# Keeping Track of Your Impact: A Simple Guide to Monitoring and Evaluation for Stratford Town Trust Grantees

We're excited to see your project come to life and make a positive impact on our community. To help you demonstrate that impact, this guide provides practical tips on monitoring and evaluation (M&E).

## Why M&E Matters

* **Track progress** – Monitor how your project is meeting its goals and objectives.
* **Improve effectiveness** – Use M&E data to refine your approach and enhance outcomes.
* **Ensure accountability** – Show Stratford Town Trust and the community the difference your work is making.

## Keeping It Simple

* **Start small** – Focus on a few key indicators that reflect your project’s goals.
* **Use accessible tools** – Spreadsheets, surveys, and even photos can be effective M&E tools.
* **Measure real change** – Track the tangible impact on people’s lives and the community.

## What to Monitor

* **Activities** – Are your planned activities being delivered on time and within budget?
* **Outputs** – Are you achieving expected deliverables, such as workshops, events, or resources?
* **Outcomes** – Are you seeing the intended changes in your community, such as improved skills, increased service access, or positive behaviour shifts?

## Tips for Effective Evaluation

* **Set SMART goals** – Ensure your goals are Specific, Measurable, Achievable, Relevant, and Time-bound.
* **Gather baseline data** – Understand the starting point to measure progress effectively.
* **Monitor regularly** – Collect data throughout the project, not just at the end.
* **Use data to tell your story** – Present your findings in clear and compelling reports.

## Additional Support

We’re here to help! Stratford Town Trust offers resources and guidance on M&E throughout your project. Reach out if you need assistance.

## Bonus Tips

* **Engage beneficiaries** – Their insights add valuable depth to your evaluation.
* **Balance qualitative and quantitative data** – Numbers matter, but stories bring impact to life.
* **Celebrate successes** – Share your achievements with the community and stakeholders.

We hope this guide helps you approach M&E with confidence. Ultimately, it's about capturing and showcasing the positive changes your project is creating in Stratford.