

# Demonstrating Outcomes

A one-day workshop for charities which change lives



Please visit [www.actionplanning.co.uk/outcomes](http://www.actionplanning.co.uk/outcomes) for dates and locations.

Funders are increasingly demanding evidence of the outcomes which charities deliver. Some outputs and quantitative outcomes are relatively straightforward to measure but, if your mission is to transform lives, to build confidence, to enable independence or to impart skills, it can be more difficult to demonstrate to funders the qualitative changes which you inspire in those you serve.

This intensive, one-day workshop is designed to help you to measure these 'soft' outcomes and demonstrate the true value of your work.

It has proved to be of particular benefit to those running people orientated projects, for instance in social care, disability, family support, advice services, employment, housing and tenants associations and faith-based organisations.

The course is limited to 20 participants and is run by Peter Ashcroft of Action Planning Consulting, who leads a team which helps charities to write bids, demonstrate performance and access new sources of funding.

We will help you to apply a range of participatory evaluation tools which can show just how far your clients, volunteers and beneficiaries have come since being involved with your project. It will provide:

- an understanding of how to measure outcomes
- tools to measure 'softer' qualitative outcomes
- opportunity to test these tools
- pointers on how to use evaluation to maximise your fundraising

We encourage delegates to attend this workshop in small teams of two or three as there will be ample opportunity for participatory group work during the day.

***"A very enjoyable course. Lots of practical and relevant information."***

Marie Kearns, Chief Executive, Harmony House Dagenham

***"Some great tips and tools to take away. A very engaging trainer."***

Sarah Bone, Chief Executive, Diabetes Research and Wellness Foundation.

***"Excellent course, completely achieved stated aims."***

Stephanie Mullaly, Recreation, Youth & Leisure Co-ordinator, Hillingdon Autistic Care & Support

**action**  
**planning**  
let's start from here



Supported by Mazars



strategy and fundraising consultants

# REGISTRATION FORM

You can book in four ways:

1. Enter your details online at [www.actionplanning.co.uk/outcomes](http://www.actionplanning.co.uk/outcomes) (you will then have a choice of either requesting an invoice, or paying online)
2. or email [anne@actionplanning.co.uk](mailto:anne@actionplanning.co.uk)
3. or fax (020 8770 2090) or post this form to **Action Planning**, Waymark House, 19 Cedar Road, Sutton, Surrey SM2 5DA
4. or phone Anne on 0208 661 8060

Please register the following delegates (**BLOCK CAPITALS PLEASE**)

**1** Mr/Mrs/Miss/Dr: \_\_\_\_\_ First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Mr/Mrs/Miss/Dr: \_\_\_\_\_ First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
E-mail: \_\_\_\_\_

**2** Name of Charity/Organisation: \_\_\_\_\_  
Address: \_\_\_\_\_  
Postcode: \_\_\_\_\_  
Tel: \_\_\_\_\_

**3** Please indicate your preferred workshop date below:  
\_\_\_\_\_

**4** Please tick appropriate box:  
 I enclose my cheque for \_\_\_\_\_ (payable to Action Planning)

Attendance fee: £185 per delegate, including VAT, lunch and all presentation materials.

Please register me/us and send me a VAT invoice. (Unless you specify otherwise, the invoice will be made out to your organisation).

I wish to pay by credit card (complete details below)

Visa  Mastercard  Switch/Maestro  Delta

Card Number

\_\_\_\_\_  
Valid from \_\_\_\_\_ Expiry Date \_\_\_\_\_

Issue No. \_\_\_\_\_ Security Code \_\_\_\_\_

Switch/Maestro users only

This is the 3 or 4 digit code on the back of your card

**5** Please indicate any special needs or dietary requirements:  
\_\_\_\_\_

**6** Please tick the relevant box if you would like a free discussion with Action Planning about our services in any of the following fields:

Major Donor Fundraising  Research (e.g. into major donors or trusts)  Revenue Fundraising  
 Recruitment  Strategic Consultancy  Market Research  
 Capital Fundraising  Wealth Screening  
(Please write below how much you need to raise and for what purpose) \_\_\_\_\_  
to identify potential major donors

## DATA PROTECTION

We would like to retain your address to send you invitations to future events and information on our work. Should you not wish to receive such communications, please tick here.

We would like to include your name, title and organisation (but not your address) on the delegate list. Should you not wish us to do this, please tick here.

## CANCELLATION AND REFUND POLICY

All delegate fees must be paid in advance of the conference. Your fee is fully refundable, provided you cancel in writing more than seven working days before the conference. No refunds are available for cancellations within seven working days of the event, though substitutions can be made at any time.

## PROGRAMME

Action Planning reserves the right to vary the published programme of speakers and the timing of the sessions.

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Attendance fee: £185 per person including VAT, presentation materials and lunch.

## Demonstrating Outcomes

This one-day workshop is designed to help charities to demonstrate to funders qualitative, or 'soft', outcomes. It is intended for organisations which work to change lives, and is particularly relevant to charities working in the following fields:

- social care
- disability support
- 'hard to reach' groups
- family support
- children and young people
- advice services
- employment and skills training
- housing and tenants associations
- faith-based organisations.

Limited to 20 participants, the course will explain how to use a range of evaluation tools which demonstrate the impact of your work on your beneficiaries and volunteers. You will gain an understanding of how to outcome measurement, practical methodologies which you can apply in your organisation, opportunity to test these tools and guidance on how to use outcome measurement to enhance your fundraising. The course is limited to 20 participants and is run by Peter Ashcroft of Action Planning Consulting, who leads a team which helps charities to write bids, demonstrate performance and access new sources of funding.

## Action Planning

Action Planning is a leading UK consultancy to the not-for-profit sector. It offers an unparalleled combination of fundraising and strategic consultancy, research, recruitment and 'hands on' fundraising to help organisations grow their income and fund major capital projects.

An initial discussion with Action Planning is without commitment. Please tick section 6 opposite or contact Vicky Porritt ([vporritt@actionplanning.co.uk](mailto:vporritt@actionplanning.co.uk) or 020 8642 4122) if you would like to talk to us about your needs.