



maximising positive
social impact

Between the funder and the project:
the role of M&E facilitation and mentorship towards
knowing and showing outcomes for programmes

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Presentation outline



1. The context
2. An alternative corporate donor model
3. Impact Consulting's approach
4. Successes and challenges of the model

The context

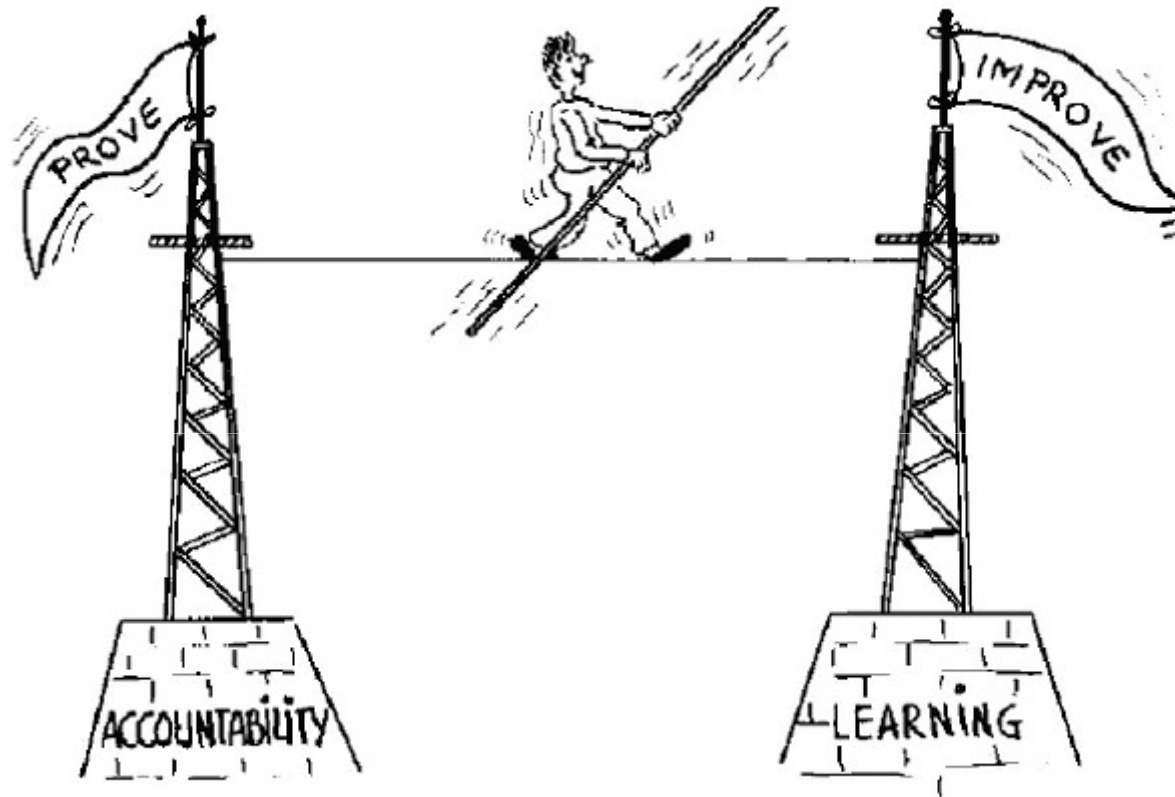
- Challenging economic climate and increasing community needs  pressure on projects to show funders their outcomes and impact
- Corporate donors are more understanding of value of impactful projects and want to know what has changed in the world as a result of their funds



The context

- There is a move towards showing outcomes
- The majority of projects in SA:
 - Have minimal M&E in place
 - Unaware of / do not have a programme theory
 - Report activities and outputs only (donors often require only this)
- ***But*** projects can't show their outcomes if they don't know them.

Why evaluate?



Other intentions?

- marketing/fundraising
- decision-making (re-funding)

Source: Davies/Dart (2005):
MSC guide, on
<http://www.mande.co.uk/docs/MSCGuide.pdf>

An alternative corporate donor model



- Santam's Emthunzini Trust is pioneering a new model to address the lack of knowing and showing outcomes
- They capacitate projects with M&E mentoring so that they can effectively report on their outcomes
- Impact Consulting provides the mentoring and builds learning through the process



The Emthunzini donor model



Aspects of the funding model:

Capacity building

- A genuine interest in and action towards building capacity for projects

Outcomes reporting

- A focus on project outcomes – and creative and visual reporting

Flexibility

- Both in reporting structure and activities

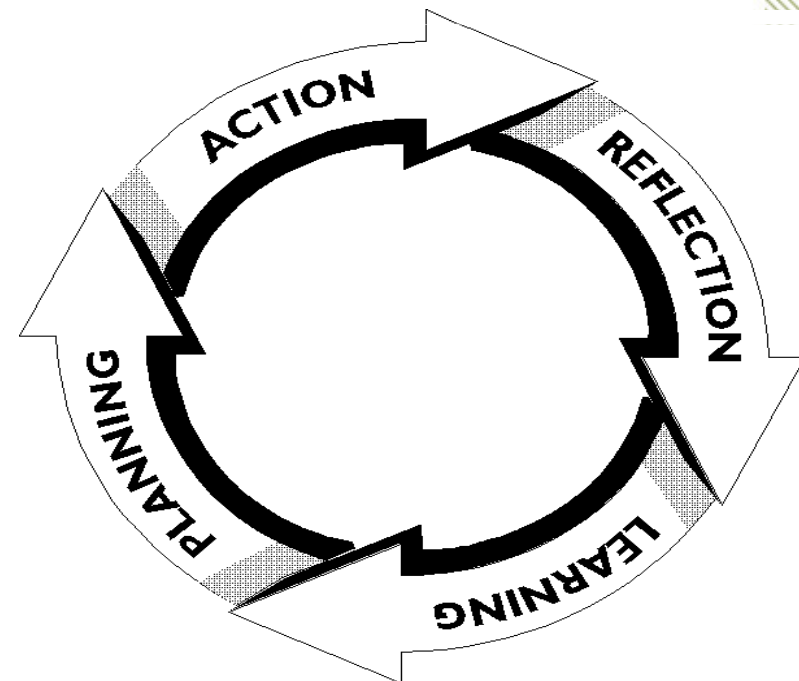
Grant cycle

- Including 'buffer time' in the cycle for project set up and systems development

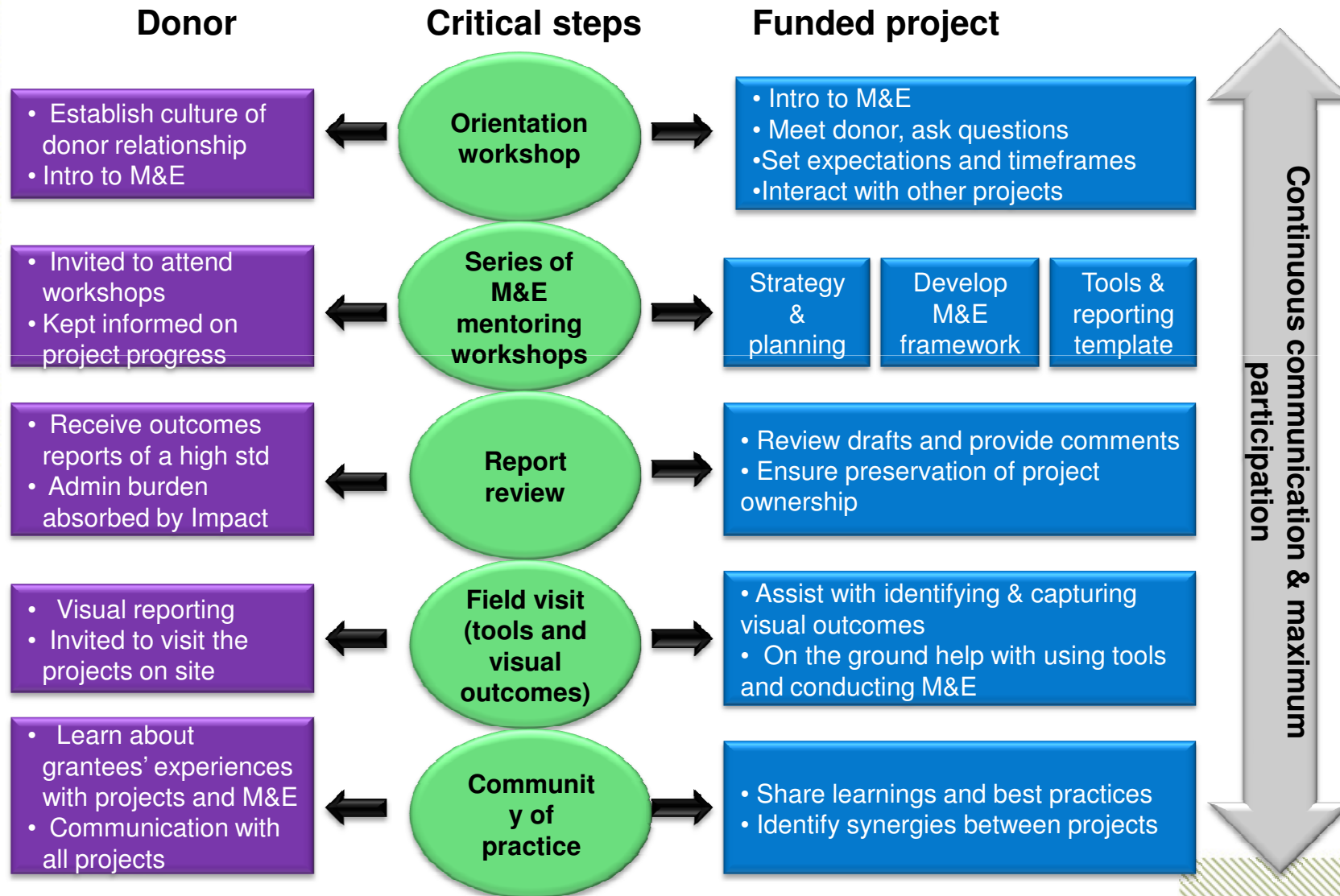
Impact Consulting's approach to mentoring for outcomes



- M&E facilitation and mentorship model with an emergent process, unique to each organisation
- Action learning approach with critical reflection as a tool
- Building outcomes thinking



M&E for outcomes model



Successes and challenges of the model

Successes

- Balancing the project's needs against those of the donor
- Maintaining project's ownership of their work
- Using participatory methods with projects



Challenges

- Buy-in and participation from the projects (initially see us as donor)
- Slow process to outcomes thinking, change management needed
- Balancing Impact Consulting's demand for deliverables and nurturing M&E capacity building

Questions and Feedback

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