

Planning my Outcomes and Targets

The Robertson Trust aims to make a positive difference to people's lives with the donations we make. At the start of each year of funding we want you to tell us what you intend to achieve and what difference you hope to make.

We would like you to identify for the next year:

- up to 3 outcomes about the changes or differences you hope to make
- up to 3 key targets under each outcome about the activities or services you will deliver in order to make that outcome happen

Please complete the "Planning my Outcomes and Targets" Form and send it back to us as soon as possible.

At the end of the year we will undertake an annual review. We will ask you for evidence that you have achieved your targets and outcomes or, the reasons it was not possible to achieve them and your plans to tackle the problems you faced. We'll send you guidance about that at the end of the year. If you want to read the guidance now you can find it on our website: www.therobertsontrust.org.uk/currentgrantholders

How to complete the 'Planning my Outcomes and Targets' Form

Outcomes

Outcomes are the **difference or changes** you want to make through your services or activities. They are about changes in people's skills, knowledge, feelings, or behaviour or changes in the environment.

When writing your outcome use change words such as 'improve', 'increase', 'reduce' or 'do better'. And tell us what is changing and for whom.

For example: Young people's confidence is increased
or if you prefer: to increase young people's confidence

Other examples of outcomes:

- young people reduce their substance misuse
- carers feel better able to cope
- unemployed people access training
- children have more opportunities for safe and constructive play
- people in the local community get on better with each other

The following are NOT outcomes

- staff are recruited
- to run the day centre
- information is provided

Targets

Targets are about the activities or services that you provide for the people you work with. Targets are the key things that you need to accomplish to keep your project on track and achieve your outcomes.

Examples of targets:

- deliver support programme to 20 young people
- run monthly carers support group
- recruit and train 5 volunteers
- run programmes in 6 schools
- refurbish and open new room in day centre

Tips about filling in the form

- 1 When writing your outcomes and targets please use simple language that makes sense to you.
- 2 Make sure your outcomes are realistic and relevant. You are unlikely to eradicate poverty by the end of the year!
- 3 Make sure your outcomes are mainly about the people you work with.
- 4 But if you want, you can set one internal outcome. For example: 'increased partnership working with social work' or 'a better fundraising strategy for the future'.
- 5 If we are making a donation towards your core work, then identify a range of outcomes that reflect the breadth of all your organisation's work (as in case study 1 below). If we are funding a project we expect to see outcomes that are specifically about this project (as in case study 2 below).
- 6 It is OK to have the same target for more than one outcome.

Another thing to think about

You don't need to tell us how you will collect information about your outcomes and targets. But you should think about this for yourself now. For example you should plan how you will get simple feedback from the people you work with. You might want to create a file where you record major successes and note anything that did not go well and what you learned.

Please contact The Robertson Trust if you have any problems or questions

We would rather hear from you and help than have you sit and worry or give us the wrong information

Case studies to show you what we mean

Case study 1 The Day Care Centre

The Day Care Centre has been running for 10 years and provides services for people with mental health concerns. They run activity sessions such as arts and crafts and a lunch club. They offer volunteering opportunities and help some service users access education or work where appropriate. The Robertson Trust agrees to part fund the centre manager's salary. For the first year of this funding the Centre identifies 3 outcomes and targets that reflect the breadth of its work:

Outcome 1 **People with mental health concerns feel less isolated**

Targets:

- 1 20 people attend weekly arts and crafts activities.
- 2 10 people attend lunch club once a week.
- 3 15 existing and new volunteers access supported volunteering opportunities.

Outcome 2 **People with mental health concerns have increased confidence**

Targets:

- 1 Provide supported volunteering opportunities to existing pool of 10 volunteers.
- 2 Recruit 5 new volunteers and match them to suitable volunteering roles.
- 3 Hold at least 6 informal meetings with each volunteer throughout the year.

Outcome 3 **People with mental health concerns access further education and training (where appropriate)**

Targets:

- 1 Work with local colleges to find suitable training and development opportunities.
- 2 Help at least 4 service users access education or training during the year.

Then what happens?

At the end of year The Day Care Centre gets a letter from The Robertson Trust reminding them it's time to submit an annual review. The Centre has collected information about their outcomes and targets throughout the year. They write a short report about each of the targets. To report on the outcomes they give examples of how service users feel less isolated using quotes from them and their carers. They provide examples of increased confidence and the number of volunteers who accessed education. The report includes photographs.

They then set outcomes and targets for year 2. The work isn't changing radically so they keep the same 3 outcomes. But they set some new targets. They set a target to increase their volunteer numbers by a further 5 volunteers. They add a new target to set up a flower garden that a groups of service users will be supported to run.

Case study 2 The Drugs Education Project

The Drugs Education Project is a new project that provides drugs education for vulnerable young people. The Robertson Trust agrees to part fund the salary of the project worker. The project sets the following targets and outcomes for the first year:

Outcome 1

Young people have increased understanding of the impact of drug misuse

Targets:

- 1 Provide 1-1 drug counselling for 10 young people.
- 2 Run 10 information sessions in schools and colleges.
- 3 Deliver monthly detached street work information sessions from month 3.

Outcome 2

Young people have increased understanding of risky behaviour

Targets:

- 1 Provide 1-1 drug counselling for 10 young people.
- 2 Run 10 information sessions in schools and colleges.
- 3 Deliver monthly detached street work information sessions from month 3.

Outcome 3:

The project has better management systems in place to ensure a quality service

Targets:

- 1 Set up a client recording database from month 1.
- 2 Young people user group in place and meeting monthly from month 5.
- 3 Management committee away day held and actions implemented by month 4.

Then what happens?

At the end of year the Project submits an annual review. Their report summarises feedback from young people that shows changes in their understanding. The report includes positive quotes from teachers and local authority youth workers.

They then set outcomes and targets for year 2. As the project has been running for a year they can be more ambitious. So they replace outcome 3 with a new outcome: 'reduce incidence of drug misuse amongst young people in the area'. They set new targets to work with larger numbers of young people.

If you need more help

Evaluation Support Scotland is a voluntary organisation that helps other voluntary organisations get to grips with evaluation. They can help you set your outcomes and put in place systems to collect the right information.

You can contact them on **0870 850 1378**, info@evaluationsupportscotland.org.uk or access the website: www.evaluationsupportscotland.org.uk

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