

Shout About Success!

A programme to improve charity performance reporting

Reporting on achievements

People want meaningful, honest and timely information about what charities achieve. Funders, donors, staff, the press and the general public all want a mixture of hard-edged quantitative reporting supported by compelling stories of individual successes.

Experienced hands in the charity sector know that these expectations are not easy to meet. Achievements are often diverse, hard to measure and difficult to ascribe to any one organisation.

However, the public, the government and sector commentators all believe that charities could be much better at describing and reporting what they are achieving.

Shout About Success! is a programme to enable charities to work together to report the real differences they have made more clearly and more transparently.

Programme aims

Our programme has two high level aims

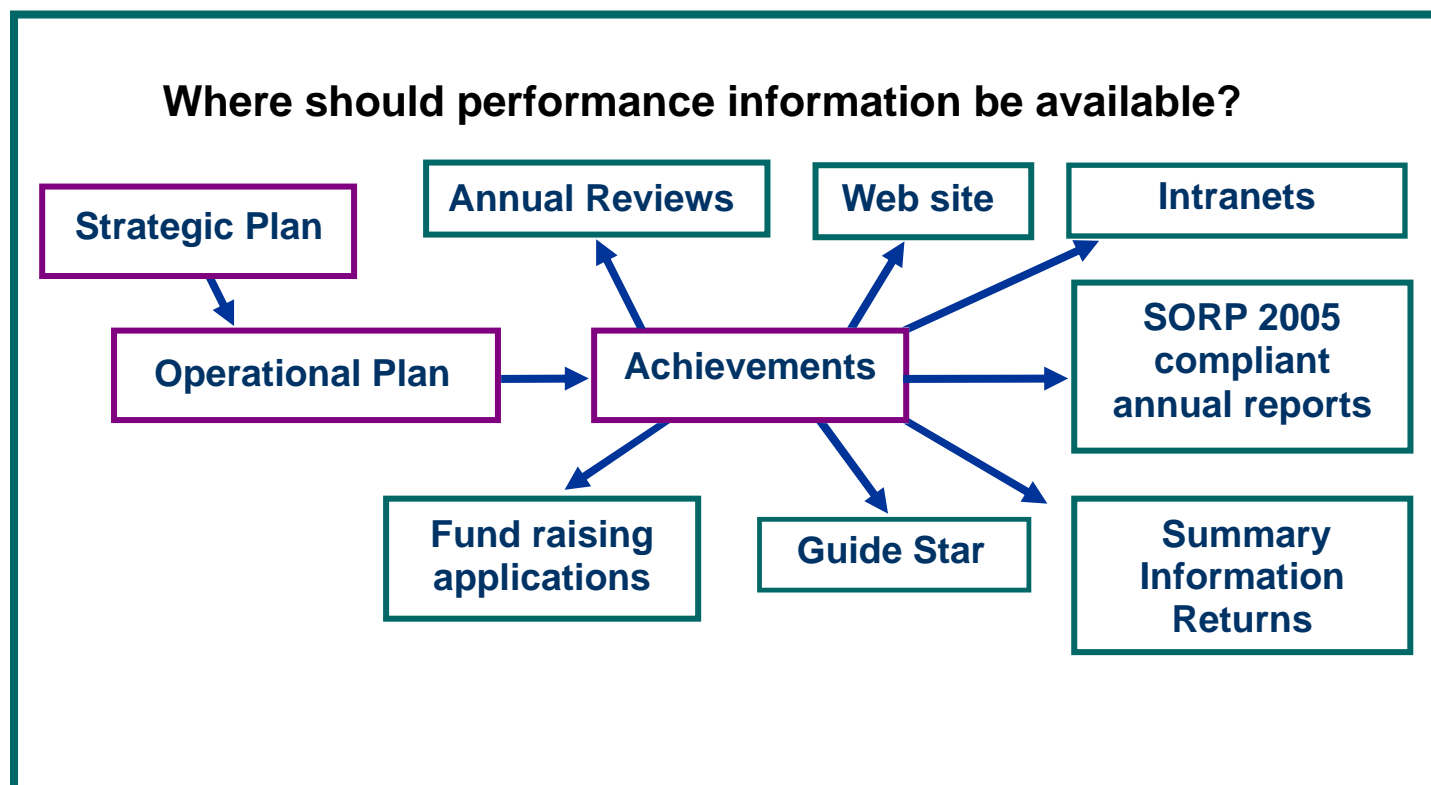
1. To put clear, honest and meaningful reports of individual charity's achievements on their web sites and in annual and other reports
2. To set new standards in performance reporting and give the public greater confidence in charities.

The first tier of performance information that should be reported

The numbers of people benefiting from services
The impact of services on peoples' lives
The organisation's campaigning and research successes
The results that have been achieved by working in partnership
Trends in achievements over time
The sources of funding for each service and campaign
The way trustees have spent un-restricted funds
How the organisation's activities further the mission
How the achievements compared to plans

Web based reports on performance

These days performance needs to be reported in many different ways. The great advantage of the web is that it is very flexible and reports can be up-dated more than once a year and therefore give stakeholders much more timely information.



How the Shout About Success! programme works

Charities work individually or in small groups on a programme of improving performance reporting over a twelve month period.

The core of the programme is four 'Summit Meetings' when Compass sets out the theory and practice of performance reporting and tailored presentations on the steps to take to achieve the programme's objectives. We share experience and learning and challenge organisations to make improvements to their performance reporting. Each Summit Meeting launches a new stage of work:

- STAGE 1** Establishes the initiative securely in the organisation
- STAGE 2** Develops initial performance reporting proposals in the organisation
- STAGE 3** Refine and test the proposals
- STAGE 4** Launches web and print based performance reporting.

In between 'Summit Meetings' organisations take the required actions to:

- Develop a project plan and establish a cross-departmental team to drive the programme
- Identify the information on achievements they want to promote
- Discover what information is easily available and what needs to be captured in the future
- Develop processes to gather and process information on a regular basis
- Clarify how it will be presented in electronic and print media
- Change people's attitudes towards greater transparency and accountability
- Stage implementation to fit with circumstances.

Compass provides in-house workshops, advice and telephone support to participants as required during the twelve months.

If you would like further information please contact Debbie Emerson our Business Manager on 01628 478 561 to arrange a preliminary discussion.