



Making a Difference for Women and Girls in the UK

**A framework for
capturing change**



Introduction

Rosa was established in 2008 as a charitable fund to support initiatives which make a difference to the lives of women and girls in the UK. One of the ways which Rosa achieves this is through its innovative approach to grant making.

Rosa is committed to understanding whether - and in what ways - its grants are making a difference, both to the organisations it funds and in terms of the work they do.

This is important for two reasons:

- ⦿ So that Rosa and the organisations it supports can learn and increase their impact in the future.
- ⦿ To demonstrate to those who support Rosa's work what their investments are contributing to.

This document sets out the framework which Rosa uses to define the changes it seeks to contribute to through its grant making.

The type of evidence which Rosa is interested in goes far beyond simple counting of activities, to also focus on understanding how and why change is - or isn't - taking place. Rosa does this by seeking to capture women and girls' own perspectives.

Towards the end of this document, a set of examples are given to show what the changes outlined in the framework really mean to women and girls in the UK. These examples are drawn from some of the evidence which Rosa - and the organisations it has supported - have collected to-date.



The ways Rosa's grant making makes a difference: four levels of change

Through its innovative approach to grant making, Rosa seeks to contribute to change at four distinct levels, as outlined below and in the diagram on the next page.



Through Rosa's support:

- Women's **organisations become stronger** and more effective
- Women's organisations use their increased strength to **meet the needs of the women and girls they work with**
- Women's organisations also use their increased strength to **influence wider change** for women and girls in the UK
- By meeting women and girls' needs and influencing wider change, women's organisations contribute to the **empowerment of women and girls** in the UK in relation to **leadership and representation, safety, health and wellbeing and economic justice**.

Ultimately, the contribution which Rosa makes to women and girls' empowerment will also have a positive social, political and economic impact on the UK more widely.



Rosa helps to strengthen women's organisations



Enabling more effective leadership



Increasing future sustainability



Improving connections to the women's movement

Women's organisations use this increased strength to...

Women's organisations use this increased strength to...



Meet the needs of the women and girls they work with



Enabling them to access information, resources and services and increase their knowledge and skills



Helping to strengthen their confidence and self-esteem and deepen their connections with others



Influence wider change for women and girls



Shifting attitudes and behaviours among those with power



Encouraging positive action within communities

These changes lead to...

Empowerment of women and girls in the UK



Strengthening leadership and representation



Increasing safety



Improving health and wellbeing



Achieving economic justice

Ultimately the empowerment of women and girls lead to...

Positive social, political & economic impact for the UK

What these changes look and feel like for women and girls

Some of the evidence which Rosa has collected to-date provide powerful real-life examples of what these levels of change in the framework look and feel like for women and girls. The following pages illustrate some of these examples.



Sustainability

“ The Rosa grant has enabled us to **secure more funds and allowed us to do a lot of work on our strategic direction** for securing a base and fundraising strategy. ”

Leadership

“ [Support from Rosa] has helped us to **value different styles of leadership and nurture different voices** to participate in [our] decision-making. We involved all the [Rosa-funded] interns in our decision-making processes and encouraged them to input with their ideas. This has strengthened our leadership model. ”

Connections

“ We have also met and networked with some **fabulous and inspiring women’s organisations** through the programme and have felt that Rosa has really supported us beyond just the financial aspect. ”





Before...

“ It was hard to connect with other girls around me and make friends at school. I felt isolated because I had no common interests with those around me. **I love technology but I felt like the odd one out at school.** I go to a girls school and most of the girls there didn't have an interest in [computer] games. I wanted to meet other girls with similar interests as me. I wanted to know about the opportunities available to me within technology but I didn't know where to turn.

”

Organisation

“She was very shy. She lacked self-esteem and confidence”.

After...

“ I am now considering doing a degree apprenticeship which I wouldn't have said before. I know now that university is not the only pathway to achieve my dreams. I loved technology before but the academy has sparked so much more inspiration and encouraged me to progress with my path. It has reassured me that I am on the right path. This is definitely what I want to do. **I can say it with confidence now - it's cool to be a girl in tech!** ”

Organisation

“She is a completely different girl - we watched the transformation happen. When we first met her she was shy and awkward but now she doesn't think twice about standing up at a hackathon and speaking confidently to a room of people about her idea. We're excited to see what she does next!”

Diverting women away from the Criminal Justice System

According to the Prison Reform Trust most women entering prison under sentence committed non-violent offences. Thefts account for about half of all custodial sentences given to women.

Of the female population in prison 53% report experiencing emotional, physical or sexual abuse as a child. The reasons behind offending behaviour are complex and can include domestic abuse, coercive control by partners and family members, mental health, substance misuse and poverty.

- We were successful in securing funds from the ...Police and Crime Commissioner to develop [our] Retail Divert Scheme ... [which] has highlighted a link between shoplifting offences and being a victim of domestic abuse.
- [The police now] see that making a referral means the theft is an opportunity for them to safeguard domestic abuse victims. We were invited to discuss [the] Scheme with representatives from the Ministry of Justice.



Before...

“ I felt broken because I had tried getting help before. I always had a smile on and my make-up and hair done but inside that wasn't who I was.

”

Organisation

“I could tell...she had a lot of trauma to work through emotionally and mentally”...

After...

“ The pretender I was before...well she's gone and good riddance! She has been replaced with a lighter heart and a person who's a 'go getter' who wants to inspire others who are in the same position! ... I am happy. I trust people more now. I have confidence in making decisions for me and my family. I feel more satisfied with my life.... I wear a genuine smile instead of a fake one.

”

Organisation

“She has accomplished so much since doing the programme and has been an inspiration to us and so many women. She is truly a more confident woman”.

“I felt listened to, trusted and believed. The organisation made me feel important and worthy... Talking and being understood made such a difference to me... I came to the organisation as a victim with secrets and shame and left feeling like a whole decent person who deserves happiness”.





Rosa would like to thank all the grantee organisations who have helped develop and test this framework, as well as the women and girls they work with.

This document was written by Ruth Edmonds and Sally Neville on behalf of Rosa UK.

If you would like more information please contact info@rosauk.org

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