Reporting, both narrative and financial, is essentially an exercise of accountability, as well as a contractual condition for receiving a grant/loan. They are documents that serve as means to report back quantitative and qualitative information to your donors regarding the activities carried out with their funds.

A project will have set outputs based on quantitative information (numerical data), usually referred to as targets. These subsequently feed into outputs gauging the impact of project related activities (using qualitative data).

Donors are interested in knowing what has been accomplished with their funds; therefore, they will expect to receive timely and credible information describing variances between what was agreed in the grant contract (Appeals) which are the baseline figures & targets, and the actual results achieved. “Timeliness” refers to an agreed reporting schedule which should be respected by the requesting members and “credible” refers to the information/data conveyed in the reports being empirical (evidence based).

Donors are equally interested in knowing how cross-cutting issues were taken into consideration in the project and understand the durability / long-term impact of the actions carried out during the project. Moreover, some donors want to know how communication around project activities are linked to their visibility.