THEORY OF CHANGE GENERATOR

HOW TO FUNDRAISE LIKE A ROCKSTAR SERIES



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- A Theory of Change is a strategic communication tool that describes and illustrates how and why a desired change is expected to happen in a specific context.
- It outlines the steps an organisation plans to undertake to achieve certain social or environmental outcomes, providing a <u>clear</u> and <u>compelling</u> roadmap that fundraisers can easily understand and engage with.



- Though a Theory of Change can be designed in various ways, its purpose is to describe your pathway from challenges to your intended impact.
- At Flametree Fundraising, we use a straightforward, linear method, which helps with strategy development and donor communication. Other methods may produce 'messier' diagrams and include additional elements.
- By precisely describing an organisation's challenges and outcomes, a Theory of Change enhances the organisation's appeal to potential funders.

OUR THEORY OF CHANGE RECIPE

CHALLENGES/ **NEEDS**

What are the main social or environmental problems, needs, and challenges that we are trying to address through our work?

ASSUMPTIONS

What do we believe about these problems, and how they can be solved?

MECHANISMS

What are the main mechanisms/ levers that we use in our team to try to address these problems?

OUTPUTS

What evidence/ measures of success will we produce by doing this work?

MISSION How do we contribute to this vision?





OUTCOMES

What are some of the positive benefits of our work? What changes will we bring about directly?

VISION

What is the future we are trying to create?

THE AFRICAN SIMULATION NETWORK

CHALLENGES	ASSUMPTIONS	MECHANISMS	OUTPUTS
Limited access to healthcare across Africa	Urgent need to expand clinical services across the African healthcare system	RESEARCH	 Peer reviewed research Books peer-reviewed Africontext simulation cases of created with members Masters and PhD studen Simulation Fellows Short courses for faculty development Open Access Textbook Undergraduate elective
Challenges with implementing current of best practise medicine	Hierarchy and communication challenges in HC		
Challenges with healthcare team functioning - hierarchies, lack of diversity, poor communication	teams affect patient safety	EDUCATION AND CAPACITY DEVELOPMENT	
	Simulation is an affordable way to test and improve HC systems		
Limited systems testing and quality improvement processes Limited opportunities to learn clinical skills and procedures without endangering patients	Simulation accelerates learning and improves clinical reasoning for HCWs	COMMUNICATION AND NETWORK DEVELOPMENT	 ASN website and YouTu channel Collaborations with othe universities and simulation programmes Symposia & webinars Mailing list Partnership with APFP
	Simulation improves teamwork and communication		

Mission: We build the capacity of healthcare workers, educators and leaders through Simulation-Based Education (SBE) research, training, and networking so that they can transform how healthcare teams work together to improve clinical care.



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OUTCOMES

Strengthened scholarship around SBE in Africa

Strengthened pipeline of clinical graduates with a deep understanding of SBE

Improved uptake of simulation within healthcare systems for clinical quality improvement and systems testing

Mainstreaming of SBE into undergraduate and postgraduate HC programmes

Strengthened network of engaged and supported simulation based educators

VISION

An Africa where healthcare workers and systems are able to transform, to provide timely, quality and affordable healthcare.



ADDITIONAL RESOURCES

- Centre for Theory of Change. (2019) TocExamples [online]. Available here.
- Jan Brouwers. (2019). Theory of Change explained [online]. Available here.
- Annie F Casey Foundation. (2022). Developing a Theory of Change. Available here.

WE ARE HERE TO SUPPORT YOU ON YOUR FUNDRAISING JOURNEY! REACH OUT, CONNECT AND FOLLOW.



WHERE STRATEGY MEETS FUNDRAISING

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