

ESS delivered 2 sessions of tailored support to help Linda embed her learning and work through challenging areas.

Evaluation Planning Case Study: Funeral Link Scotland

This case study is about

how tailored support sessions with ESS helped Funeral Link identify the difference that they made.

Read it if

you want to know more about what you can get out of ESS tailored support sessions.

It will tell you

how refining your self-evaluation can help with analysis and reporting.

Introduction

Funeral Link is a fairly new organisation founded in March 2019. The charity offers confidential support and helps the bereaved in Dundee save money on all things funeral.

Funeral Link had approached The Robertson Trust to request support from ESS after attending our [free 'Why Evaluate?' web events](#). They were looking for help to develop processes for evaluating their impact.

What we did

Funeral Link service manager, Linda, attended [Let's Evaluate!](#) workshops in June/July 2020. After completing these,

Following Let's Evaluate! Linda told us that she was able to use the learning in her project, but wanted further support to work through tricky areas. Our first tailored support session focused on how to define their soft outcomes around the wellbeing of the families they work with. Funeral Link was doing well with measuring the financial gains they make for families, but found it harder to articulate the difference they make to people's ability to cope with managing a funeral.

Our second session of tailored support focussed on analysis and reporting. Linda had been pulling together statistics and quotes from their last 18 months of delivery, but needed help to draw out key learning, and to present the information in a way that was transparent and easy to engage with.

The difference we made

At the end of the tailored support sessions Linda told us that:

"Having the sessions in addition to training was a chance to dig deeper and work out what I really need."

She further said:

"As a direct result of attending Telling My Story I have reported very differently, and used the Harmonising Reporting template".

Linda expressed how much more confident she felt in reporting, and that her reports much better told the true impact of their work.

When we followed up with Linda a few months after the support ended she told us:

"The work ESS supported really helped me define the wellbeing outcome of our work, which has led to a few funding successes since."

What we learnt

- **Even in challenging times there is still appetite for evaluation support.**

Funeral Link recognised that as a new organisation drawing out learning and being better able to communicate their impact is important, and were proactive in accessing support from us.

- **Tailored support to embed learning from workshops is valuable.**

Despite attending Getting Started, Linda still benefited from a session to really get to grips with her outcomes and refining them further. This enabled her to move confidently on to analysis and reporting as she was able to use her workshop learning on the other pathway stages more easily.

If you are thinking of doing something similar, we suggest you

- Take time to think about and articulate the soft outcomes of your work to give a rounded picture of the difference you are making to service users. Soft outcomes are less straightforward to measure, so setting indicators for those outcomes will give you a clearer roadmap for what information to capture. See our resources on [setting outcomes and indicators here](#).

- Having a clear structure to your project reports will help the reader to follow the story of what you did and the difference you made more easily. [The Harmonising Reporting template](#) sets this structure out, allowing you to present your evidence and learning in an accessible way.

Contact details

If you would like ESS's support please contact us at info@evaluationsupportscotland.org.uk.

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