

## Overview of the report back process

This document is intended to provide a quick overview of how UK Aid Match grant holders are expected to communicate the success of their project to the public, also known as 'reporting back'.

All grant holders are required to communicate the success of their project to the public. It provides an opportunity for grant holders to share stories and milestones from their project with the public, which in turn increases transparency in how the UK aid budget is spent. Grant holders are expected to report back a minimum of three times throughout the project's life cycle: three months after the appeal, at the midpoint of the project and at the end of the project.

Grant holders are not limited to communicating about their UK Aid Match project during these three windows. After the first report back is completed, grant holders can provide as many public updates as they see fit. However, these ad-hoc updates do not replace report backs and grant holders must still deliver report backs during the three prescribed windows.

If you have any queries about the report back process, please send them on to [ukaidmatch@mansiondaniels.com](mailto:ukaidmatch@mansiondaniels.com) or use the [contact form on the UK Aid Match website](#).

### Report back one – three months after the appeal

The first report back is focused on confirming the total amount raised during the appeal, thanking donors and reiterating the aims of the project.

Grant holders are forbidden from publishing any details of the funds raised during an appeal until a certified statement of income (CSI) has been obtained

### The process

- Grant holders will be contacted by a member of the MannionDaniels' communications team after their appeal ends
- Following an initial meeting with the MannionDaniels' communications team, the grant holder will develop a communications plan for their first report back. Activities could include: events, potential photo opportunities, engaging your local MP, press releases, activities through your media partners and social media coverage
- The communications plan and any materials used during the reporting back process must be signed off by the MannionDaniels' communications team

- Two weeks after the communications have gone live, [the engagement data spreadsheet](#) must be filled out by the grant holder and shared with the MannionDaniels' communications team.

### **Report back two and three – midpoint and end of the project**

The second and third report backs are focused on the achievements of the project.

If grant holders identify an opportunity to deliver an effective report back prior to the midpoint or end of the project, there is flexibility in these timings. However, this must be agreed with the MannionDaniels' communications team.

If you would like to deliver a report back outside of the designated windows, please email [ukaidmatch@mansiondaniels.com](mailto:ukaidmatch@mansiondaniels.com) or use the [contact form on the UK Aid Match website](#).

### **The process**

- Grant holders will be contacted by a member of the MannionDaniels' communications team prior to the due date of the report back
- The grant holder will develop a communication plan
- The communications plan and any materials used during the reporting back process must be signed off by the MannionDaniels' team
- Two weeks after the communications have gone live, the engagement data spreadsheet must be filled out by the grant holder and shared with the MannionDaniels' communications team.