



Insert: Caption here and photo above.

Include a client/supporter quote here that aligns with the compelling participant story shared under “What We Achieved.”

-Client/supporter name, title, organization (if applicable).

By: Add Name of your Organization

Who We Are

Give your target audience a **short description of your program and its positive outcomes**. Briefly summarize the “Who, What, Where, When and How” of your success story. This section is short, and provides the reader a succinct overview of your program and its success. **Write this section last**; summarize what you’ve discussed in greater detail in other sections.

What We Achieved

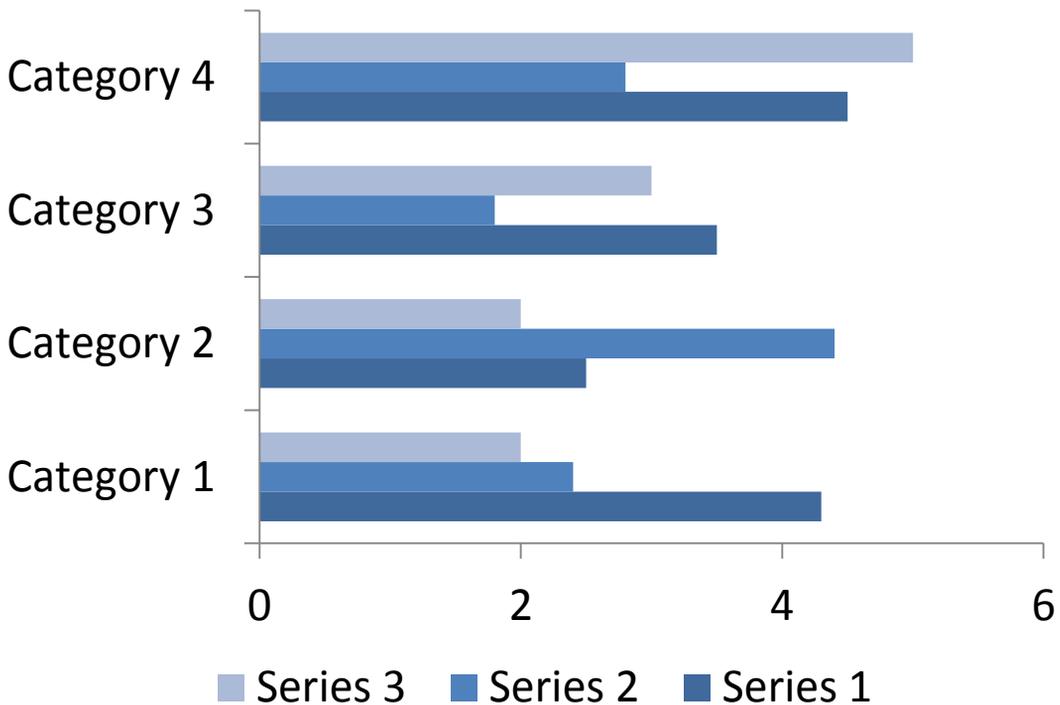
Use this section to **describe your program’s key outcome/achievement, and to share one compelling participant story. Start with a strong sentence to engage the reader.** Briefly describe 1 key program outcome/accomplishment using language that is understood by your target audience. For example, 30 families have found and kept stable housing for more than six months thanks to Z program funded by Y key donor.

Then share a client or participant story that aligns with the key program outcome/accomplishment listed above. Use easily understood, compelling language to demonstrate how the program has made a positive difference in a participant’s life. Combining a key outcome/accomplishment with a story is very effective. Research has found that stories that are personal and emotionally compelling engage more of the brain and are better remembered, than simply stating a set of facts or statistics. By combining 1 key outcome with a story your reader is more likely to remember your program’s key outcome and be invested in the continued success of your work.

What We Learned

Now that your reader is fully engaged, **continue to use data strategically by briefly describing 1-2 key program outcomes/accomplishments that matter to your target audience.** Unless you have a strong reason to use output data, only use outcome data in this section. Start this section by **briefly describing your theory of change.** Then discuss 1-2 key outcomes, what you learned by evaluating these outcomes and how your organization is applying this learning. You can duplicate this page, if needed.

Insert a visual below to help the reader better understand one of the outcomes discussed above. You can insert a chart or any other visualization. If using a graph or chart, click on the image below to change the chart and/or customize it.



Our Funders

Thank your funders for making your program possible.

Local Funders

- List your local funders here
- List your local funders here

Other Funders

- List any other funders here
- List any other funders here

Contact

Program Contact Name
Program Contact Title
Name of Organization
Address
City, State Zip Code
Telephone Number
email@email.com
www.YourWebsite.com



Why It Matters

Describe why your program’s success matters to support the education, income and/or health and wellbeing of the larger community. Paint the picture of the **larger “problem”** that your success is solving. Consider using **social math** to help the reader visualize the magnitude of the challenge (e.g., 1.6 million people experience a traumatic brain injury each year; that’s as many people as it takes to fill Fenway Park 35 times over.)

Use **compelling facts** to demonstrate the need for your program and why your success matters. Frame this section to match the interests and priorities of your target audience, especially any key funders. **Avoid framing that could promote negative stereotypes about participants.** Be sure to gather feedback from participants to ensure negative stereotypes aren’t inadvertently included here.

What’s Next

Briefly describe the **strategies** you will use to **strengthen, sustain and/or scale your program over the next 2 years.** Don’t forget to mention important community partnerships. Briefly mention new **goals, anticipated results, and any program improvements** you plan to make. **Close with a “call-to-action”** by mentioning resources, including additional funding, personnel or community partnerships that your program needs to continue to be successful. This section helps current and potential funders and partners understand your needs and next steps.



Insert: Top photo & above photo captions.