

How to: write a good case study



Case studies can help you to demonstrate the difference your project has made to other funders and to prospective donors. We love them because they enable us to see stories come to life, and see how grassroots organisations use our funding.

Often people think they should be full of data, but case studies should actually tell the story of the difference the grant has made to your life or the lives of your beneficiaries.

Below you will find some things to consider when writing a case study.



Individual grantees

Beginning: start by describing your life before applying for this grant. How were you feeling? What did you find difficult?

Middle: think about what the bigger picture. If you have bought a laptop, what has that technology helped you to do? How has it improved your academic career?

End: what do you hope to achieve now the grant has finished? What do you think the future will hold?



Organisations

Think about the themes and intended outcomes of your project whilst writing to help you keep focused.

- Is there one beneficiary's or family's story that stands out? Someone who has overcome disadvantage or excelled with the help of the project? Use their story as it will help the reader to relate. It could be one longer case study of an individual or a number of shorter case studies featuring a few individuals.
- Remember to anonymise or change the name of this person if they are vulnerable.



- **Beginning:** provide context and a baseline for the beneficiary, explaining how things were preservice engagement.
- **Middle:** describe the activities the beneficiary has been involved in. Include information on their progress and achievement, particularly towards intended project outcomes. Don't be afraid to include factors that have limited progress.
- **End:** finish by providing a summary of the learning and outcomes. Consider the future of the beneficiary and what they hope to do once the project has finished.
- Use direct quotations to bring the story to life.

Capital/Heritage/Environment Projects

Consider the themes and intended outcomes of your project whilst writing. This will help you to keep focused and demonstrate the effect your project had on your community/service users.

Use relevant quotations from members of your group or community.



- **Beginning:** describe how the community before work began. How did you get the idea for this project?
- **Middle:** describe the activities or the work that has taken place. How many beneficiaries were involved? Was everything smooth sailing, or did you encounter some issues?
- **End:** finish by explaining the effects that this project has had on your community. Provide a summary of the learning and outcomes, and discuss any factors that limited progress or meant that the project had to be adapted.

You can find more tips on writing a good case study [here](#).



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