NAL'IBALI

IMPACT MEASUREMENT & MANAGEMENT

OVERVIEW

The Nal'ibali Trust was established in 2012 as a reading-for-enjoyment campaign to foster a love of reading in children. Nal'ibali (isiXhosa for "here's the story") has since expanded to include initiatives that help upskill adults involved in the lives of children from birth to 12 years old.

Nal'ibali aims to build literacy skills and foster a lifelong culture of reading in South African communities. As part of their campaign, Nal'ibali provides children with accessible reading materials in their home languages. These stories cultivate a love of reading, help children develop essential literacy skills, and allow them to create their own reading experiences. Children who form strong relationships with books and reading materials early on are more likely to adopt and sustain a lifelong reading habit.

THE CHALLENGE

As part of their commitment to contributing towards Sustainable Development Goal (SDG) 4, Nal'ibali aims for all South African children in grade 4 to be able to read for meaning by 2030. Nal'ibali sought assistance to build and develop their Impact Management and Measurement capability. The goal of this project was to help the campaign shift from output-based to outcome-based impact. This transition would provide their funders and partners with a clear strategic path for building literacy skills and promoting a lifelong reading culture in South African communities.
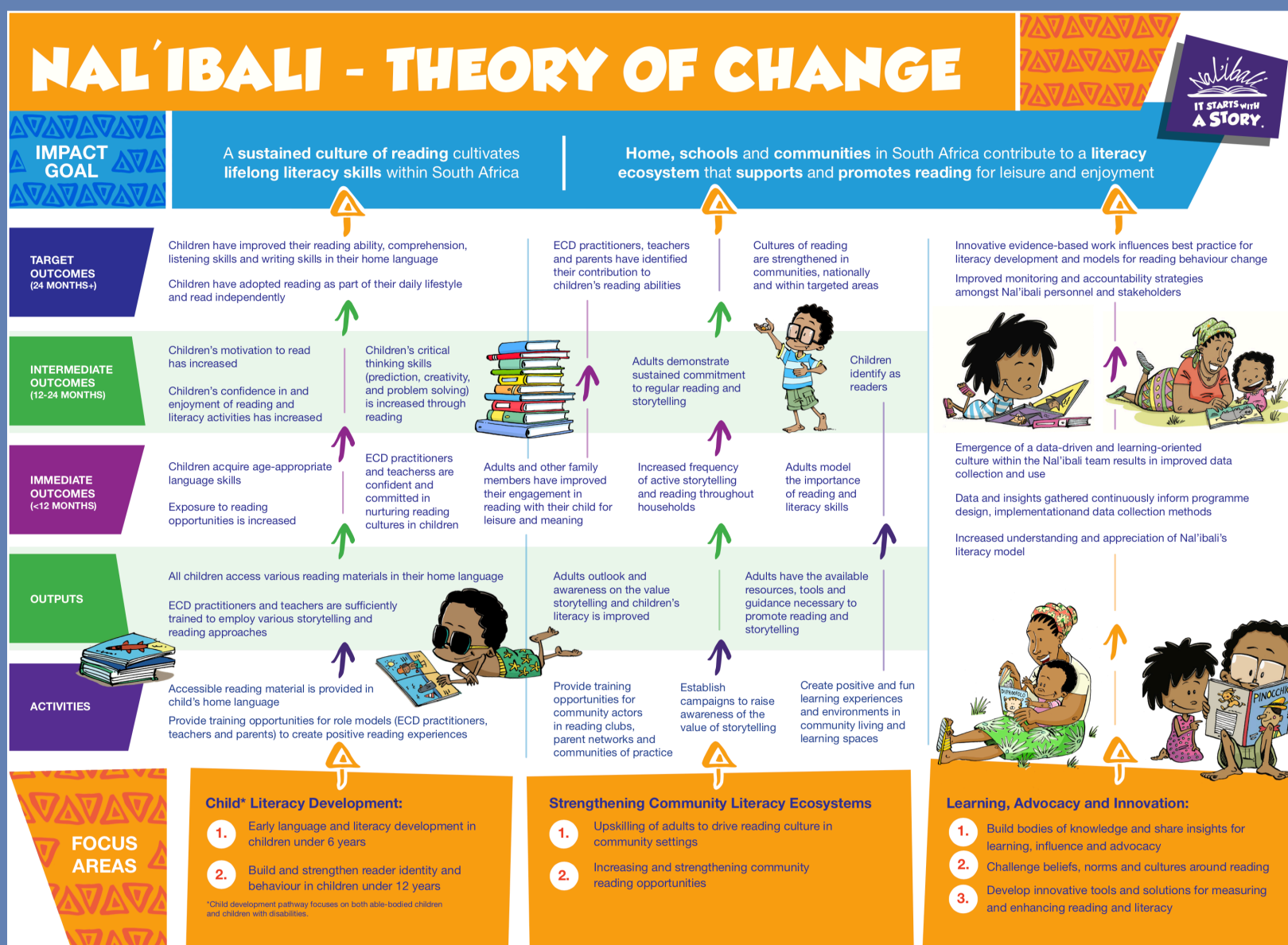
"Spending time workshopping our ToC and Impact Management Framework with RI was a very valuable exercise for our team and the materials produced have proven valuable in refining our thinking and communicating our impact."

*Gabrielle Kelly, Head of Research, Impact & Innovation*

NAL'IBALI - THEORY OF CHANGE

WHAT WE DELIVERED

> Theory of Change development and design

> Impact Measurement Framework

> Data collection tool recommendations

> Methodology report

RESULTS

The process enabled valuable engagement with both internal and external stakeholders, fostering collaboration and diverse perspectives. This approach strengthened Nal'ibali's team cohesion and facilitated constructive feedback, providing insights into performance, areas for improvement, and successes to maintain. The inclusive process developed a robust Theory of Change, which will be regularly reviewed to ensure that alignment with stakeholders' and funders' priorities is still relevant and to guide decision making and project planning. The Impact Measurement Framework clearly defines Nal'ibali's responsibilities and outcomes, which has assisted the team to identify measurable outcomes through indicators aligned to both national and international frameworks. Through the desktop research for data collection tools, a range of tools were suggested using a RAG (red, amber, green) status based on Nal'ibali's context. This produced a library of recommended tools that is a "living resource", which can be extended and refined as needed. A combination of methods and tools was found to be the best approach to overcome challenges such as costs, reliability and validity.
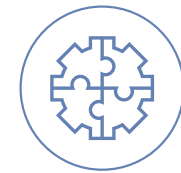
IMPACT

Through this process, Nal'ibali have learnt and been reminded of the importance of including multiple perspectives and achieving consensus in developing a shared understanding of what the campaign does, how they track their impact, and how they need to structure their work to achieve the desired outcomes, including considerations around improving their data systems. Knowing this, Nal'ibali will continue to apply a co-learning approach going forward in this work. Through a combination of internal research and external evaluation, the team hopes to present a full impact report on their 2023-2027 strategy in 2027 to inform their future goals and strategic direction.

"Mapping and developing a library of data collection tools applicable to the unique work we do has proven tremendously useful in better orientating ourselves in the literacy sector and planning our research and evaluation work."

Gabrielle Kelly, Head of Research, Impact & Innovation