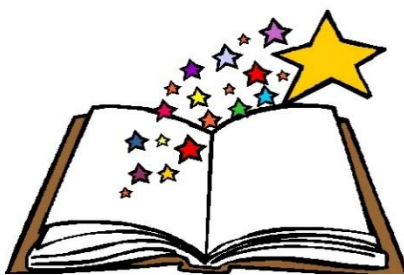


Case Studies – A Guide

Case studies can help you to demonstrate the difference your project has made to your beneficiaries. We love them because they bring your stories to life and so we, and our funders and prospective donors, can see how organisations use our funding and the impact it has on those you are supporting.

We ask all the organisations we fund to provide us with case studies (with consent to use – we anonymise names if you have not).

How to write a good case study



A case study is just a personal story of change and progress, which demonstrates the impact that your organisation has had on a beneficiary. It will usually be about an individual, but could also be about a family, group or community. It can be written by the organisation about a beneficiary, or by the individual themselves, or by someone close to them who can describe the impact and change they see and also any the difference this made more broadly.

Case studies don't need to be full of data, they should simply tell the story of the difference the grant has made. It can reveal information around personal background and attitudes, as well as information around such areas as health, ability and situation to bring the story to life.

Think about how a case study might demonstrate impact in one of more of our key theme areas -

- **Stronger Communities**
- **Health and Wellbeing**
- **Deprivation and Inequality**
- **Children and Young People**
- **Elderly and Isolated**
- **Improving the Environment**

Below you will find some things to consider when writing a case study:

Organisations

- Always keep focussed on your project's intended outcomes.
- Is there one beneficiary's or family's story that stands out? Someone who has overcome disadvantage, is happier or moved forward with the help of the project? Using their story will help the reader to relate to you and all your beneficiaries. It could be one longer case study of an individual or a number of shorter case studies. It could be about a whole group who have been personally impacted.
- Always anonymise and change the name of individuals unless you send us appropriate signed consent.
- **Beginning:** provide context and a baseline for the beneficiary/s, explaining how things were before they engaged with your project.
- **Middle:** describe the activities the beneficiary/s has been involved in. Include information on their progress and achievement, particularly towards intended project outcomes. Don't be afraid to include factors that are a work in progress.
- **End:** finish by providing a summary of the learning and outcomes, describing the situation of the beneficiary now. Consider aspirations and the future of the beneficiary, and what they hope to do once the project has



finished. Has it also affected others in the community? Remember this this is just the 'story so far', not the end of their or your story!

- Use direct quotations from them or those around them or from your organisation to bring the story to life.

Individual grantees / beneficiaries

Using an individual's own voice or that of someone close to them is a great way to bring impact to life. Suggest they -

- Use words they are comfortable using, not what you think we might want to hear!
- **Beginning:** Background information. Start by describing yourself and your life before you took part in the project. How were you feeling? What did you find difficult or challenging?
- **Middle:** How has it helped? Think about the bigger picture. If you have joined a new group, or a new activity, what difference has it made to your life or to those around you? How do you feel now?
- **End:** what do you hope to achieve now? What do you think the future will hold? How is that different to before? Remember this is just your story so far, not the end of your story!



We use case studies to illustrate the work of the organisations we fund in donor and other reports and on our website. We will always change personal names, but please only send us case studies you are happy and have consent to have used. Photographs accompanying your story really help bring it to life but again please ensure we have consent to use.

Please feel free to contact the Grants Team at Suffolk Community Foundation for more help or support.

T. [01473 602602](tel:01473602602)

E. grants@suffolkcf.org.uk