

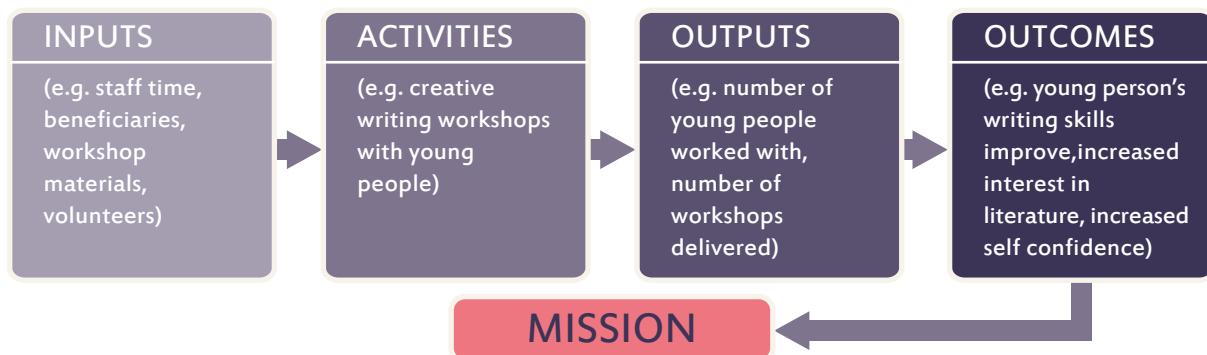
# FIVE-POINT GUIDE TO A THEORY OF CHANGE

ARTS  
IMPACT  
FUND

## ① What is a theory of change?

- It explains the changes you hope to bring about (outcomes) for your beneficiaries and how you intend to do this (activities).
- Should be transparent, logical and accessible.
- Often expressed as a diagram.

## ② What does it look like?

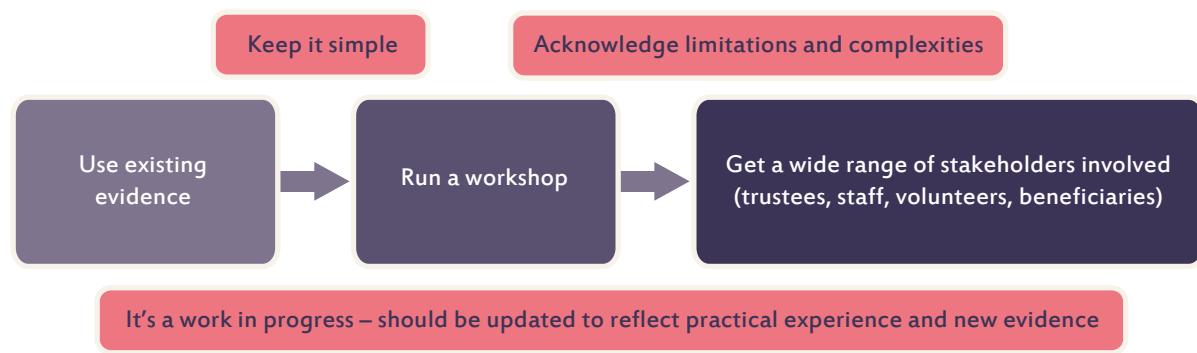


See next page for template!

## ③ Why is it important?

- Articulates what you hope to achieve and how.
- Helps identify assumptions in your activities.
- Forms a basis for claims around attribution of outcomes.
- Determines what changes need to be measured.
- Identifies/hypothesises a rationale for causality.
- The logic will appeal to your funders and help in their funding decisions.

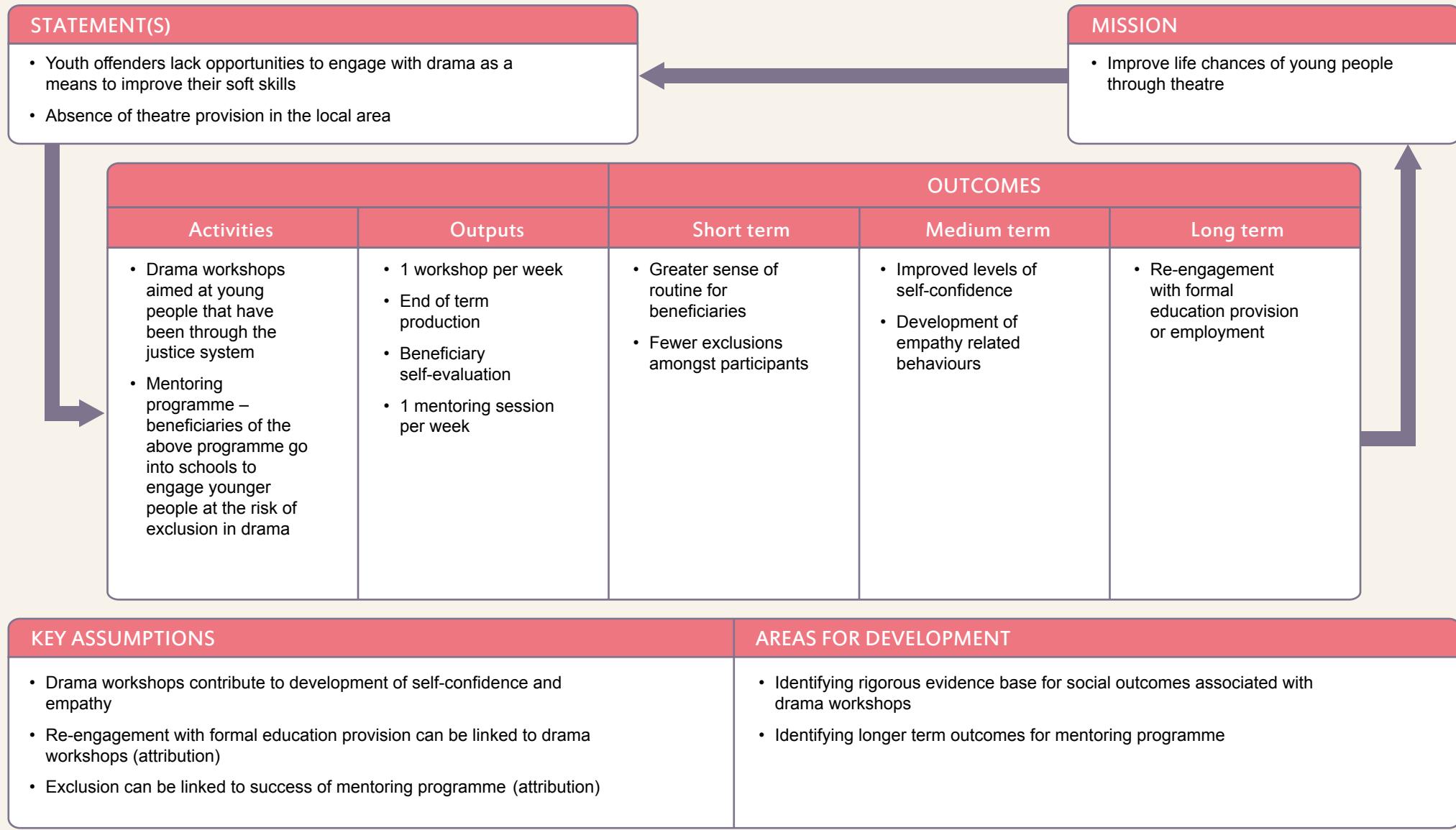
## ④ The process



## ⑤ Refining

- Separating outcomes: short, medium, long term.
- What outcomes will you measure? How?
- Making clear any unverified assumptions.
- Connecting activities & outcomes to existing (academic evidence).

# EXAMPLE THEORY OF CHANGE



# THEORY OF CHANGE - TEMPLATE

(This can be completed in the pdf)

