefer to.

Add Story 

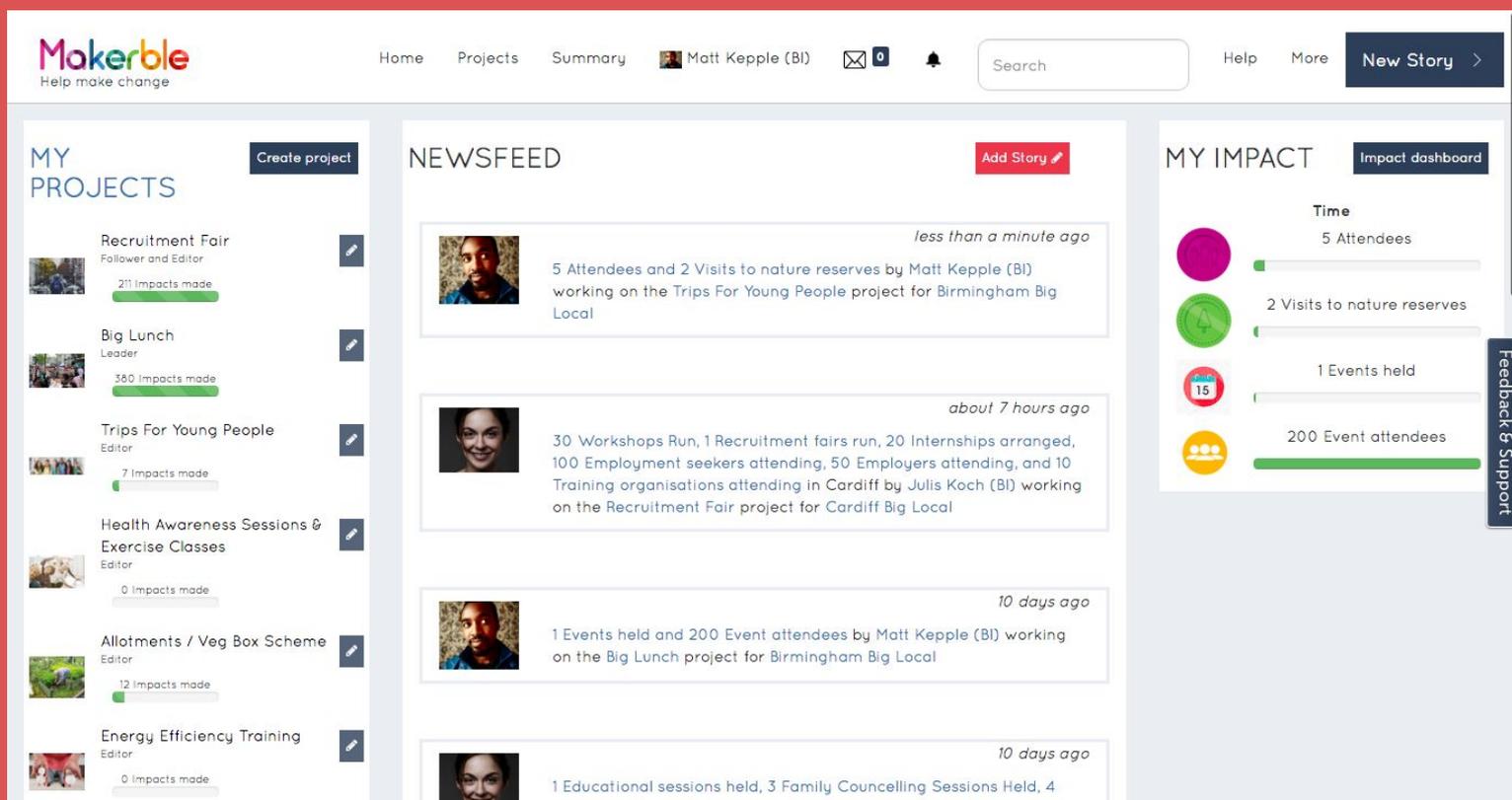
Create stories in one click or tap. Use the website or the mobile app to post stories which showcase your impact.

Add comment

Comment on stories about the projects you report on and follow. You can also Like and Repost your favourite stories. Use the comments to find out additional information about how a particular activity was done.

Send Message

Send a private message to someone within your Local Area or in another Local Area. Ask them for advice, suggest a collaboration or simply give them encouragement.



The screenshot displays the Makerble web application interface. At the top, there is a navigation bar with 'Home', 'Projects', 'Summary', and a user profile for 'Matt Kepple (BI)'. A search bar and a 'New Story' button are also visible. The main content area is divided into three columns:

- MY PROJECTS:** A list of projects with progress bars and impact counts:
 - Recruitment Fair (Follower and Editor): 211 Impacts made
 - Big Lunch (Leader): 380 Impacts made
 - Trips For Young People (Editor): 7 Impacts made
 - Health Awareness Sessions & Exercise Classes (Editor): 0 Impacts made
 - Allotments / Veg Box Scheme (Editor): 12 Impacts made
 - Energy Efficiency Training (Editor): 0 Impacts made
- NEWSFEED:** A central feed of stories with user avatars and text:
 - Story 1: '5 Attendees and 2 Visits to nature reserves by Matt Kepple (BI) working on the Trips For Young People project for Birmingham Big Local' (posted less than a minute ago).
 - Story 2: '30 Workshops Run, 1 Recruitment fairs run, 20 Internships arranged, 100 Employment seekers attending, 50 Employers attending, and 10 Training organisations attending in Cardiff by Julis Koch (BI) working on the Recruitment Fair project for Cardiff Big Local' (posted about 7 hours ago).
 - Story 3: '1 Events held and 200 Event attendees by Matt Kepple (BI) working on the Big Lunch project for Birmingham Big Local' (posted 10 days ago).
 - Story 4: '1 Educational sessions held, 3 Family Councelling Sessions Held, 4 Advice Given, and 5 Group Therapy Sessions Held by Julis Koch (BI)' (posted 10 days ago).
- MY IMPACT:** A dashboard showing progress bars for various metrics:
 - 5 Attendees
 - 2 Visits to nature reserves
 - 1 Events held
 - 200 Event attendees

A vertical 'Feedback & Support' button is located on the right side of the interface.

We're here to help you demonstrate the difference you're making

Go from the detail to the bigger picture in an instant

Your central Impact Dashboard shows you the total impact that all of your activities have achieved over all time from across all your projects.

Imagine the impressive story you will be able to tell over the course of a year or a decade.

Makerble combines your impact across every region you work. So if you are a regional, national or international organisation, you have the added benefit of seeing the detail of the difference you are making everywhere, from one convenient place.

Makerble
help make change

Home Projects Summary **Matt Kepple** Search Help More **New Story**

Export data | Charity Dashboard | New story

Impact Tracker

View As: Birmingham Big Local

[Allotments / Veg Box Scheme](#)
[Big Lunch](#)
[Book & Kindle Club](#)

[Energy Efficiency Training](#)
[Health Awareness Sessions & Exercise Classes](#)
[Trips For Young People](#)

See More

Map Satellite

Wolverhampton Walsall Sutton Coldfield Birmingham

Progress

Journey List

Attendees	<div style="width: 100%;"></div>	183
Book Club Sessions Held	<div style="width: 20%;"></div>	5
Books Read	<div style="width: 20%;"></div>	5
Event attendees	<div style="width: 100%;"></div>	200
Events held	<div style="width: 5%;"></div>	2
People In The Book Club	<div style="width: 80%;"></div>	19
People With An Allotment Plot	<div style="width: 10%;"></div>	9

See More

Story

All Stories Pictures and Videos Audios Documents

5 Attendees
The young people had a great time
By Matt Kepple (8) 19:31 6 Jun 2017 [Full Story](#)
Trips For Young People

1 Events held
We had a surprise rave
By Matt Kepple (8) 13:20 27 May 2017 [Full Story](#)
Big Lunch

1 Events held
Fantastic first Big Lunch! So delighted with the turnout!
By Clare Robbins 08:33 27 May 2017 [Full Story](#)
Big Lunch

9 People With An Allotme...
It's been so encouraging having people in the community L...
By Edmund Errands 08:04 27 May 2017 [Full Story](#)
Allotments / Veg Box S...

3 Veg Boxes Delivered
Today we did our first delivery of veg boxes. This gentle...
By Edmund Errands 07:54 27 May 2017 [Full Story](#)
Allotments / Veg Box S...

4 Books Read
It's been a bumper month! We've had 12 new people join th...
By Matt Kepple 17:35 26 May 2017 [Full Story](#)
Book & Kindle Club

1 Books Read
This week we read Far From The Madding Crowd. Loved it!
By Matt Kepple 17:33 26 May 2017 [Full Story](#)
Book & Kindle Club

Team

Matt
4 Stories Written

Clare
1 Stories Written

Edmund
2 Stories Written

Annabel
0 Stories Written

Let Makerble help you achieve your impact

Organisations that use Makerble have benefited in multiple ways and some of those benefits were beyond their expectations. Two of the highlights:

“The amount of time managers spend on data collection has **halved**”

“The productivity of our volunteers has **doubled**”

Using Makerble you can expect to:



SAVE TIME & IMPROVE EFFICIENCY

- You will reduce the time spent analysing information and creating reports because Makerble analyses the data for you and gives you graphs



IMPROVE THE QUALITY & QUANTITY OF IMPACT DATA

- You will have survey answers that are automatically linked to the impact you want to create
- Because volunteers and staff enjoy using Makerble, you will have a wealth of stories tagged with impact which you can use to demonstrate the difference your organisation makes



LEARN FROM YOUR IMPACT

- Makerble shows you the unexpected outcomes of your work
- You can also discover and share best practice that helps you improve the work you do



IMPROVE THE PRODUCTIVITY OF VOLUNTEERS

- Because everyone has a personal profile on Makerble which shows them the difference they are making, volunteers have a better understanding of how they are contributing to your organisation's impact



“My resource is much more freed up, so I can apply myself to other things rather than collecting data”

SARA MARTINEZ-CALVO, WAVE TRUST

Get Started in 3 easy steps



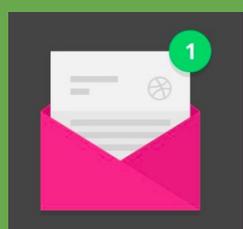
1. Create your free account

Create your free organisation account on www.Makerble.com to explore it for yourself. Whenever you fancy guidance just email GetStarted@makerble.com to receive a personalised video tour of Makerble, a phone-call to help you get setup and resources that help you introduce Makerble to your colleagues.



2. Choose what you want to track

You are free to monitor as much or as little progress as you want. If you don't know how to track your impact or evidence the soft, intangible outcomes you work towards, **Makerble Workshops** can help. If you already know exactly which outcomes you want to track and how you will track them, you can easily upload them to your Makerble Account



3. Add your colleagues and beneficiaries

There is no limit to the number of projects you can track on Makerble or the number of beneficiaries whose journeys you can follow. So if it is easier for your organisation to start with one project, that's fine. If you are ready to start tracking all your projects, then you can do.

Your first project is free. To track more, simply choose your pricing package, pay and we will activate your account for you.



We Are Your Support Team

Once you start using Makerble, if you have any questions you can contact our Support Team over phone or email. This is included.

Makerble Workshops

We provide two types of Impact Workshop:

1. Theory of Change Workshop

During this workshop you will create a Theory of Change for your organisation or for each programme you run. The workshop typically builds on strategic work you have done before. Your Theory of Chain can be thought of as a chain of events showing how the Activities you do contribute towards the ultimate outcomes your organisation exists to create.

2. Impact Measurement Workshop

In this practical, hands-on workshop you will receive practical methods you can use to evidence and measure the progress you are making towards achieving your outcomes. We will create **Scales** for your outcomes which allow you to plot the progress that your beneficiaries make over time.



Testimonial

“The word impact is thrown around a lot, especially within the charity sector and but it’s really important for you [as an organisation] not just to show it to your funders and supporters but for you as an organisation to really map out where you’re having an impact because then from a programme level, you can then implement that change and that learning into your programme design and you can then create a greater impact through your programmes by seeing identifying it, and growing the impact from there”

Annabel Fleming, Programmes Manager, Engineers Without Borders

PRICING:

Makerble Impact Workshops

£400 per Workshop

Makerble Technology

Priced per Project and per Project Location

A project could be one of your Programmes or Campaigns. If that programme or campaign exists in multiple locations and you would prefer to have a separate project for each location, you can do that on Makerble for a fraction of the cost of buying multiple projects. You can simply have one **Project** for the programme and then as many **Project Locations** as you require.

Makerble Consulting & Coaching

Impact & Innovation Consulting to help you grow the impact of your projects.

Impact & Innovation Coaching to give you the capacity internally to innovate and scale up your impact. Contact us to find out more.

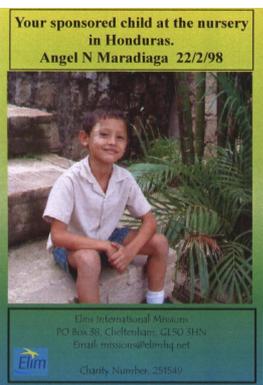
Number of Projects or Project Locations	Price Per Project and Sub-Project							
	Professional Price		Professional Price with Level 1 Small Charity Discount [turnover £500k-£1million]		Professional Price with Level 2 Small Charity Discount [turnover £250k-£500k]		Professional Price with Level 3 Small Charity Discount [turnover £100k-£250k]	
	Price per Project	Price per Project Location	Price per Project	Price per Project Location	Price per Project	Price per Project Location	Price per Project	Price per Project Location
1-10	£50.00	£5.00	£35.00	£3.50	£30.00	£3.00	£10.00	£1.00
11-20	£47.50	£4.75	£33.25	£3.33	£28.50	£2.85	£9.50	£0.95
21-30	£45.00	£4.50	£31.50	£3.15	£27.00	£2.70	£9.00	£0.90
31-40	£42.50	£4.25	£29.75	£2.98	£25.50	£2.55	£8.50	£0.85
41-50	£40.00	£4.00	£28.00	£2.80	£24.00	£2.40	£8.00	£0.80
51-60	£37.50	£3.75	£26.25	£2.63	£22.50	£2.25	£7.50	£0.75
61-70	£35.00	£3.50	£24.50	£2.45	£21.00	£2.10	£7.00	£0.70
71-80	£32.50	£3.25	£22.75	£2.28	£19.50	£1.95	£6.50	£0.65
81-90	£30.00	£3.00	£21.00	£2.10	£18.00	£1.80	£6.00	£0.60
91-100	£27.50	£2.75	£19.25	£1.93	£16.50	£1.65	£5.50	£0.55
101-150	£25.00	£2.50	£17.50	£1.75	£15.00	£1.50	£5.00	£0.50
151-200	£22.50	£2.25	£15.75	£1.58	£13.50	£1.35	£4.50	£0.45
201-300	£20.00	£2.00	£14.00	£1.40	£12.00	£1.20	£4.00	£0.40
301-400	£17.50	£1.75	£12.25	£1.23	£10.50	£1.05	£3.50	£0.35
401-450	£15.00	£1.50	£10.50	£1.05	£9.00	£0.90	£3.00	£0.30
451-500	£12.50	£1.25	£8.75	£0.88	£7.50	£0.75	£2.50	£0.25
500-750	£10.00	£1.00	£7.00	£0.70	£6.00	£0.60	£2.00	£0.20
751-1000	£7.50	£0.75	£5.25	£0.53	£4.50	£0.45	£1.50	£0.15

PRICING: Additional Extras

Makerble is a platform that you can setup yourself. However if you would like our help with various aspects of the setup process, we are able to assist in the following ways. Each day costs £400.

	Lite Setup Package	Full Setup Package
Introduce Makerble to colleagues to generate excitement	Makerble Team provides a video introducing how Makerble works Time: None	Makerble Team works with you to create internal marketing materials and internal events to introduce Makerble to colleagues Time: 1-2 days
Decide metrics to be used for each project: <ul style="list-style-type: none"> • At an organisation level • For each funder 	½ Day Theory of Change Workshop + ½ Day Impact Measurement Workshop. This is enough time to get 1-2 Programmes 'measurement-ready' and is suitable for up to 10 people. Time: 1 day	Several days of Workshops and one-to-one work with each project manager to ensure the Theory of Change and metrics are robust. Number of days depends on the number of programmes you run. Time: 2-10 days
Create projects on Makerble	Your project managers can do this themselves and in doing so will cultivate a healthy sense of ownership Time: None	If pressed for time, we set them up for you; adding in the agreed impact measurables, pictures, creating accounts and assigning roles Time: 1-2 days
Add beneficiaries	Staff manually enter each new Beneficiary's details Time: None	Staff provide lists which the Makerble Team imports and assigns to each project Time: 1 day
Training	Makerble has an intuitive design meaning that little formal training is required. If you get stuck at any point you can use the Makerble Helpdesk Videos available on YouTube Time: None	On-site training sessions Time: ½ Day

Our Founding Story



As a student Matt Kepple began sponsoring a child but realised he couldn't afford it after a few months.

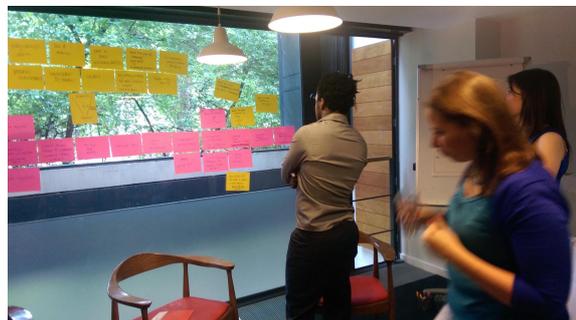
So he launched the "Sponsor a Kid for a Quid" campaign to get his friends to sponsor the child with him and ended up getting 150 people to sponsor 10 children.

The campaign won a Channel4 Award and Matt decided to one day turn his idea into a social enterprise.



While working in advertising Matt saw the Megabus slogan "low cost intercity travel" and realised that if he applied the principles of child sponsorship to charities everywhere, he could offer people "low cost international projects".

Meanwhile Makerble's cofounder Annabel Dickson was launching the Youth Funding Network, an events series which succeeded in getting millennials to crowdfund core costs of small charities to the tune of over £100,000. The key was to encourage the charities to be specific about how they intended to create impact.



Version 1 of Makerble launched as a way for people to find projects to give to and get updates on their impact.

But charities struggled to provide updates because they were having trouble meeting their existing Monitoring & Evaluation requirements.

Charities and sector intermediaries told us they still liked Makerble's playful interface so we decided to pivot and solve the M&E problem.

Makerble

“IF YOU WANT TO GO FAST, GO ALONE.
IF YOU WANT TO GO FAR, GO TOGETHER.”

African Proverb

www.Makerble.com

www.youtube.com/makerble
www.twitter.com/makerble
www.facebook.com/makerble
www.instagram.com/makerble
www.linkedin.com/company/makerble

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