



realising  
ambition

# Maximum Impact

June 2014

Shaun Whelan

Young Foundation



substance.



# The Key Drivers.....?



realising  
ambition



substance.



# The dilemma:



Evidence shows connection

- social and emotional capabilities
- positive life outcomes
- supporting social/emotional development is very effective

Organisations struggle

- no hard evidence to support work
- lack of consensus about what outcomes they achieve
- easier to articulate 'hard' outcomes eg attainment, participation





# What is Realising Ambition?

£25m  
Big Lottery Fund  
Investment (UK)

Prevention and Early  
Intervention for children  
aged 8-14

Reduced involvement  
in the criminal justice  
system

***Replicating***  
10 evidence-based interventions

***Building the evidence-base***  
for 15 innovative approaches



# Seeking to achieve:



# Seeking to enable:

BIG  
LOTTERY  
FUND

realising  
ambition

Tightening of  
interventions

Testing  
replication  
and  
assessing  
outcomes

Sustaining  
and scaling  
interventions  
for  
organisational  
growth



substance.



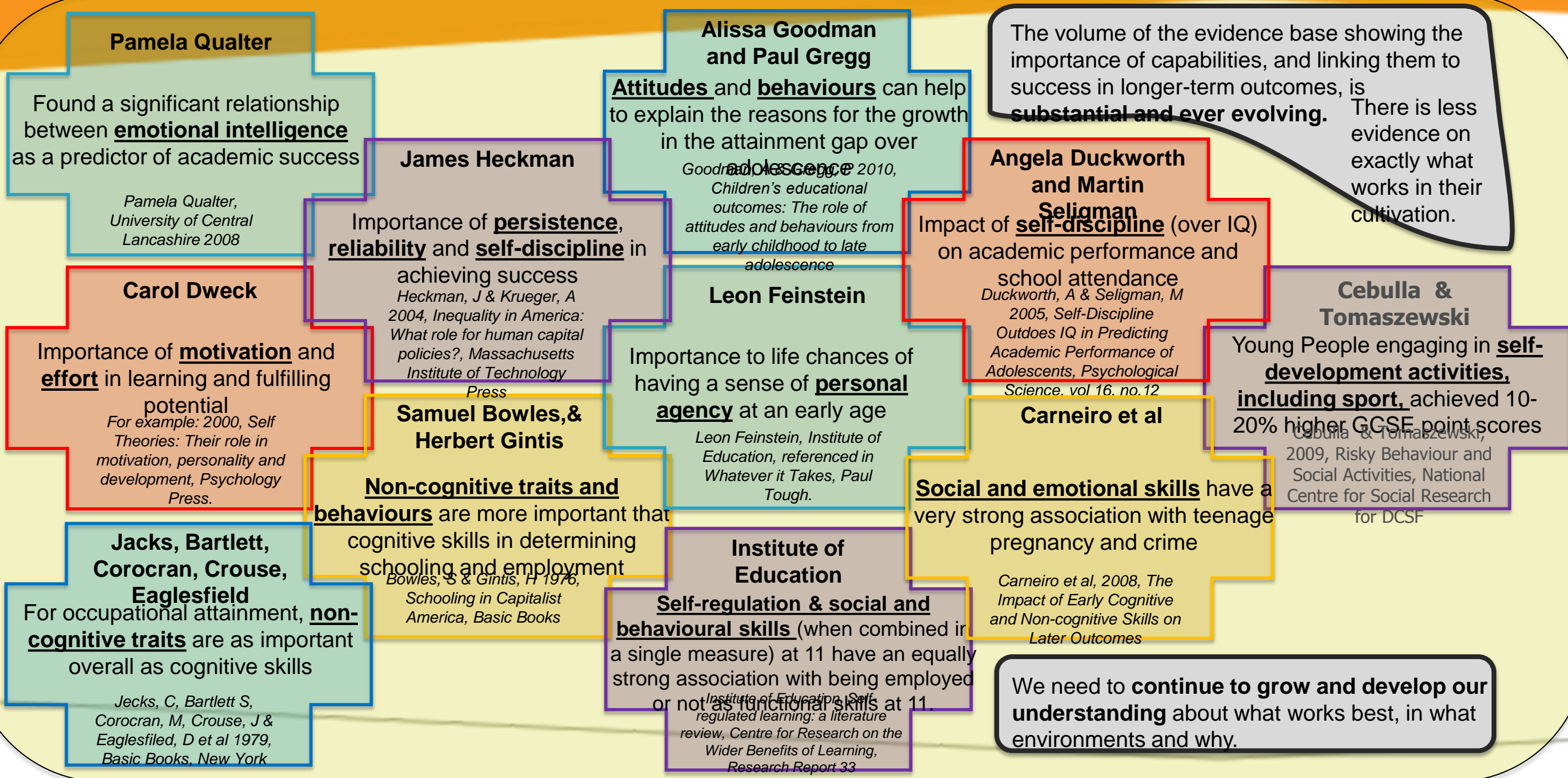




# The clever money says.....



realising  
ambition



substance.

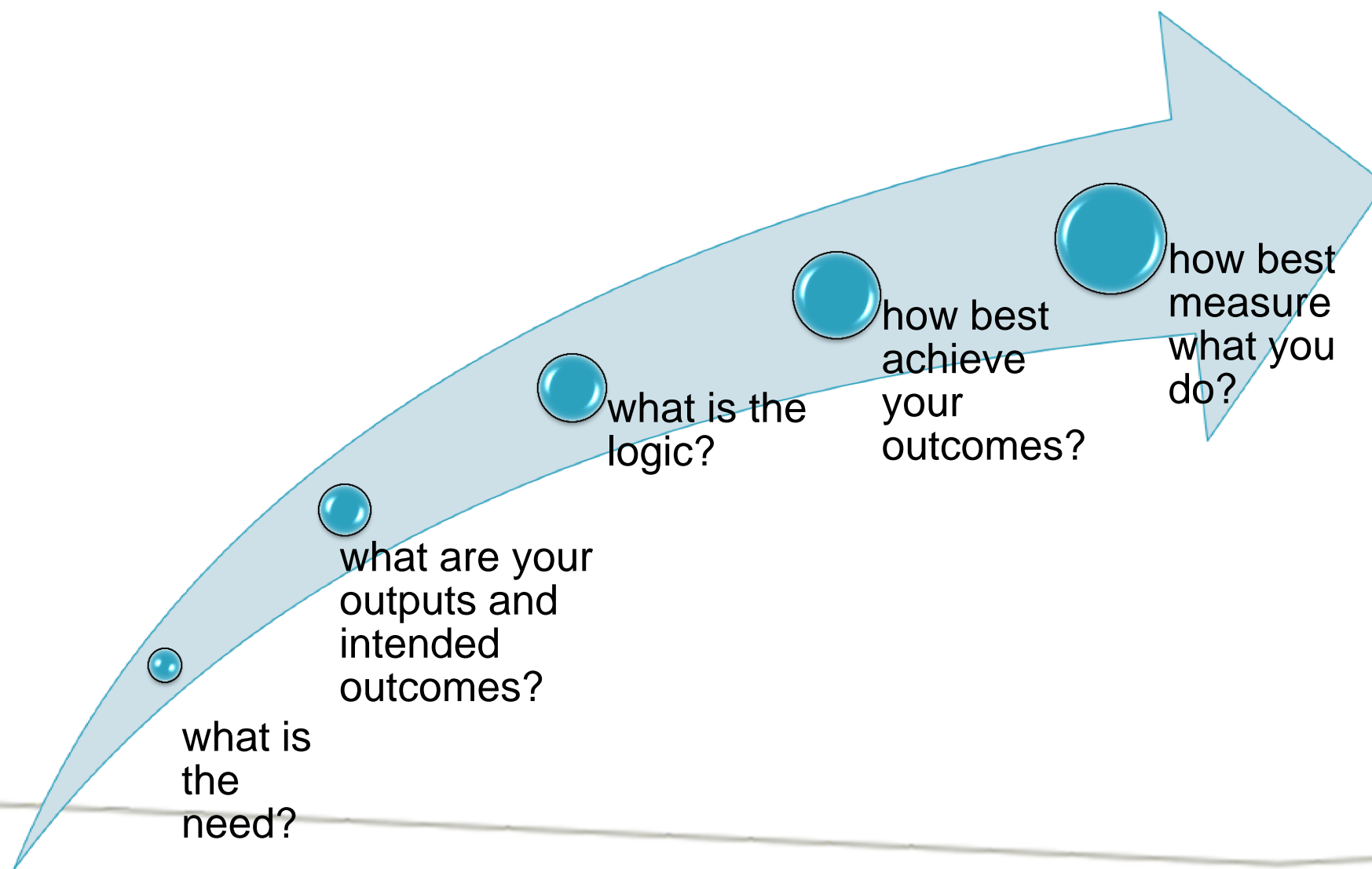




# Moving forwards.....



realising  
ambition



substance.



# Step 1:

BIG  
LOTTERY  
FUND

realising  
ambition

What is your AIM? ..  
What is the need? What is the issue?



substance.



## Step 2:

BIG  
LOTTERY  
FUND

realising  
ambition

What are the most relevant outcomes to address the needs identified in Step 1?



substance.



## Step 3:

BIG  
LOTTERY  
FUND

realising  
ambition

What kind of capabilities are you addressing:  
communication; confidence; creativity; managing feelings;  
planning and problem solving; relationships and leadership;  
resilience and determination?



substance.



# Step 4:

BIG  
LOTTERY  
FUND

realising  
ambition

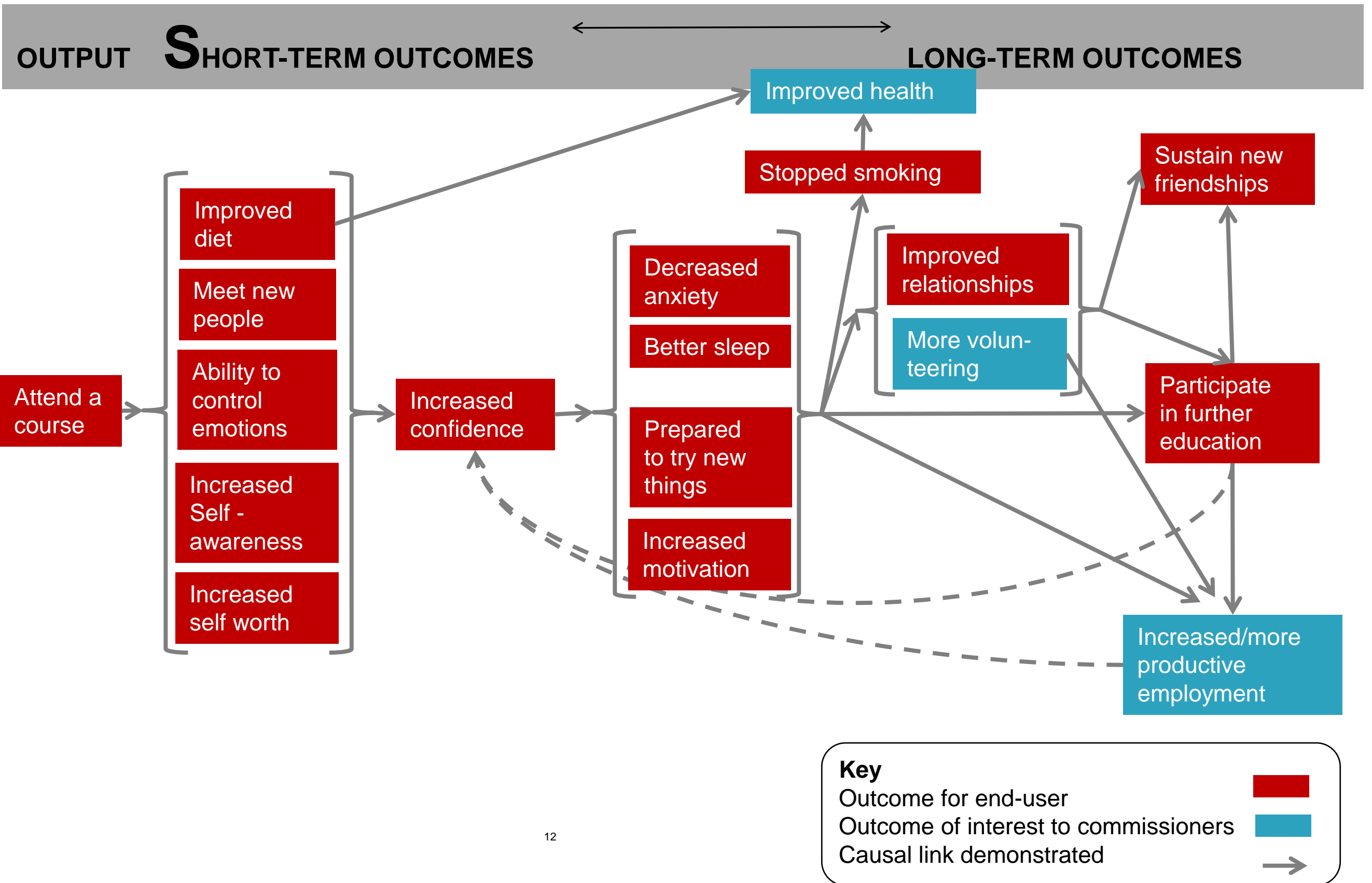
What activities do you provide?



substance.



# Example Theory of Change/logic model





# Step 5:

BIG  
LOTTERY  
FUND

realising  
ambition

How best can you show maximum impact – what is your logic and what is your evidence?



substance.



# OVERVIEW

Helping make the 'right' choice

QUANTITATIVE

QUALITATIVE



CBA	SROI	SURVEY	METRIC	OUTCOME STAR	SURVEY	FOCUS GROUP	INDIV + PHOTO

# Step 6:

BIG  
LOTTERY  
FUND

realising  
ambition

Select the most appropriate tool for your needs.....who already uses what, how does it work for you??



substance.

