

Introducing Children in Need's Approach to Measuring Outcomes

**BBC
CHILDREN
IN NEED**

Our Approach:

- Core and Project funding offered.
- Outcomes/Difference, not Impact.
- We want to see that an organisation:
 - targets children and young people;
 - hopes to make a difference to their lives using our funding;
 - can measure this change and tell us about it in their reporting.
- Two stage process, Expression of Interest (EOI) and Full Application.
- One outcome for smaller grants, three for larger grants.
- We don't expect the outcomes to be fully formed or defined at application, but we should be able to pick up the key changes that will be made.
- We have a 'Welcome Call' where we can provide some support.
- We offer free training called 'Your Difference' to help grant holders define their outcomes and consider how they will measure and monitor these.
- Other funding programme – different requests appropriate to the programme

Reporting:

- Yearly reporting where grant holders are asked to feed back to us on the progress made towards their defined outcomes.
- They tell us about 1 or 3 individual outcomes depending on the grant size, plus the activities they have undertaken to achieve these. There is a word limit.
- We ask them to categorise how many children and young people have experienced:
 - significant progress
 - some progress
 - yet to progress(although we recognise that these terms are subjective and it's about what it means to the organisation and their specific young people)
- If they are working with high numbers, we ask for a sample.
- We ask for the evidence of how they know they have achieved their differences.
- We use this information and the reporting to understand how the organisation are getting on, support we can offer, and if changes need to be made, to support them better.

How do we use outcome data:

We have an **Insights** team who are dedicated to learning, and they analyse and interpret the range of data we have available including reporting.

Reporting, and particularly outcomes support us with developing our **yearly appeal** and fundraising activity.

To support our grant making practice – **learning** from reporting allows us to understand where best to fund in the future to best meet the needs of children and young people.

One current learning focus for us is around how **core funding** can be linked to outcomes for children and young people most effectively.



Any Questions?