

Funding Guide 12

Consolidate and Celebrate!



When you have completed your fundraising project, it is hugely important that you celebrate its success with a launch event. People will have worked long and hard to ensure the project comes in on time and on budget and that must be recognised. The best way to recognise everyone's hard work and generosity is with a launch event or official opening.

Send invitations to the congregation, community, local businesses, schools and anyone that has been involved at some stage of the fundraising process. Ensure the invitations communicate your thanks for support and commitment shown by particular individuals (as appropriate).

Make sure you invite local press and all of the funders who supported the project. Invite your Bishop and Archdeacon, MP, Mayor and contact the Diocesan Communications Office to see if a member of staff would be willing to attend. Organise refreshments, along with any appropriate entertainment and speeches. If possible, have a list of individuals who demonstrated particular commitment to the project, and present them with a gift of flowers, a card signed by project beneficiaries, or a similar token of gratitude. Local businesses may give these as gifts in kind.

Writing your Evaluation Report

Depending on the grant size, the majority of funders will ask you to submit an Evaluation Report after your project works have been completed. Different funders will ask for different information, so ensure you adapt your Report for individual specifications.

It is important to include the following:

- A thank you to the funder for making your project possible
- A brief description of your project (the need and the solution)
- Any changes you made to the original plan the funder received
- A description of your evaluation processes
- Demonstrate the success of your work
- Quantitative and qualitative data - people who benefited from the project
- A breakdown of how you spent the grant money
- Photos and other evidence (quotes, stories, statistics)
- Conclusion

Why Evaluate?

Evaluation should not only answer questions, it should also prompt fresh thinking within your project and in your contacts with external agencies. If you have asked the right questions, an evaluation will tell you not only what you have achieved but also how you did it and what was most effective. It is always important to set up ways of monitoring or recording work to assess whether your project has made a difference and achieved what it set out to do. This is increasingly important in attracting funding.

Learning and Development

Monitoring and evaluating your services will help you assess how well you are doing in order to help you do better and to demonstrate what you should stop doing.

Accountability and Effectiveness

Funders and other stakeholders will want to know if a project is spending funds appropriately.

Demonstration of Achievements

It is important for projects to find ways in which both the need for accountability and the need for learning can be met.

Monitoring and Evaluation

Monitoring and Evaluation is crucial to the success of fundraising activity. Increasingly, funders expect organisations to show that they are able to plan ahead and deliver activities by learning from past successes and mistakes and improving their effectiveness.

Monitoring

Monitoring is systematically collecting information in a routine manner that will help you answer questions about your project. All organisations keep records and notes and discuss what they are doing. This becomes monitoring when the information is collected and systematically checked against a plan. This information can be used to report on your project and to help you evaluate more effectively, producing best practices for the future.

Evaluation

Evaluation is about using monitoring and other information collected to determine the worth of the project. Evaluation serves to assist and support projects from the beginning through to completion, and evaluation processes should be built into the project from the start. Some complex projects will use a range of evaluation tools while others require very simple testing. The extent of the evaluation will depend upon the requirements of the funders.