

# UK Aid Match Communications report back guidance

## Introduction

All UK Aid Match grant holders are required to communicate the success of their projects at specific moments within the project's lifecycle. This is called reporting back. These moments provide an opportunity for organisations to share stories and achievements from their project with the public, which in turn increases transparency in how the UK aid budget is being spent.

## Report back requirements

Grant holders are expected to report back a minimum of three times throughout a project's life cycle. These are:

- Three months after the initial fundraising appeal (known as Report back one)
- At the midpoint of the project (Report back two)
- At the end of the project (Report back three).

Organisations will usually receive an email from the MannionDaniels communications team when they are due to deliver a report back within the next three months. At this point, they will be reminded what is expected, and quite often, a short online call is booked in (if a reminder of the process is required, or if there have been personnel changes and a refresh or introduction on UK Aid Match report backs is needed).

Following this correspondence, **the grant holder will develop a communications plan** featuring the planned dates for dissemination and anticipated outputs for their report back. This must be shared with the UK Aid Match communications team to review and consider where there may be gaps in terms of outputs as well as ensure the dates do not clash with anything that FCDO have planned.

The plan may also include information on any communications support they expect to receive from media partners. For example, if a charity received support from a newspaper in the form of an article when the campaign was live, they would typically expect that same newspaper to feature a follow up on how much was raised 'and a big thanks to their readers' for supporting the appeal.

**Trócaire announces £2 million in additional UK government funding thanks to the generosity of the people of the North**

*Once again local people have stepped forward*

OVERSEAS development agency Trócaire has announced it has secured an additional £2 million in funding for this year's Lenten Appeal through the UK Aid Match initiative, boosting the £2 million plus raised, thanks to the generosity of people of the North of Ireland.

The appeal, which ran from March to May, focused on the daily challenges faced by people in Zimbabwe to provide food, water and education for their families due to drought caused by climate change and the effects of Covid-19.

Over £2 million was raised in the North through the Appeal and £2 million is being matched by the UK government, the maximum amount available, resulting in a total of more than £4 million for Trócaire's work. This has been warmly welcomed by Séibhan Hanley, Trócaire's Head of Region in Northern Ireland, who thanked the public for making it possible.

**Positive**

She said: "This extra funding will be used to create long term, positive change in the lives of people in Zimbabwe and to enable them to be self-sufficient and

dire warning about the current food crisis in the Horn and East Africa which has left millions of people without essentials.

Ms Hanley said: "22 million people in the region, more than 11 times the population of Northern Ireland, are currently facing starvation due to ongoing drought, with this figure projected to rise substantially by the end of the year. Millions are suffering massive displacement due to four failed consecutive rainy seasons which have resulted in a million and a half people already forced to leave their

She said one of the countries in the region where Trócaire is working is Somalia, where the agency provides critical health support to over 200,000 people each year in Gode region in the south.

"The situation in Somalia is a stark reminder of what happens if supports are not in place in times of crisis.

"This match funding will make a difference to the lives of thousands of people and would not have been possible without the terrific support and generosity of people in Northern Ireland and despite the challenges of Covid and the cost of living crisis, have shown yet again that they stand in solidarity with people in the developing world who face a daily struggle to survive.

"I cannot thank those who donated to our Lenten Appeal

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**Figure 1:** Example support from UK Aid Match grant holder's media

Once a grant holder's communications plan has been approved by the UK Aid Match communications team, any supporting materials should then also be shared for approval, allowing a minimum of two weeks before they are intended to be shared on the grant holders' external channels.

## Focus of report backs



The first report back is focused on confirming the total amount raised during the appeal, as well as the amount awarded to the project by the UK Government, a thank you to donors for their contributions, and to reiterate of the aims of the project.

Grant holders should not publish any details of the funds raised during an appeal until a Certified Statement of Income (CSI) has been approved by the Fund Manager.



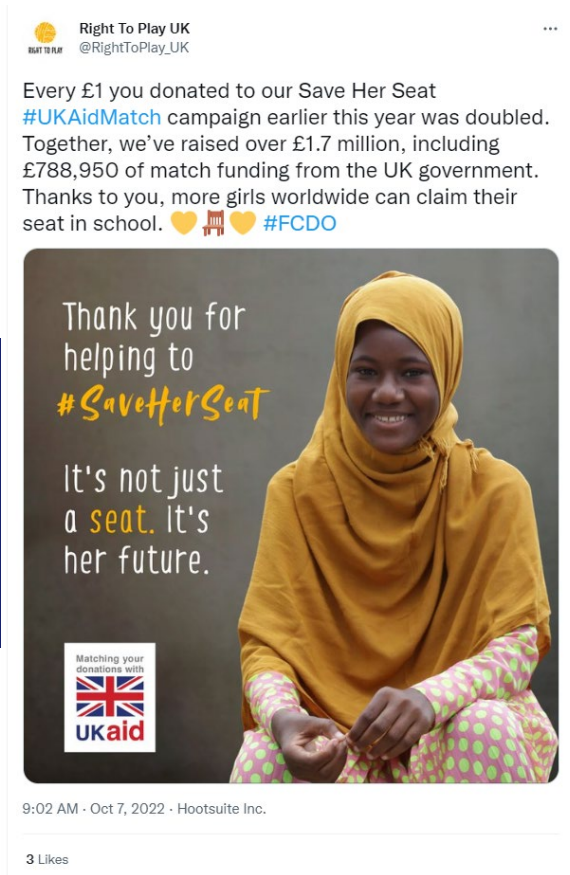
The second report back (mid-way), and the third report backs (final) are focused on the achievements of the project. These typically include a mixture of impact statistics as well as case studies. All statistics must be shared with the UK Aid Match communications team who will share them with the Performance and Risk Manager to be verified before they can be published.

Once the plan and outputs are agreed, the grant holder rolls out the report back communications.

### What we would expect to be included in a grant holder's report back

- A press release to local, national or sector press featuring the amount raised, how it was raised, what the problem is that's been identified, and how the organisation plans to tackle it through the UK Aid Match project.
- A series of social media posts with infographics, featuring the UK Aid Match logo (if it is the project's first Report back) or the UK aid logo (if it's the project midway report back or final one)
- [A news item or blog on the organisation's campaign web page](#)
- An email to the appeal's donors thanking them for their support.

## Examples of report back communications



Sightsavers

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Blogs / Eye health

### Lessons from the Boresha Macho eye health programme in Tanzania

Edwin Maleko, March 2023

The three-year Boresha Macho programme has been a game-changer for eye health in the Singida and Morogoro regions of Tanzania. I've been involved with the project throughout its lifespan and seen for myself the impact it has had within communities.

Although the programme, funded by donations from the UK public and match funding from the UK government through UK Aid Match, has now ended, it formed strong foundations that governments and partners are now building on. Health budgets and resourcing have already been increased and Sightsavers is currently supporting a review of professional training curriculums.

It has made a huge difference in growing the number of eye health workers, making services more accessible and gender-inclusive, reaching marginalised groups and demonstrating the importance of data. But most of all, it has had a wonderful ripple effect, as each person who accesses eye health services becomes an ambassador for eye health.

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Figure 1: Example social media post shared as Report back one by Right To Play; Figure 3: Snippet of a blog shared on UK Aid Match grant holder Sightsavers' website as part of their final report back; Figure 4: Example of a press release shared on UK Aid Match grant holder Afghanaid's website as part of their report backs.

## Key points to note about the report back process

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. For example, a grant holder might want to hold an event, or publish an update about the project in a quarterly newsletter. However, the content and reference to the UK Aid Match project must be agreed with the MannionDaniels communications team before it can be published, and this stands for all communications about the project. These ad-hoc updates cannot replace the official report back moments; grant holders must still deliver the three required report backs during the prescribed windows.

Two weeks after the last communications output has gone live for a report back (for example, the last social media post has been published), [a communications engagement tracker](#) must be completed by the grant holder and shared with the MannionDaniels communications team.

## Completing the report back engagement tracker

The report back engagement tracker is designed to measure and record how well a UK Aid Match grant holder's report back activity was interacted with.

It should be completed and shared as an attachment in email to the MannionDaniels Communications team, within **two weeks of the last communications output having gone live for a report back** (for example, the last social media post has been published).

A	B	C	D	E	F	G	H	I	J	K	L	M	N
Date of activity	Organisation(s) delivering activity	Activity	Type of activity	Channel (dropdown)	If other type of channel, please describe	Opportunities To View (Link for more information)	Reach (dependent on platform used, link for more information)	Reach as percentage of OTVs	Engagements (dependent on platform used, link for more information)	Engagement rate (formula will be added by MD team)	Open rate (Email only)	Click rate (Email only)	Number of attendees (Events only)
18.10.22	Charity's Twitter	Social media post	Owned	Social media		16,000	1249	7.81%	54	0.34%			
18.10.22	Charity's Facebook	Social media post	Owned	Social media		40,000	402	1.01%	44	0.11%			
18.10.22	Charity's Instagram	Social media post	Owned	Social media		3,500	404	11.54%	23	0.66%			
18.10.22	Charity LinkedIn	Social media post	Owned	Social media		9,000							
21.10.22	Churches	Letter to parishes feeding back result	Pro-bono communications partners	Other	Letter	700,000							
21.10.22	School	Letter to schools feeding back result	Pro-bono communications partners	Other	Letter	170,000							
22.10.22	Newspaper 1	Press release and pics	Pro-bono communications partners	Newspaper print		55,000							

Figure 5: Example snippet of an engagement data spreadsheet

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## Calculating and recording opportunities to view (OTVs)

It is expected that opportunities to view (OTVs) are recorded for all channels used during the report back process. OTVs only need to be listed once per channel. For example, one figure recorded for a grant holder organisation's Twitter account even if posting several times on Twitter.

**Calculating OTVs should be a process familiar to most grant holders as it is an essential part of the application and appeal phase.** Below is a list of common channels and how they should be calculated.

- *Facebook, Twitter, Instagram and LinkedIn*: Number of followers
- *YouTube*: Number of subscribers to your channel
- *Website*: Average monthly users to your website
- *Magazine/print media*: Readership per issue
- *Mailing lists*: Number of recipients of your newsletter for example
- *Events*: Number of attendees.

## Calculating and recording engagement data

It is expected that engagement data is recorded for any report back activity on digital channels owned by the grant holder. If engagement data from partner channels is available, grant holders are asked to record this in the spreadsheet where possible.

Engagement data refers to figures for the 'reach' (column J) and the 'engagements' (column K) columns. Depending on the platform, these statistics are given different names and as a result they can sometimes be hard to identify. Below is a list of the most frequently used channels and how they list the data required. If engagement data is available on a platform that is not listed below, please get in contact with the MannionDaniels team for advice on which statistics to collect.

### Facebook

- Reach = people reached
- Engagements = like, comments and shares + post clicks

### Twitter

- Reach = impressions
- Engagements = total engagements



## Instagram

- Reach = reach
- Engagements = Likes + comments



## Website

- Reach = N/A
- Engagements = page views



## Emails

- Use the open rate and click rate columns.

## Case study

### Example of a UK Aid Match grant holder's project impact report back plan and outcomes

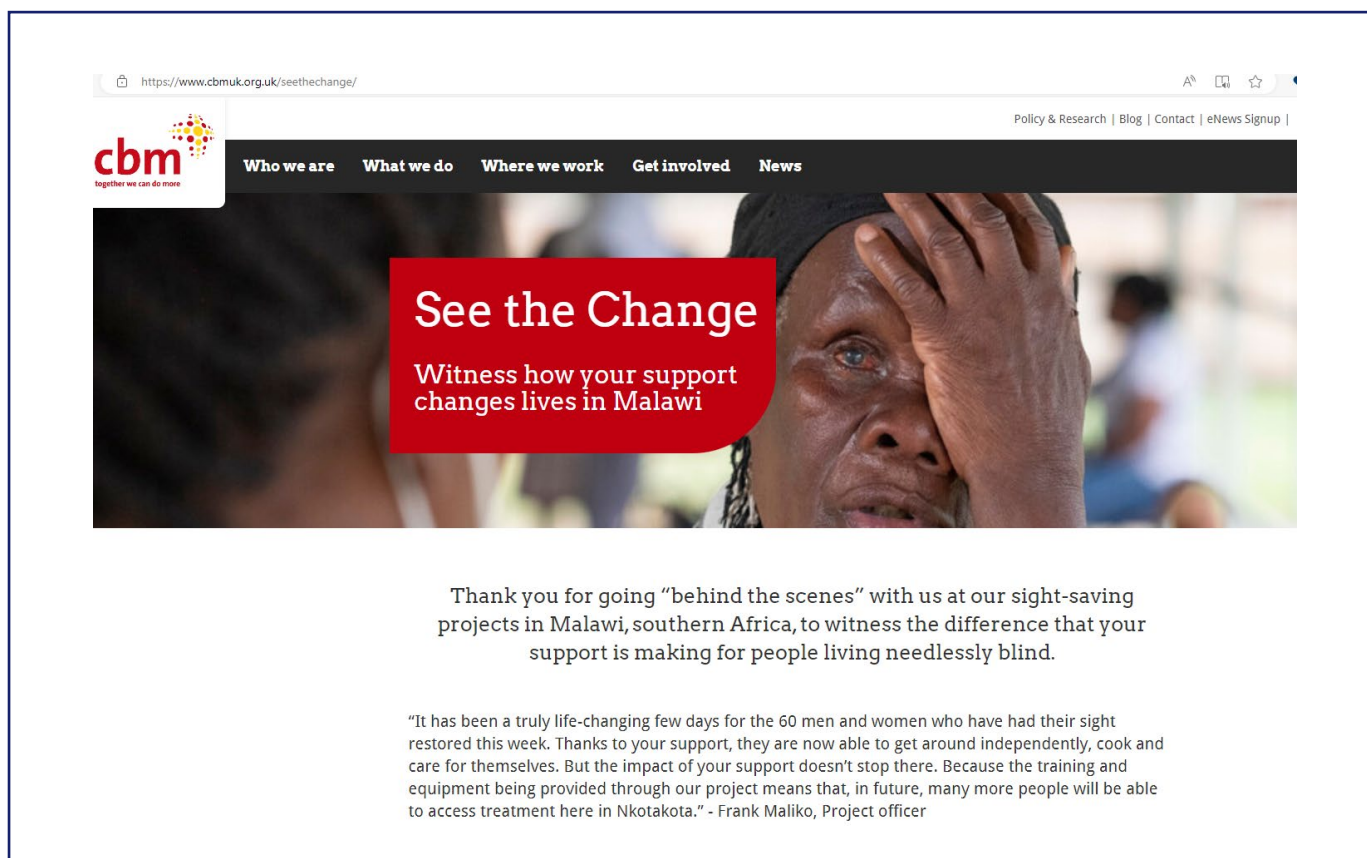
Overseas disability charity [CBM UK](#) are delivering a UK Aid Match project designed to improve access to quality, inclusive and comprehensive eye health services for marginalised rural communities in central-eastern Malawi.

In December 2022 CBM started to prepare for their mid-way report back by collecting videos, photos, and stories produced in Malawi by members of communities supported by the project. Using this content, CBM were able to create an engaging midpoint report back that amplified the voices and perspectives of those impacted by the project.

The communications focused on demonstrating how, through their project delivering cataract screening and surgery in rural and poor areas, they are helping to bring hope and opportunity for many blind and elderly people.

In addition to demonstrating the impact this had on individuals and their families, CBM also explained the longer-term impacts anticipated in these areas, from training local staff (to be able to deliver the cataract surgeries themselves) and better equipping hospitals.

Local eye health workers were key spokespeople, showing their expertise and commitment to delivering eye health services to those in greatest need.



**Figure 6:** Example of website page for a report back

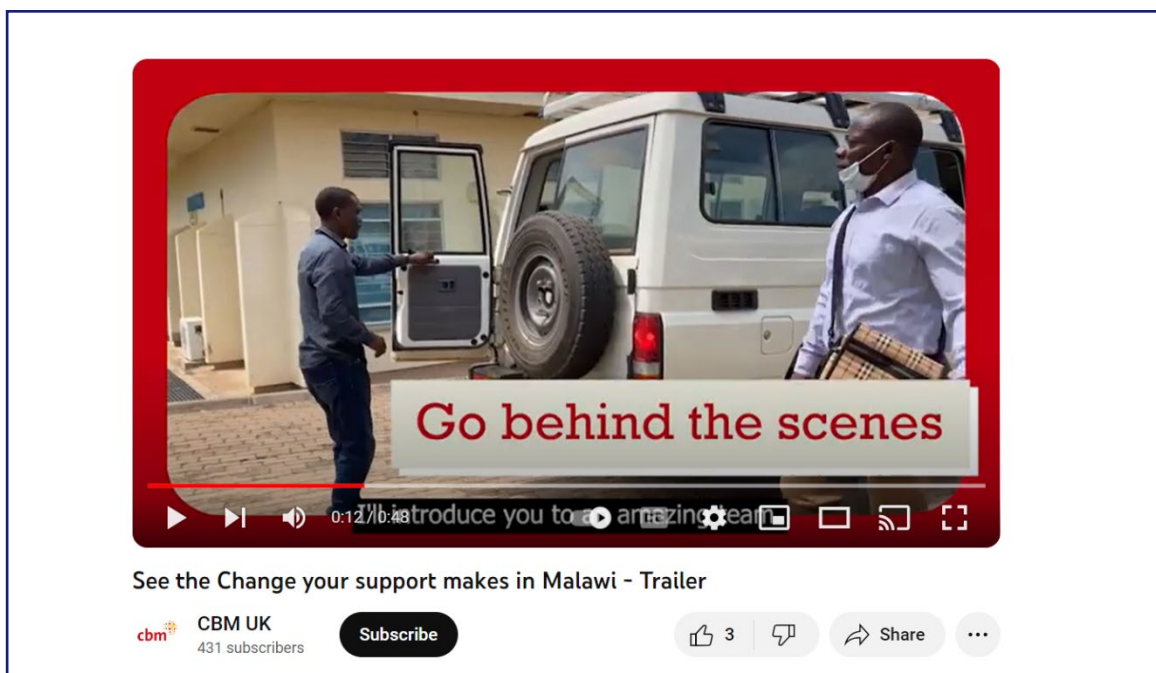
## Communications content

For one week in May 2023, CBM shared daily updates from a behind-the-scenes gaze at cataract outreach in rural Nkhotakota district, during which time, over 60 people blind from cataracts had sight-restoring surgery. Supporters heard from the medical team delivering eye health services, and met men and women who, as a result of CBM interventions, were able to see again after years of avoidable blindness.

The list below outlines the key activities delivered by CBM:

- A press release was shared with local and Christian media, including CBM UK's communications partners
- A trailer film was launched and promoted on CBM's social media accounts (see below)
- Supporters were given the opportunity to opt-in to a series of emails that were sent throughout the week following the story at different stages of their journey from blindness to sight

- An email was shared with CBM supporters encouraging them to learn about the impact of their support
- A page on CBM's website about the project went live
- A series of updates went out on the organisation's social media channels including short films and updates from patients before and after treatment
- A newsletter article went out.



**Figure 7:** Example of Trailer produced by CBM for the series of short films captured for See the Change week

Example of email content from CBM shared with supporters during this report back

**Meet Henry Juta, Chief Clinical Officer, Nkhotakota District Hospital.** In Nkhotakota, preparations for the outreach week are well underway. Henry and his team have been contacting patients diagnosed with cataracts to let them know that they can get surgery at the District hospital this week. Many have been waiting for months for treatment, desperate to have the chance of seeing again. The team have also been spreading the word via local radio to anyone with eye problems.



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## Contact us

If you have any queries about the report back process or would like to deliver a report back outside of the designated windows please email [ukaidmatch@mansiondaniels.com](mailto:ukaidmatch@mansiondaniels.com). Our communications team is always available to support.

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