




Outcomes Reporting – Are you ready to report your outcomes to secure and attract funding?

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Objective


To put you in a better position to compete for funding while using best practices

Charity Evaluation Service (CES) research found that some funders excluded funding organisations less likely to demonstrate outcomes

Monitoring and evaluation in the third sector – Ellis and Gregory, 2008

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Outcomes measurement – what Charities said was important

1. being clear about the benefits of their work
2. learning about what is working well/effective practice
3. improving the end result for beneficiaries
4. improving the way they worked
5. telling others about results
6. competing for funding and resources
7. improving reporting to funders.

Source: Ellis and Gregory 2008

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Outcomes measurement – what BIG says is important

An outcomes funder like BIG is clear about the wider changes that it wants its funding to make overall. Our programmes will normally have more specific outcomes, too. To get funding from a programme, you will need to show that your project will help us to achieve one or more of these. This means that we ask you to explain in your application just what difference your project is trying to make by setting out your own intended outcomes. And if we give you a grant, we will ask you to report on how far you are meeting the outcomes that we have agreed with you.

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Understanding the Jargon

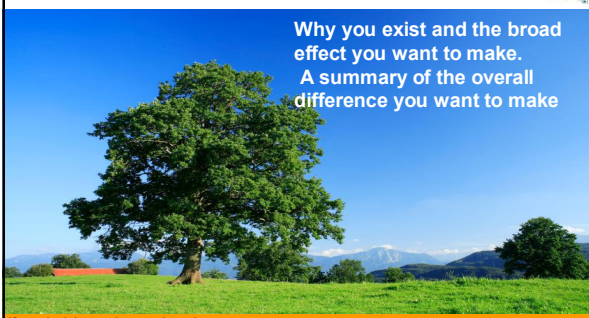
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1. Mission


Why you exist and the broad effect you want to make.
A summary of the overall difference you want to make



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Mission Statements




NHS "NHS 2010-2015: from Good to Great. Preventative, people-centred, productive"

ef Esmée Fairbairn FOUNDATION



Our aim is to improve the quality of life for people and communities in the UK both now and in the future

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2. Aims


Particular changes or differences the project or your organisation wants to bring about for your users

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3. Inputs




All the resources an organisation/project needs to carry out its activities

Ie. What do you need to carry out your services/projects?




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4. Outputs




Products, services or facilities that result from an organisation's or project's activities

Ie. What you 'put out' or what you do
They are the specific services/products you offer




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5. Outcomes




The changes, benefits, learning or other effects that result from what your organisation makes, delivers or offers


Ie: The difference that you make!!

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Outcomes Examples




Examples

- Individuals with poor literacy are able to read better. (as a result of your services)
- Organisations raise more money (as a result of fundraising training).

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Outcomes v Outputs

Often confused, even by funders

Mission – To keep children safe near water

Output – 10 swimming classes a term

Outcome – An increase in the number of children who can swim

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6. Impact

Broader or longer-term effects of an organisation's or project's work – sometimes planned sometimes unexpected

Eg. Outcome – Ex-offenders with poor literacy are able to read better.

Planned Impact – A reduction in offending amongst this group

Unexpected Impact – A reduction in unemployment amongst this group

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How to develop an Outcomes Evaluation Plan

'Very simply, outcomes evaluation is deciding what you want to achieve, recording how well you achieve it, and then using this information to help you achieve more.'

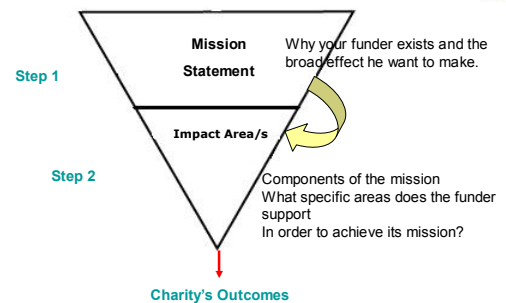
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Your Funder's Impact Strategy Steps



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Leading to Funders' Impact Strategy Steps



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Esmée Fairbairn Example

Mission



Our aim is to improve the quality of life for people and communities in the UK both now and in the future

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Funders' Impact Strategy Steps

Step 1:

improve the quality of life for people and communities

Impact Area's

Charity's Outcomes

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Step 2: Impact Areas

This is where your Funders' thinking begins to focus on the specific needs of a community or special demographic

Esmee Fairbairn Impact Area: enabling disadvantaged people to participate fully in society

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Funders' Impact Strategy Steps

Step 2:

improve the quality of life for people and communities

enabling disadvantaged people to participate fully in society

Charity's Outcomes

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Step 3: Outcomes

...where your work begins.

But first, let's create a fictitious organisation that needs an Outcomes/Evaluation Plan.

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The Charity:
"Housing Access for All"

Mission: "To provide effective and enhanced housing options that meet the needs of all community members."

programme for which funding is needed:
Homeless Housing Services

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Does your project fit Esmee Fairbairn?

Mission
Our aim is to improve the quality of life for people and communities in the UK both now and in the future ✓

Impact area
enabling disadvantaged people to participate fully in society ✓

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The Project's Outcomes

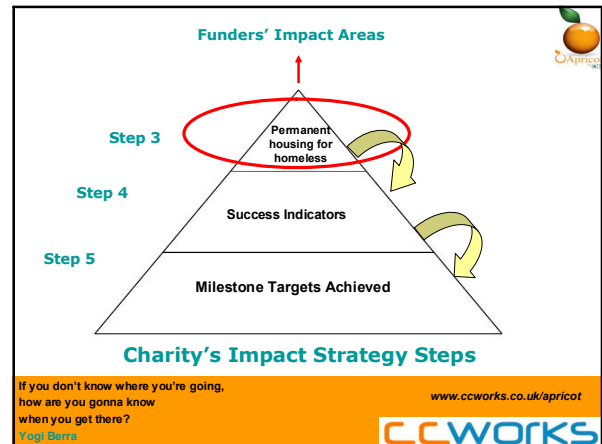
- Outcomes
- Can be measured
 - Are directly related to Funders' Impact Areas
 - Require periodic review

Our outcome - "To Secure Permanent Housing for Homeless Individuals in Our Community"

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Step 4: The Project's Success Indicators

What is a success indicator?

A Specific, measurable performance goal, resulting from your outputs, inputs and milestones/targets.

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Success Indicators

Success Indicators

- Are definable, quantifiable, measurable SMART
- Use analysis of available national /regional information

Our project's success indicator

80% of Participants Will Successfully Acquire Permanent Housing within 6 months

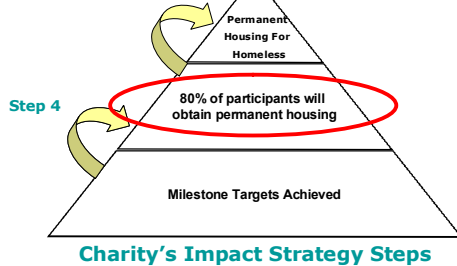
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Leading to Funders' Impact Areas



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Step 5: The Performance Evaluation Plan

Now comes the hardest (and the most satisfying) component of Outcomes Planning.

Creating your Performance Evaluation Plan

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Performance Evaluation Plan Components



1. Define your target population
2. Identify your services/programme
3. Inputs, and outputs
3. Goals that tie to the Success Indicator
5. Monitor progress using defined methodologies ie. using milestones

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Performance Evaluation Plan Components



Homeless Housing Services

1. **Definition of target population/s** : 50 males and females, aged 18+ who are currently homeless or living in temporary quarters
2. **Identification of service/programme** : Counselling and one-to-one support to prepare and place homeless individuals for permanent housing access

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Performance Evaluation Plan Components



Inputs for Homeless Housing Services

- Three full-time staff counsellors
- Life Skills Training Funds - total £200 per client
- Bus vouchers
- resource lists of local AA and NA groups
- Lists of suitable accommodation
- furniture vouchers for each successfully placed participant: total £1,000 per client

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Performance Evaluation Plan Components



3. Outputs for Homeless Housing Services

- 50 homeless individuals recruited
- Each applicant receives £50 in bus vouchers
- Each participant attends three AA or NA meetings prior to apt application (150 meetings)

etc ...

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Performance Evaluation Plan Components



4. Programme Goal (tied to success indicator)

- 40 of all 50 clients successfully placed in permanent housing for at least 60 days

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5. Monitor progress using defined methodologies Ie: milestones



- **Step 7: Living in Permanent Accommodation for 60 days**
- **Step 6: Scheduled moving date and furniture collection**
- **Step 5: Accepted Flat**
- **Step 4: Submitted Flat Application**
- **Step 3: Located and viewed three Flats**
- **Step 2: Apply for Furniture/Housing assistance**
- **Step 1: Attend 3 AA/NA Meetings**

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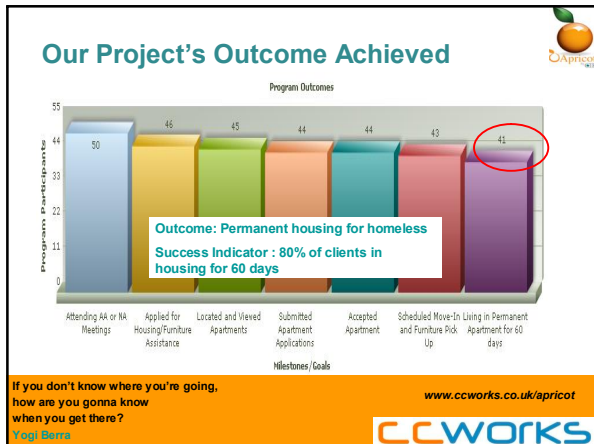
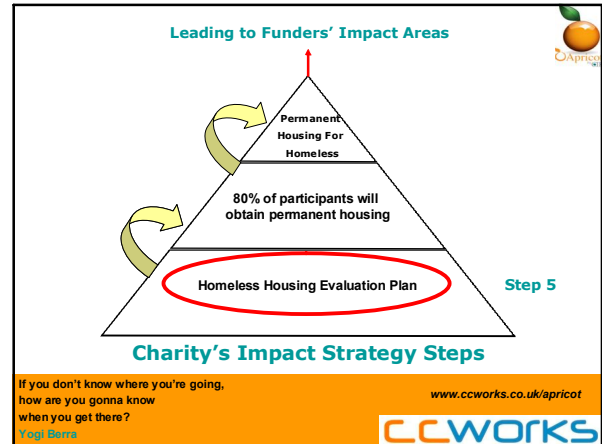
How to create milestones

- Start with your baseline and desired outcome – where are you and where do you want to be?
- Identify what steps/actions/services are required from baseline to achieve your desired outcome

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Questions?

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Come and see our Exhibition Stand and pick up
Performance Evaluation Plan Workbook

Ask Danielle to Demo Apricot Outcomes
Software

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