

Monitoring and Evaluation

*For those you help, those you could help,
and those who could help you*



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- Not about box-ticking
- Important for all charities, even small charities like ALD Life



M&E

- ALD Life supports individuals and families with a rare genetic condition called adrenoleukodystrophy (ALD) and also its adult form, adrenomyeloneuropathy (AMN)
- M&E helps us to make sure we are supporting people in the most valuable and coherent way possible, attracting people who need help and securing sufficient funds from donors



ALD Life

- Improving and expanding existing services
- Demonstrating individual progress
- Encouraging feedback and reflection on how to improve
- Making people feel valued and listened to



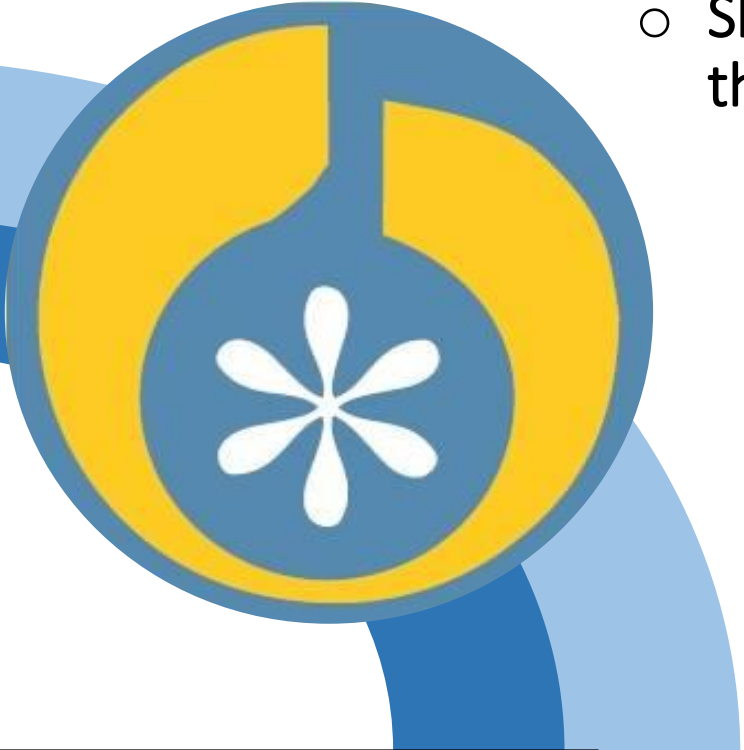
For those you help...

- Showing people who need help how effective your services are
- Encouraging people to reach out for support



For those you could help...

- Showing the difference you are making
- Demonstrating your commitment to improve things that aren't going so well
- Reassuring them that their money will be well spent and accounted for
- Showing your potential: what you could achieve with their funding



For those who could help
you...

- Know your goal
- Use available data
- Make your services measurable
- Gather feedback



How?

Since taking on a Monitoring and Evaluation Officer in May 2018, ALD Life have:

- Gathered feedback from Community Weekend event
- Developed a Theory of Change around our vision:
Support and access to treatment for everyone with a leukodystrophy
- Started using Outcomes Star software to make our support services measurable
- Created an Impact Survey to send out to everyone supported by ALD Life



Results

More charities are recognising the value of Monitoring and Evaluation and the impact it can have

- Donors are setting increasingly strict requirements for grant applications- make sure you can keep up!
- Staffing changes in your charity can mean lessons learned are soon forgotten- record failures as well as successes!
- The people you help deserve the best you can give them- find out what you're doing well and how to do better!

Next...

