

Ferdinando & Luigi Innocenti Foundation

Measure What Matters
Framework for Impact &
Learning

Introduction

Ferdinando & Luigi Innocenti Foundation was established in January 2023. Since January 2024 Trust Impact has partnered with the Foundation to craft their vision, define their purpose and build their impact strategy.

This brief explains how Trust Impact, alongside the Foundation's group of expert collaborators, supported the foundation to create a Theory of Change that responds to evidence around the need to invest in new approaches to creating the conditions for young people find joy and thrive, and will act as a guide for the Foundation's work.

It also outlines the Measure What Matters Framework, and specifically, how the Foundation will measure the impact of the projects it funds to generate powerful learning about 'what works' in supporting young people to thrive.



Contents

- 1. Foreword**
- 2. Overview**
- 3. Theory of Change**
- 4. Emerging evidence for a new approach**
- 5. Measure What Matters Framework for Learning**

Foreword



Andrea Cooper

Chief Executive Officer
at Ferdinando & Luigi
Innocenti Foundation

"We are delighted to partner with Trust Impact as our Learning Partner. With their expert guidance, we have created a Theory of Change that is distinctive and inspiring. It is essential for us that we are able to measure and understand our impact, so that we can make improvements to our work and maximise our impact over time.

Our continuing partnership with Trust Impact enables us to work with a wide team of in-house experts. They will help us to implement our Theory of Change with our charity partners, and learn together from their activities."



Ryan Miemczyk

Director of Research
at Trust Impact

"It has been a real privilege to work with the team as they launched their new foundation. From the outset, it was clear that their commitment to working with children and young people wasn't just about providing support, it was about sparking genuine moments of joy and making a meaningful, lasting difference. At Trust Impact, we helped shape their strategy for impact by embedding clear, purpose-driven outcomes and building the tools to understand, measure, and maximise that impact over time.

What emerged was a bold, joyful, and grounded vision for change, one that puts the needs, voices, and experiences of young people at its heart. We're proud to have played a role in laying the foundations for an approach that is both hopeful and evidence-led."

Trust Impact have been supporting the Ferdinando and Luigi Innocenti Foundation on their impact journey since January 2024.

This has included:

1. Defining the Foundation's Need, Vision & Purpose and Theory of Change, together with input from a wide range of expert collaborators
2. Co-creating a Measure What Matters framework with early partners BBC Children in Need and Big Change

Theory of Change

The Theory of Change outlines how the Foundation will achieve its impact in line with its core purpose. It includes: target population, impact, outcomes, outputs, activities, and inputs.

Measure What Matters Framework

The Measure What Matters Framework outlines what indicators the foundation should collect data on to understand the impact of the initiatives they fund for the young people they aim to empower. It focuses on using meaningful, priority measures to track impact & generate learning. The Framework details which indicators will be used, the approach taken to measurement & what lenses will be applied to answer F&LIF's key learning questions.

F&LIF commissioned mental health & social change charity **Plattform**¹ to carry out an evidence review of the current state of children and young people's wellbeing & mental health in the UK. The review found that.

- ❑ Children and young people in the UK are experiencing **declining mental health and wellbeing**, with research showing they are the unhappiest they've been in over 10 years
- ❑ **Poverty plays a particularly significant role** in mental health outcomes. They are also impacted by loneliness, childhood stress and trauma, as well as societal distress, like a pandemic, war or economic turbulence

- ❑ A purely **medical or deficit-based approach to mental health fails** to address this decline because mental health issues are largely determined by social factors rather than biological causes
- ❑ Schools & communities around children and young people have the opportunity to leave behind a narrow of academic attainment & instead **create a positive eco-system for mental health**, including opportunities for play and joy

PLATTFORM

For mental health and social change

¹Author: Dr Jen Daffin, Community Clinical Psychologist / Director of Relational Practice and Change, Plattform

Platform's key policy recommendations were:

- ❑ **An approach that focuses on the social determinants of mental health, the things that contribute to a good life and wellbeing** - keeping a focus on equality, social justice, inclusion, living conditions and so on, means fewer people will need to rely on mental health services
- ❑ **Shift focus from external academic attainment** as our marker of being a successful and thriving human, to **what helps us get to know who we are and what we like**, and **sharing those passions and interests** with others
- ❑ Take a **wellness approach** to wellbeing and place emphasis on **creating the conditions for everyone,**

including young people, to thrive

- ❑ Take a **relational rather than a behavioural approach**; specialised support is important but without a strong foundation of connections and relationships we are at risk of mental health problems
- ❑ **Prioritise opportunities for play, flow and creativity**; every young person deserves to have fun and experience joy. Creating opportunities for young people to build on their strengths and connect with the things they care about will foster wellness

F&LIF's Theory of Change – overleaf – was developed to reflect this emerging evidence, the insight of their collaborators, the Foundation's core values & their commitment to a bold new approach.

The Need

Currently, activities for young people are often focused on preparing and assessing them for 'the future', which can be overwhelming or unappealing. There are few opportunities for young people to participate in activities 'for today' that are enjoyable and satisfying, and where personal growth is led by young people themselves.

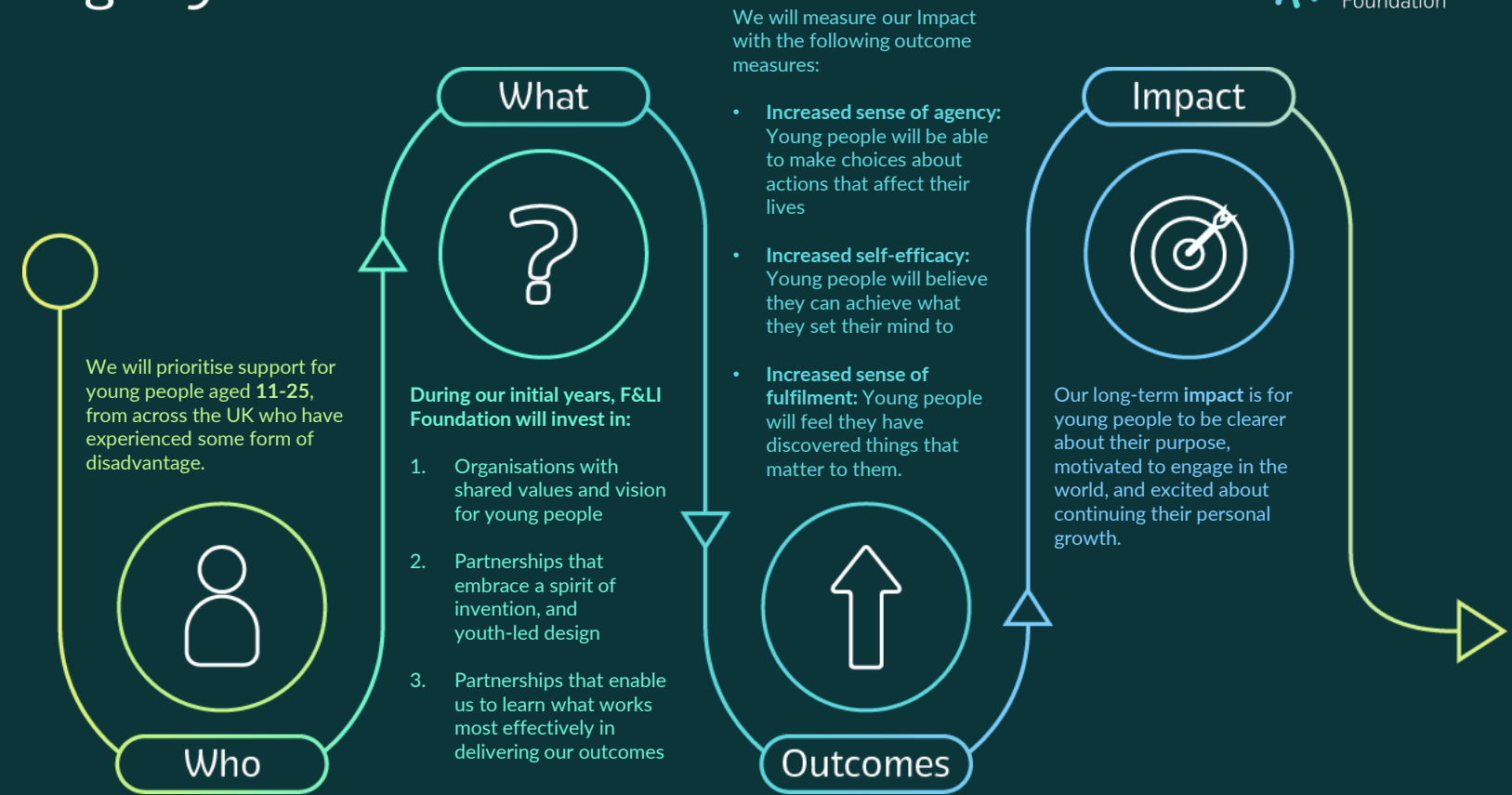
There are even fewer for young people with experience of disadvantage. As a result, they may not find purpose or experience the joy of growth.

Vision

Our Vision is a world where every young person has the opportunity to have fun, grow, and live with purpose.

Purpose

Our Purpose is to provide funding that enables young people to discover new passions, have fun, find purpose in life, and experience the joy of leading their own personal growth.



Values

Joy

We believe that all young people deserve to have fun, and that by finding and pursuing activities they are passionate about they can have fun, find purpose in life, and experience the joy of leading their own personal growth.

Youth-led

Initiatives for young people will come and go over time, and are inevitably influenced by a range of external factors. We believe that young people are best placed to develop ideas that meet their needs, wants, and values. That is why we seek to share power with young people, and invest in activities that enable youth-led ideas.

Invention

With a rich family legacy rooted in a spirit of invention, we work with partners to try new things. We see the value of supporting early-stage ideas, and developing new approaches to philanthropic giving.

Impact

We are motivated by impact. We are committed to learning in order to measure, understand, and grow our impact.

Respect

We respect that every young person deserves to experience the joy of growth. We respect the expertise of others across the youth sector, and seek to build relationships and work in partnership to build on best practice.

Measure What Matters

Key learning questions



When building the measurement framework, the F&LIF identified some key objectives that went beyond improving the lives of their direct beneficiaries to also providing a platform for others to learn from.

To do this, the Foundation set itself the ambition of funding projects that enable it to better understand the answers to the following questions:

- Do the assumptions in our Theory of Change hold true?
- To what extent do the funded activities achieve our three outcomes?
- Are there differences in engagement & impact across different beneficiary groups?
- Are there differences in engagement & impact depending on how projects are funded?
- To what extent do youth-led programmes improve key outcomes? Do some young people benefit more from the youth-led approaches than others?
- How can the Foundation best foster youth-led innovation in the youth sector?
- How can we, our partners and society better target resources?





To answer these learning questions, the Framework brings together three main elements:

Demographics for Reach & Equity

Demographics are collected with the intent to understand beneficiaries' demographic characteristics and better identify whether the foundation is reaching its target population.

Impact and Outcomes for Beneficiaries

Impact Questions are designed specifically to allow F&LIF to understand if the projects delivered are enabling young people to achieve the identified outcomes.

Lenses for Impact Analysis

Lenses are utilised to investigate the impact questions to better understand whether impact is greater or less for beneficiaries with certain characteristics or combinations of characteristics, or for different project types.

Outcomes

F&LIF identified three key outcomes for enabling young people to achieve the impact they are aiming for:

Increased
Sense of
Agency

Increased
Self-
Efficacy

Increased
Sense of
Fulfilment

These outcomes represent the steps that will lead to impact in young people's lives both now and in the future. By...

- having control over their own choices (**agency**)...
- believing in their own capabilities (**self-efficacy**), and...
- achieving something that matters to them (**fulfilment**)...

...young people will be more able to identify meaningful, purpose-driven ways to spark joy.

All projects the Foundation chooses to partner with will contribute to achieving these outcomes.

Impact questions

Outcomes data will be collected at multiple timepoint using the Impact Questions to explore the changes that beneficiaries experience over time.

| Outcome | Measure |
|-----------------|---|
| Sense of Agency | 'I make active choices about what to do daily' |
| Self-Efficacy | 'I believe I can succeed at most things I set my mind to' |
| Self-fulfilment | 'Overall, how satisfied are you with your life nowadays?' |

These indicators are drawn from validated scales to assess progress against the three outcomes.

From measurement framework to learning and impact

Several key steps will take the framework from theory to practice:

Visualisation

A live dashboard will be developed to explore and monitor the data in real time. F&LIF will be able to share and review the impact data with key stakeholders.

Assessing opportunities

Reviewing the data for gaps will also identify opportunities in the Foundation's partnership portfolio for both learning and impact.

Learning reviews

Trust Impact will support F&LIF to review incoming data on an ongoing basis, interpret what it means for their learning questions and share their findings with youth sector partners.



**Powerfully Focused
Social Impact.**