

Rosa Conference  
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# THEORY OF CHANGE



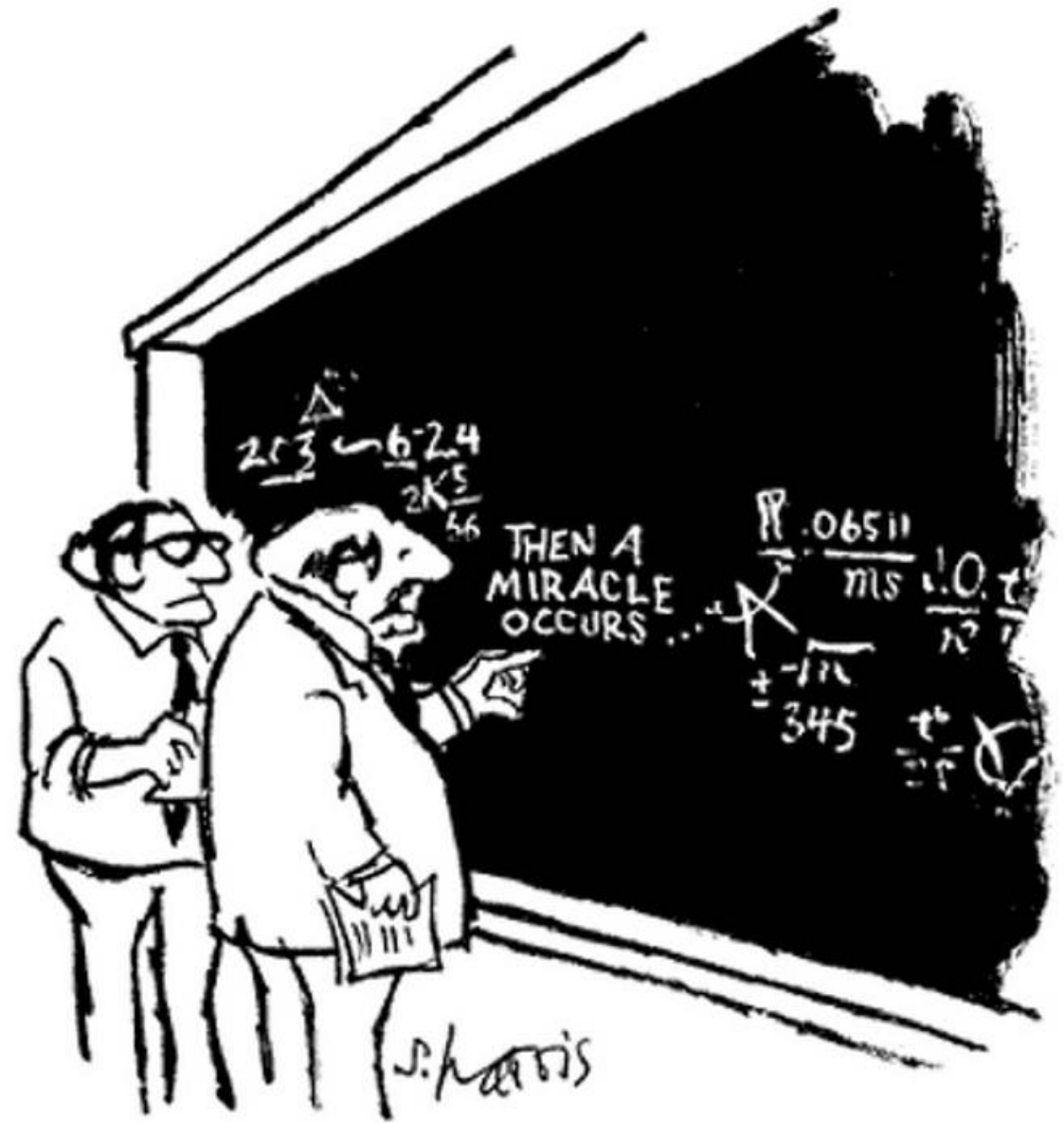
# Agenda

1. What is a Theory of Change?
2. Need, Vision, Purpose
3. Impact, Outcomes and Outputs
4. Activities and Resources
5. Wrap up and questions

# WHAT IS A THEORY OF CHANGE (AND WHY'S IT IMPORTANT)?

# What is a Theory of Change?

- A tool to describe the relationship between the need you are trying to address, the changes you want to make (at the societal, systemic and individual levels) and what you plan to do to achieve that (your activities)
- This is in line with your vision and purpose and your assessment of unmet need
- It aligns all you do to your strategy and creates a shared understanding internally and externally
- It focuses on the most important outcomes (aligned to need) and brings your purpose to life in detail



"I think you should be more explicit here in step two."

# Why do a Theory of Change?

- To ensure you are clear and aligned around purpose and the impact you are seeking
- To test the logic of your thinking and uncover any assumptions, so that you can test them (“if I do A, it will lead to B”)
- To clearly and **succinctly** set out your activities, and the rationale for them, in one place
- To identify what you will **not** do, as well as what you will
- To stimulate collaboration, commitment and alignment of thinking
- To shape priorities for monitoring, evaluation and data, and reporting
- To provide clarity and enable accountability to funders and beneficiaries

# What makes a good Theory of Change?

- Work from right to left - start with impact, not activities ✓
- Simple and accessible to all (no technical language) ✓
- Evidence based, including lived experience ✓
- Clear and demonstrable link between outcomes and outputs (activities) ✓
- Work through areas of disagreement and seek resolution ✓
- Your ToC is a living document - use it to learn and adapt ✓



# What makes a good Theory of Change?



## Watch out for....

- Trying to include everything ✘
- Shutting the process down when it feels messy or difficult ✘
- Not understanding beneficiary need, or what others are doing ✘
- The soggy middle (not robustly linking your activities with the long-term changes you want to see) ✘
- Assuming too much ✘

# Theory of Change

## 1. NEED

The problem that exists in the world, that you are responding to

## 2. VISION

The world you want to see

## 3. PURPOSE

What YOU will do to bring about the world you want to see

8. Inputs

7. Activities

6. Outputs

5. Outcomes

4. Impact

The resources you need to deliver your activities e.g. people, IT, a physical location

The work you will deliver to achieve the identified outputs e.g. training sessions, counselling

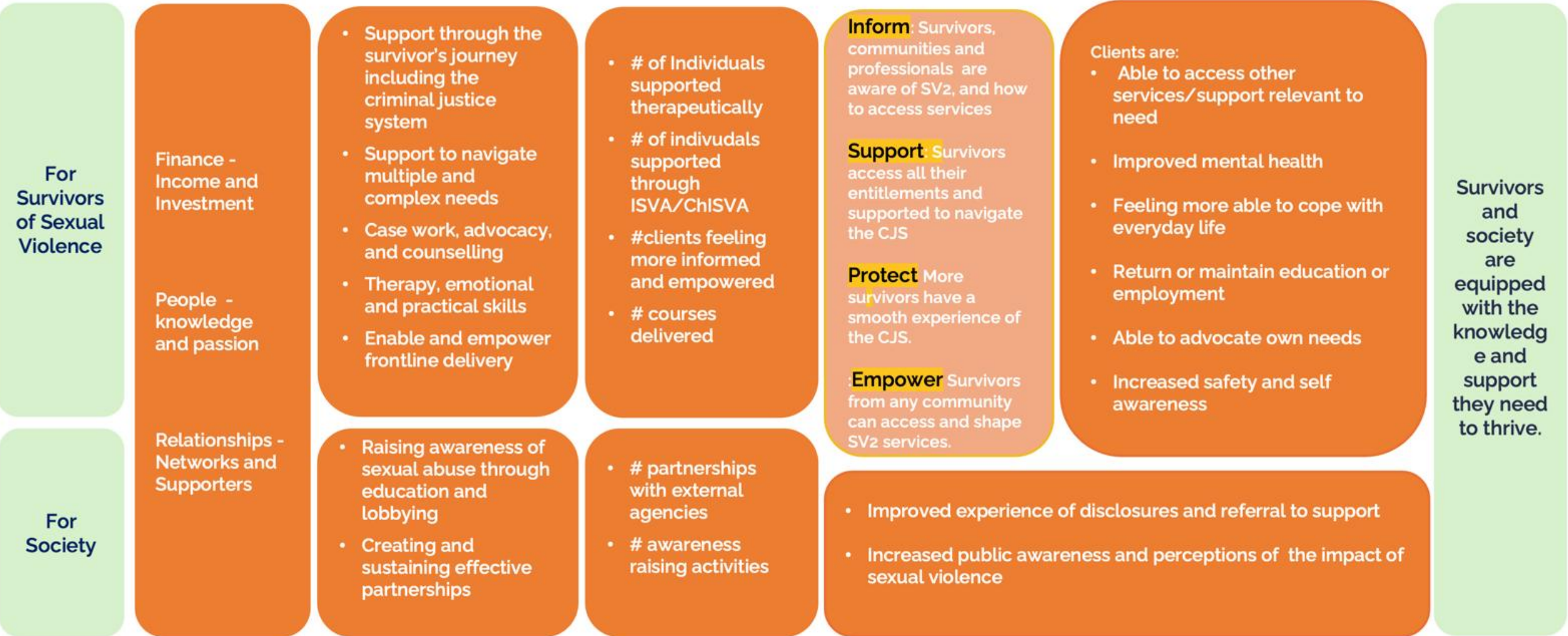
Immediate results that will show you are on the right track to achieving the outcomes identified

Measurable changes in your target group that you believe will contribute to impact, based on evidence

The sustained change you want to see in your target group, which they will achieve themselves

Work through the process right to left

# Theory of Change



Survivors and society are equipped with the knowledge and support they need to thrive.

# Theory of Change - Template

1. NEED

2. VISION

3. PURPOSE

8. Inputs

7. Activities

6. Outputs

5. Outcomes

4. Impact

Work through the process right to left



# Need, Vision, Purpose

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## 1. NEED

The problem that exists in the world, that you are responding to

## 2. VISION

The world you want to see

## 3. PURPOSE

What YOU will do to bring about the world you want to see

## 1. NEED

Survivors of sexual violence need a safe space to access interventions and support

## 2. VISION

A world where survivors of sexual violence are safe, valued, and have no barriers to reaching their potential

## 3. PURPOSE

To provide survivors of sexual violence with the space and support they need to enable them to thrive

## 1. NEED

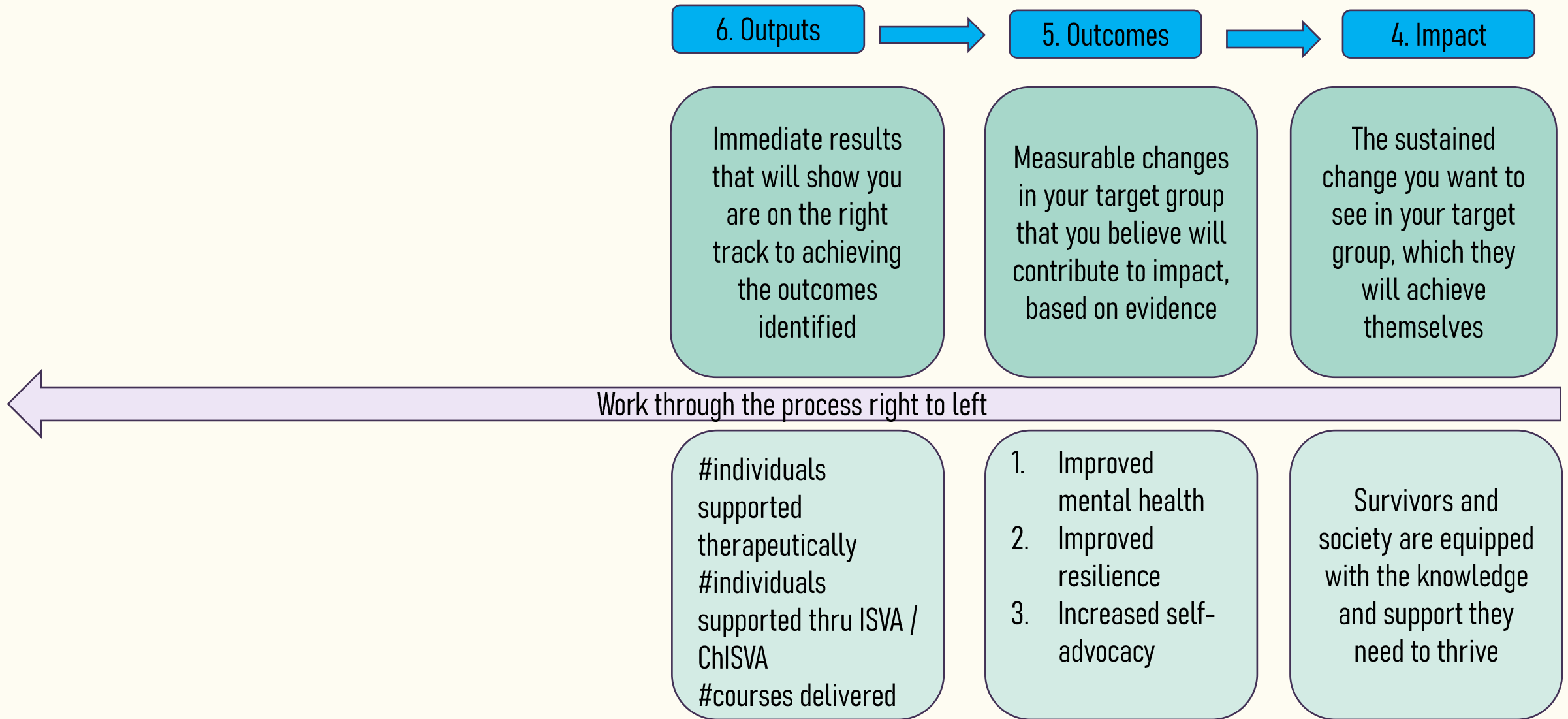
## 2. VISION

## 3. PURPOSE



# Impact, Outcomes and Outputs

# Impact, Outcomes, Outputs



# Activities and Inputs



# Q&A

