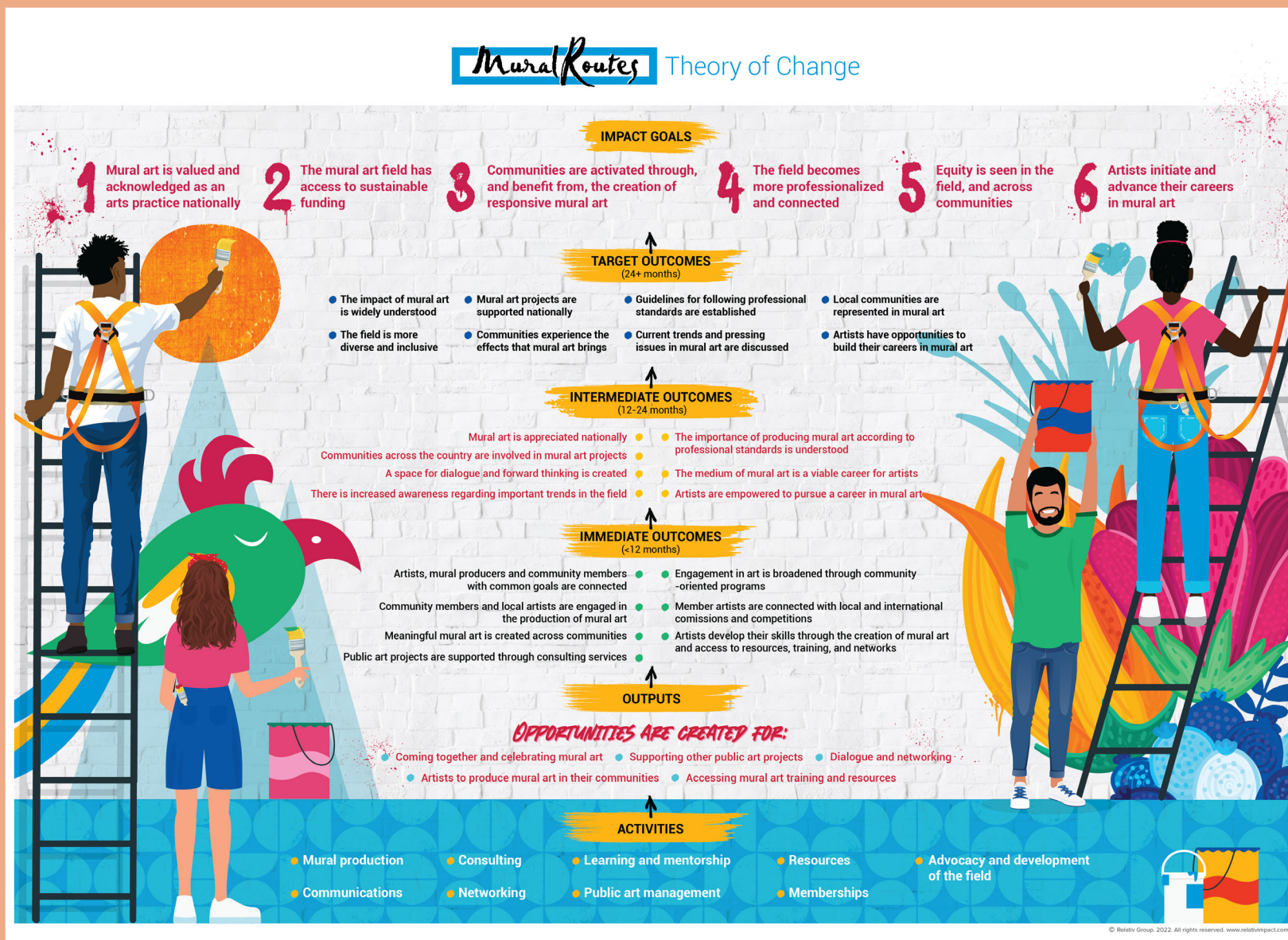


MURAL ROUTES



Variety Village Community Mural. Artists: Lead artists - Jakarundi Graphics (Caitlin Taguibao, Lara Lucretia Mrosovsky, Xuan-Yen Cao, and Rebekah Walker). Assistant artists - Kseniya Tsoy, Camila Wong, and Sarah Alinia Ziazi. Photographer: Mirna Chacin.



IMPACT MANAGEMENT & MEASUREMENT

OVERVIEW

Mural Routes is a Toronto-based organisation enabling artist development through the facilitation of opportunities to create and advance careers in mural art. Their programmes also engage community members by facilitating safe, responsive, and collaborative programmes and events to learn mural art best practices across multiple neighbourhoods.

Since 1990, Mural Routes has worked in collaboration with communities and artists to create over 75 murals across Toronto. They endeavour to meaningfully engage with diverse communities throughout the planning and execution process of every mural project. Mural Routes' vision is to be a leading resource for all artists, organisations and communities creating mural art. Their team and network do this by providing education, training, and consultation services for all aspects of mural making, advocate on behalf of artists for safe and equitable working conditions, share the importance and impact of maintaining public art, and create dialogue around emerging trends, challenges, and opportunities.

THE CHALLENGE

While the Mural Routes team was developing a tech-roadmap, they were challenged to map out a Theory of Change in consultation with their community to serve as a visioning exercise that could be the foundation for a strategic plan. They wanted to ensure that they were guided and validated by a variety of people and groups who experience the impact of their work from different perspectives.

“Working with Relativ Impact has been nothing but an absolute pleasure - they’ve walked us through every step of the process and, beyond being knowledgeable, they’ve been very understanding of the nature of our organisation as well as our limited capacity. The fact that they were able to be flexible and adapt to make the process work for us (versus for them) was really valued. They’ve supported us throughout the processes of the Theory of Change and IMF which, as a small org, is something we rely heavily on.”

Marta Keller-Hernandez, Managing Director





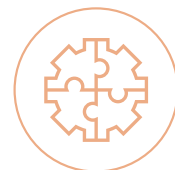
WHAT WE DELIVERED

- > Theory of Change
- > Impact Measurement Framework
- > Podcast Episode



RESULTS

Mural Routes' Theory of Change informed several next steps such as strategic planning, policy development, and programming choices. Following that, the development of the Impact Measurement Framework brought to light the access to existing data that wasn't in use. Identifying indicators enabled them to discuss which data they could use to evidence their impact, and what was needed to build on that. The shift in their mindsets to include impact as part of everything they do was extremely valuable for them. The team will continue to build on their impact journey as it evolves into the future.

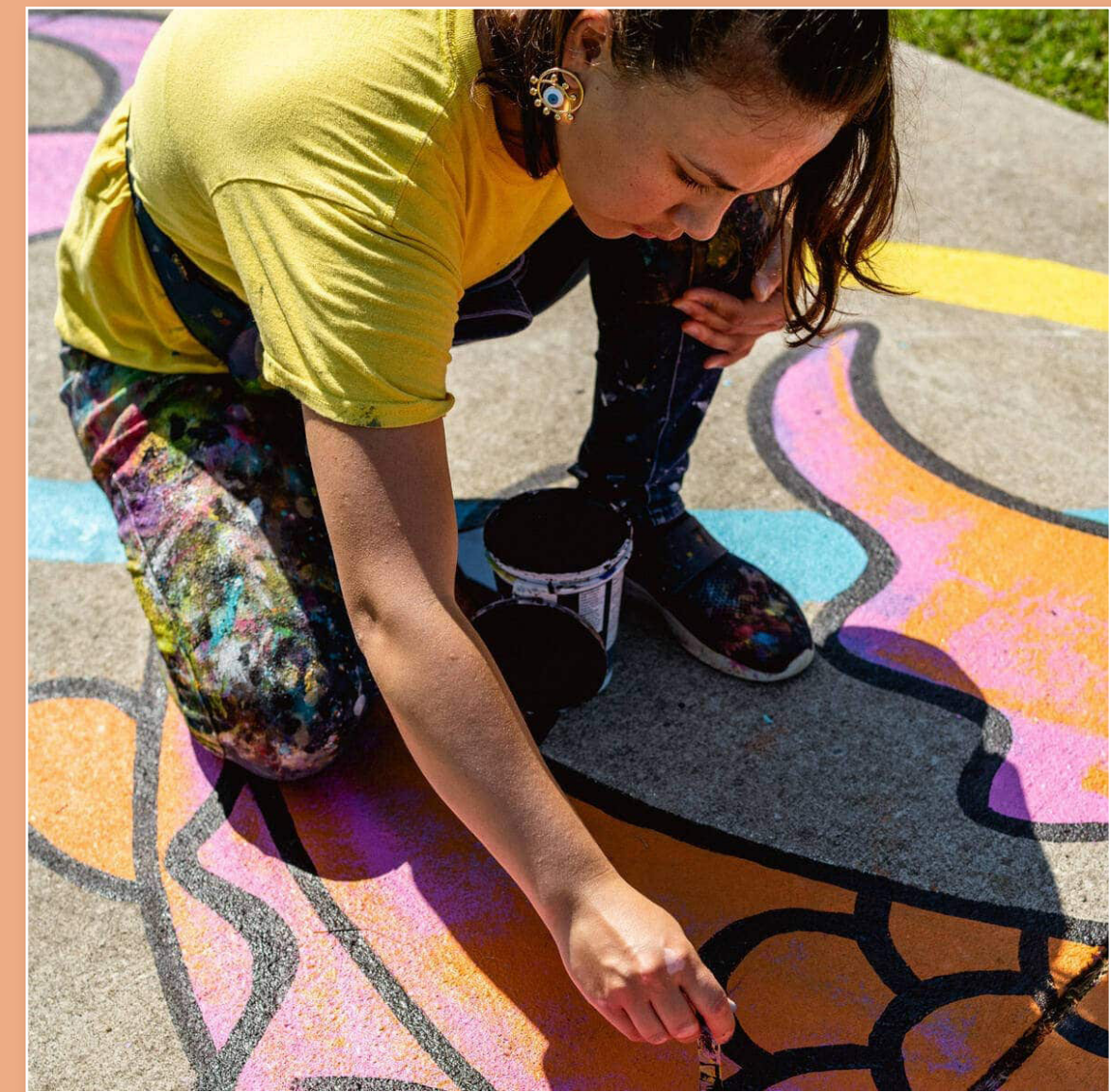


IMPACT

Before developing the Impact Measurement Framework, Mural Routes was evaluating their programmes individually and not assessing the long-term impact. They also weren't assessing their internal operations, but they have now adopted a more holistic approach. The team now has consistent conversations about their impact measurement and how they, as a small team, can start assessing priority outcomes and track their impact on various stakeholders. It's become part of every aspect of their operations and programming. The team says that it's now a part of the organizational culture.

"We are happy to share the outcome of this exercise with our members, funders, other stakeholders and mural art enthusiasts in general. This Theory of Change will be of great help when making decisions around the programming and projects we undertake moving forward. We have thoroughly enjoyed the process as well as working with Relativ Impact and cannot wait for the next phase where we start measuring our progress and tracking Mural Routes' impact."

The Mural Routes Team



Watermarked, as part of ArtworxTO. Artist: Kseniya Tsoy. Photographer: Ashley Senja.



Walls for All Community gathering. Photographer: Cass Rudolph



Watermarked, as part of ArtworxTO. Artist: Chrissy Kuiack. Photographer: Ashley Senja.

