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COURSE BROCHURE

# Community Needs Assessment and Social Impact Measurement Training Course

20 – 24 December 2026
Doha

# Community Needs Assessment and Social Impact Measurement Training Course

**Ref:** 2372_89050 **Date:** 20 – 24 December 2026 **Location:** Doha **Fees:** 5500 GBP

Community Needs Assessment and Social Impact Measurement is a 1-week training course for grant officers, grant managers and social investment staff, built around one work product: a needs assessment and impact evaluation plan for a funded initiative. Funders and boards now expect evidence that money reaches real needs and changes lives. Jupiter Prime Training runs this course for staff who must turn community voices into credible impact evidence.

## Why Community Needs Assessment and Social Impact Measurement Matters Now

Three groups shape this work today. Grant makers and social investors compare proposals on evidence, rewarding applicants who show a clear link between local needs and expected outcomes. Communities resist being surveyed without seeing results, so engagement must be respectful and visible. Boards want to know whether social spending creates value comparable with its cost. An organisation that measures well directs funds where they matter and wins repeat grants; one that measures poorly funds assumptions, overstates impact and loses funder trust.

## Who Gains Most from Community Needs Assessment and Social Impact Measurement

- Staff who design and run community surveys before a grant application
- Grant managers who set outcome indicators and monitor funded partners
- Social investment staff who compare initiatives on value created per unit spent
- Evaluation staff who prepare impact reports for funders and boards

A foundation, charity or corporate giving unit that sends several staff together gains most, leaving with one shared evidence approach.

## Community Needs Assessment and Social Impact Measurement Capabilities

Participants move from raw community evidence to an impact claim a funder can examine line by line.

- Design a household survey and sampling approach — reaching groups that services overlook
- Prioritise needs by severity, scale and urgency — informing grant allocation decisions
- Build a theory of change with tested assumptions — giving funders a credible causal story
- Specify outcome indicators with baselines and targets — guiding partner monitoring
- Calculate a social return ratio with proper adjustments — supporting board investment choices
- Communicate evaluation findings and lessons — informing funders and community members

## Key Community Needs Assessment and Social Impact Measurement Terms

- Needs assessment — a structured study of the gap between a community's current conditions and the conditions it seeks.
- Theory of change — a diagram and narrative showing how activities lead through intermediate outcomes to long-term change.
- Outcome indicator — a measurable sign that an intended change for people or a place is happening.
- Financial proxy — a monetary value used to represent a social outcome that has no market price.
- Deadweight — the share of an outcome that would have happened anyway without the funded activity.
- Social return ratio — the value of social outcomes created divided by the investment made to achieve them.

## Community Needs Assessment and Social Impact Measurement Day by Day

### Day 1: Communities, Funders and the Case for Evidence

- Stakeholder Mapping of Residents, Funders and Partners — Deciding Whose Voice Shapes Priorities
- Funder Evidence Expectations — Matching Reporting Depth to Grant Size
- Existing Statistics and Service Records — Building a Baseline Before Surveying
- Asset-Based Community Profiles — Balancing Needs with Local Strengths
- Ethics, Consent and Data Protection — Protecting Vulnerable Respondents

### Day 2: Gathering Community Needs Evidence

- Household Survey Design and Sampling — Reaching Hard-to-Reach Groups
- Focus Groups and Key Informant Interviews — Explaining What Numbers Miss
- Needs Prioritisation Matrices — Ranking Severity, Scale and Urgency
- Gap Analysis Against Current Services — Locating Unmet Demand
- Needs Statement Drafting — Framing the Problem for Grant Decisions

### Day 3: Change Pathways and Indicators

- Theory of Change Diagrams — Linking Activities to Long-Term Outcomes
- Assumption Testing on Each Causal Link — Exposing Weak Logic Early
- Outcome Indicator Selection — Choosing Measures Communities Recognise
- Baseline, Target and Data Source Tables — Making Indicators Measurable
- Attribution, Contribution and Counterfactual Thinking — Claiming Change Honestly

### Day 4: Valuing and Reporting Social Impact

- Social Return Calculation Steps — Comparing Outcome Value with Grant Cost
- Financial Proxies for Social Outcomes — Valuing Wellbeing and Employment Gains
- Deadweight, Displacement and Drop-Off Adjustments — Avoiding Inflated Impact Claims
- Sensitivity Testing of Impact Ratios — Showing Funders the Range
- Evaluation Report Structure for Funders — Presenting Findings and Learning

## Day 5: Practising the Needs Assessment and Impact Evaluation Plan

- Needs Evidence Summary — Applying Day 2 Survey and Gap Findings
- Change Pathway and Indicator Set — Applying Day 3 Theory of Change Work
- Valuation Approach and Adjustments — Applying Day 4 Social Return Steps
- Peer Funder Panel Challenge — Testing Plan Credibility and Proportionality
- Finished Needs Assessment and Impact Evaluation Plan — Setting Methods, Timeline and Owners

## Applying Community Needs Assessment and Social Impact Measurement After the Course

- Run a short needs prioritisation matrix with residents and partners for one current initiative, then compare it with the original grant rationale.
- Draft a theory of change and indicator table for one funded partner and agree baselines with them before the next reporting period.

## Community Needs Assessment and Social Impact Measurement Questions FAQ

### What is community needs assessment and social impact measurement, and why does it matter now?

It is the practice of evidencing local needs and then measuring and valuing the change a funded activity creates. It matters now because funders and boards ask for proof that money addresses real needs and delivers outcomes.

### Which roles gain most from community needs assessment and social impact measurement?

Grant officers, grant managers and social investment staff gain most, along with evaluation staff who report results to funders.

### How does a community needs assessment and social impact measurement course differ from a general monitoring and evaluation course?

It starts with community needs and ends with valued social outcomes. A general monitoring and evaluation course tracks project results; this course links local evidence, change pathways and social return.

### What do you bring back from community needs assessment and social impact measurement training?

You bring back a needs assessment and impact evaluation plan covering survey methods, prioritised needs, a theory of change, indicators and a social return approach.

## Community Needs Assessment and Social Impact Measurement: The Way Forward

The needs assessment and impact evaluation plan first informs which needs a grant should target and how success will be shown. Grant managers, funded partners and board members use it to agree evidence expectations. After its first reporting cycle, revisit the financial proxies and deadweight assumptions against what residents and partners actually reported.