

This case study shows funders how being flexible with your reporting requirements can help funded organisations tell their story

Introduction

At Evaluation Support Scotland (ESS) we understand that funders require reports from their grantholders showing them what difference their funding makes. Usually funders want to know “what did you do, what difference did you make, and what did you learn”. While most funders request conventional reports or online reports to capture this impact, some organisations feel there are better ways to tell their story about the difference they make to people’s lives.

We spoke to Lightburn Elderly Association Project (LEAP) about a creative approach they recently took when reporting to the Big Lottery Fund. LEAP has been running for 25 years and provide a range of activities for older people in South Lanarkshire. They have lots of different funders including the local authority, the NHS, the Big Lottery Fund, The Robertson Trust, Climate Challenge Fund and SCVO.

Steps we took in reporting



“For one of our areas of work, loneliness and isolation, we created a video. It features group work, one-to-ones, staff, volunteers, individual clients and their family members. We’ve produced a longer 40 minute version, as well as two shorter versions for social media.”

(Georgie Madden, Business Development Manager, LEAP)

Why we decided to do this

“We decided to do something different to feedback to our funders. Statistics are important, but they are a bit dry.

The video is powerful because it shows what people think of us; feel about us and the difference we make to their health and wellbeing. Client stories play a huge part in the qualitative feedback for us.”



The impact on our reporting

"As well as completing the statistical information and narrative we inserted the video. While I'd say it hasn't reduced our reporting, it has definitely enhanced it.

We're going to do the video again when we're reporting, and I am going to use it when I'm applying for funding".



The LEAP video was a joy to watch and provided a really comprehensive update on the group's efforts to tackle isolation and loneliness with the help of National Lottery funding. Stories provide us with valuable learning about practice and impact, and they help bring important statistics to life. Videos may not be the best or most appropriate medium for all organisations, but when they address all of the key updates a funder is looking for, we're more than happy to accept them with supporting financial information. We would encourage grantholders looking to create a video for the Big Lottery Fund to have a wee chat with your Funding Officer at the outset.

Mhairi Reid, Big Lottery Fund

For more information about building positive relationships with the organisations you fund check out

- [*Building mutually beneficial relationships - Top Tips for Funders*](#)
- [*Harmonising Reporting*](#)

Contact details

If you need ESS's support please email Evaluation Support Scotland info@evaluationsupportscotland.org.uk or phone 0131 243 2770

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