

**Voluntary Action North Lanarkshire -**

**Guidance for Funded Projects on Preparing Case Studies**

**1. What are Case Studies?**

A case study is a narrative way of presenting the experience of a project and/or activity/ies. Case studies pull together different sources of information to tell an in-depth, detailed story of:

* what the project/activity has done
* how it was achieved
* its impact
* learning
* future plans

**2. Why Write Case Studies?**

Case studies are a useful tool for sharing with others in-depth information about your project/activity to support wider understanding of your work which facilitates accountability to funders, beneficiaries and others and also supports future funding prospects. Case studies can also support wider learning from your experience and help others improve their practice informed by your experience.

A case study can be part of a wider evaluation for your project/activity or a case study can be an evaluation of a project/activity itself.

**3. Preparing to Write a Case Study**

It is a good idea to plan to write your case study at the start of your project/activity, so you can capture the information you require as you are delivering your project/activity. Your case study should set out the following key information:

* beneficiaries - e.g. people receiving support including numbers and groups
* Intended outcomes - for beneficiaries; your organisation; others
* what your project/activity did to try to achieve these outcomes
* how your project/activity was funded – including amount and funder
* impact with reference to outcomes and how you assessed these
* personal testimonies from beneficiaries, staff, volunteers etc. (for guidance on preparing personal stories, see here)
* learning
* future plans/improvements informed by experience to date

Where people are mentioned, their identity should be anonymised before sharing the case study with others, to protect their privacy. A case study template is provided below to help you prepare your case study.

**Case Study Template**

[Insert a Case Study Name]

* Conclusions

**1. Overview/Background**

[This section should set the scene of your project. You should introduce your project including what it was, who it targeted and what was the rationale behind it. Describe the aims and the intended objectives of your project for beneficiaries, your organisations and others. Include information about how the project was funded, who funded it and how funding was spent.]

* + This section should discuss what the evaluation of the project has told you? What learning have you taken from it, and what improvements will you make in the future?

**3. Results**

[What impact did your project have with reference to your outcomes, give evidence on how you know this i.e. how did you assess your project against your outcomes and what did you find out. Include personal testimonies, quotes and figures to enhance your case study.]

**4. Conclusions**

[Summarise the project and draw any conclusions. You should talk about what learning you have taken from the project, and what any future plans/improvements informed by experience to date]

**2. Reach and Activities**

[Talk about what was done during the project to achieve outcomes (i.e. the activities), how it was done, and how many people you supported including numbers & groups. You can also talk about any challenges or barriers you faced here.]

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You can add things like pictures, graphics or tables to illustrate key points. This will make your case study more engaging for the reader.