



THE BENEFICIARY IS THE HERO. **WRITING A GOOD IMPACT STORY**

**How to turn outcomes and statistics
into relatable, human stories that
supporters remember.**

WHY **STORIES** MATTER

Impact stories are one of the most powerful ways to show the difference your project makes. They bring your work to life, turning abstract outcomes and statistics into relatable, human experiences. A well-crafted story helps supporters, funders, and donors understand not just what you do, but why it matters, and it makes your project memorable and compelling.

The key principle in a good impact story is that the beneficiary is the hero. Your story should focus on the person, family, or community whose life has been changed by your work. Begin by painting a clear picture of what life was like before they engaged with your project. This sets the context and allows readers to appreciate the change. Be specific, but respectful of confidentiality: what challenges were they facing? What hopes or struggles did they have?

Next, describe how they engaged with your activities. Highlight the actions taken, the support they received, and the journey they experienced. This is where your project comes to life. Show the processes, workshops, mentoring, events, or support services that helped them along the way. Keep the tone active and relatable, showing the human effort involved.

Finally, bring the story to the "after" stage. Explain what has changed and what the outcomes look like now. Focus on tangible results as well as personal growth, confidence, or community impact. Use quotes or reflections from the beneficiary if possible, as these bring authenticity and emotion to the story.

While the beneficiary is the hero, a good impact story also allows you to include the funder or donor subtly in the narrative. Show how their support made (or could make) this transformation possible without shifting the focus away from the individual. Phrases like "thanks to supporters like you" or "this was made possible by the generosity of our funders" can make donors feel involved and valued, strengthening their connection to your work.

A strong impact story balances facts with narrative, avoids jargon, and keeps the reader engaged from start to finish. Remember, people remember stories far more than numbers, so taking the time to craft authentic, vivid accounts of transformation is an investment that pays off in deeper supporter engagement, trust, and long-term backing. By consistently telling these stories, you help funders see the real-life difference their contributions make and inspire continued support for your project.

BEFORE

Paint the picture of life before your project.

DURING

Show the journey, support and human effort.

AFTER

Share what changed - with the beneficiary's voice.

IMPACT STORY CHECKLIST

1 Set the scene – "Before"

- ☐ Who is the beneficiary?
- ☐ What challenges or circumstances were they facing?
- ☐ Keep it specific but respectful of confidentiality.

2 Show engagement – "During"

- ☐ What activities, support, or services did they take part in?
- ☐ Highlight the journey and effort involved.
- ☐ Show moments of learning, growth, or change.

3 Describe the outcome – "After"

- ☐ What has changed in their life or community?
- ☐ Include tangible results, personal growth, or increased confidence.
- ☐ Use quotes or reflections if possible to add authenticity.

4 Include the donor/funder subtly

- ☐ Show how support made this story possible.
- ☐ Phrases like "thanks to supporters like you" or "made possible by our funders" work well.
- ☐ Keep the focus on the beneficiary, not the funder.

5 Keep it clear and engaging

- ☐ Avoid jargon and technical language.
- ☐ Use a narrative flow: beginning, middle, end.
- ☐ Aim for 200–300 words per story for accessibility and impact.

6 Check permissions and privacy

- ☐ Ensure the beneficiary is happy to share their story.
- ☐ Anonymise details if required.

7 End with a connection

- ☐ Reinforce the difference the project makes.
- ☐ Inspire the reader to support or share the work.



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**PEOPLE REMEMBER
STORIES FAR MORE
THAN NUMBERS.**

WHY STORIES WORK

EMMA'S STORY

BEFORE

Before joining our after-school creative club, 14-year-old Emma was shy and anxious. She loved art but rarely shared her work or joined activities, and she often felt isolated at school.

DURING

When Emma started attending the club, she took part in workshops, group projects, and one-to-one mentoring. Staff and volunteers encouraged her to try new things and express herself creatively. Over time, she began to participate more actively, made friends, and gained confidence in her abilities.

AFTER

Six months later, Emma is now confidently sharing her artwork at school exhibitions, supporting younger children in the club, and approaching new challenges with resilience. Her story shows the difference that safe, supportive spaces and creative opportunities can make in a young person's life.

THE DONOR, SUBTLY

Stories like Emma's are possible because of supporters like you. By funding activities, mentoring, and resources, donors and funders become part of the journey, helping young people grow and thrive.

200-300 WORDS
for accessibility and impact.