TECH FOR GOOD THEORY OF CHANGE

COMIC RELIEF

phf Paul Hamlyn Foundation

2 What we do

3 Outcomes

1 The Challenge

Many not-for-profits are not reaching their potential to use digital to deliver better services. Digital projects often don't start or are not successful/sustainable because of fear, a lack of confidence and skills, insufficient funding or limited internal support for new projects. This is compounded by a lack of investment and support from wider stakeholders (e.g. funders, digital agencies), resulting in a weak tech for good ecosystem.
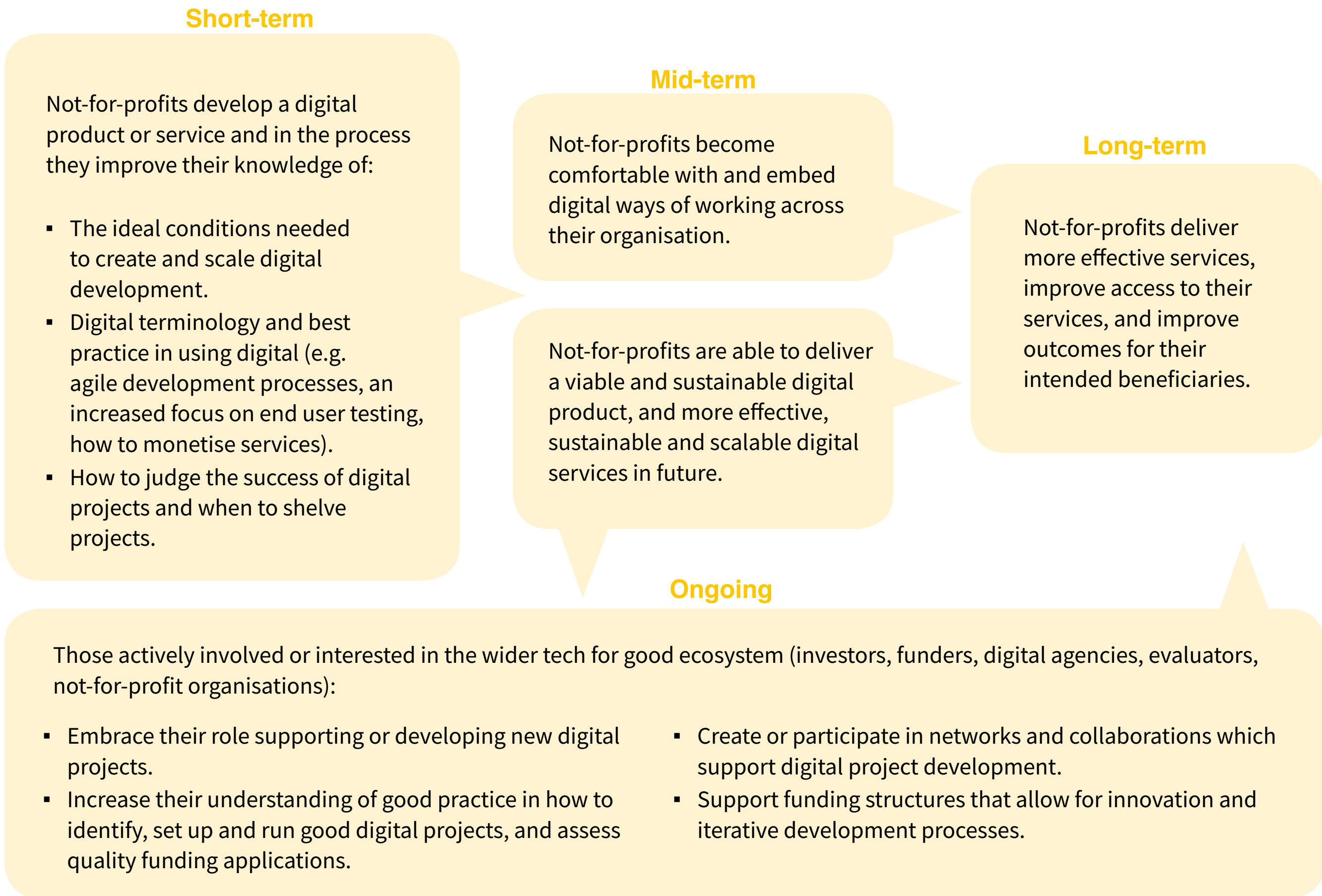
We address this challenge by supporting **not-for-profits in the Tech for Good programme** with:

- Grant funding of up to £47k over 9 months to develop digital products and services with a digital partner.
- Support from leading experts/advisors (both digital and in other fields) kicked off through a Boot Camp that introduces key digital concepts and mentors.
- Bringing together teams working on the digital products and services to share learning and provide mutual support.

We support the growth of a **wider tech for good ecosystem** through conducting research, sharing our learning, engaging in key networks and advocating for and publicising the benefits of using digital services, products and ways of working.

Short-term

Not-for-profits develop a digital product or service and in the process they improve their knowledge of:

- The ideal conditions needed to create and scale digital development.
- Digital terminology and best practice in using digital (e.g. agile development processes, an increased focus on end user testing, how to monetise services).
- How to judge the success of digital projects and when to shelve projects.

Mid-term

Not-for-profits become comfortable with and embed digital ways of working across their organisation.

Not-for-profits are able to deliver a viable and sustainable digital product, and more effective, sustainable and scalable digital services in future.

Long-term

Not-for-profits deliver more effective services, improve access to their services, and improve outcomes for their intended beneficiaries.

Ongoing

Those actively involved or interested in the wider tech for good ecosystem (investors, funders, digital agencies, evaluators, not-for-profit organisations):

- Embrace their role supporting or developing new digital projects.
- Increase their understanding of good practice in how to identify, set up and run good digital projects, and assess quality funding applications.
- Create or participate in networks and collaborations which support digital project development.
- Support funding structures that allow for innovation and iterative development processes.

4 Assumptions

Digital projects have sufficient support from management within not-for-profits.

Effective partnerships will form between not-for-profits and their digital partners.

Creating a product and 'learning by doing' is key to creating more relevant and useful digital products.

Projects will be problem focused, applying digital in situations where it is appropriate.

The team developing a project is as important as the project concept/idea.

Some projects have the potential to become sustainable after funding is provided.

The learning for an organisation embracing digital ways of working is as useful as the actual creation of the product.

A lot of value from the programme won't become clear until further into a project's lifecycle.

Successful digital demonstration projects (and associated advocacy/communications) are an effective tool to influence the tech for good ecosystem.