# Program reporting

When you receive a grant to fund a program, reporting is not just about fulfilling funder requirements; it is an opportunity to showcase your program's progress, achievements, and challenges. Reporting allows you to reflect on your program's performance, learn from your experiences, and highlight the impact of your work in the community. Think of it as a tool to celebrate your successes and share them with others.

Reporting is an integral part of your program design and should be planned from the outset. Incorporate it into your program timeline to ensure you have the data and insights needed to report effectively and make meaningful adjustments.

**The ability to deliver clear, honest, and engaging reports can help build trust with funders and stakeholders. It can also provide insight into your program’s efficacy and offer ways to improve future initiatives.**

## Strategic thinking

## Operational tasks

## The power of sharing statistics and stories

Incorporating both statistics and stories into your program reporting paints a fuller picture of your achievements and appeals to different stakeholders in various ways.

* **Statistics:** Sharing quantitative data such as recidivism rates, program participation numbers, or outcomes from surveys provides concrete evidence of your program’s impact. These metrics resonate with funders and stakeholders who value data-driven insights and measurable results.
* **Stories:** Alongside statistics, including qualitative data in the form of participant testimonials, quotes from community members, and de-identified case studies adds depth and context to your reports. Stories help stakeholders connect with the human aspect of your work and understand the tangible changes in people's lives.

Together, stats and stories offer a well-rounded narrative that captures the scope and impact of your program. This balanced approach can engage a wider range of stakeholders and enhance their understanding of your achievements.

## Building trust and transparency

Reporting provides an opportunity to build strong relationships with your funding body by keeping them informed of your program's progress and any challenges faced. While things may not always go according to plan in program delivery due to various factors, being transparent about these challenges in your reports is key. This honesty allows you to work through options together with your funder and find solutions that support your program’s success.

By building trust and transparency with your funding body, you lay the groundwork for successful program delivery and potential future funding opportunities.

## Summary

Embracing purposeful reporting means that you not only meet the requirements of your grant but also gain valuable insights into your program's progress and achievements. Effective reporting showcases your hard work and dedication, and it allows you to share your good news stories with others.

Keep your reports clear, honest, and engaging, and use them as tools for learning and advocacy. By doing so, you will strengthen your program and build lasting relationships with funders and stakeholders.