

# EXPLAINING OUR THEORY OF CHANGE

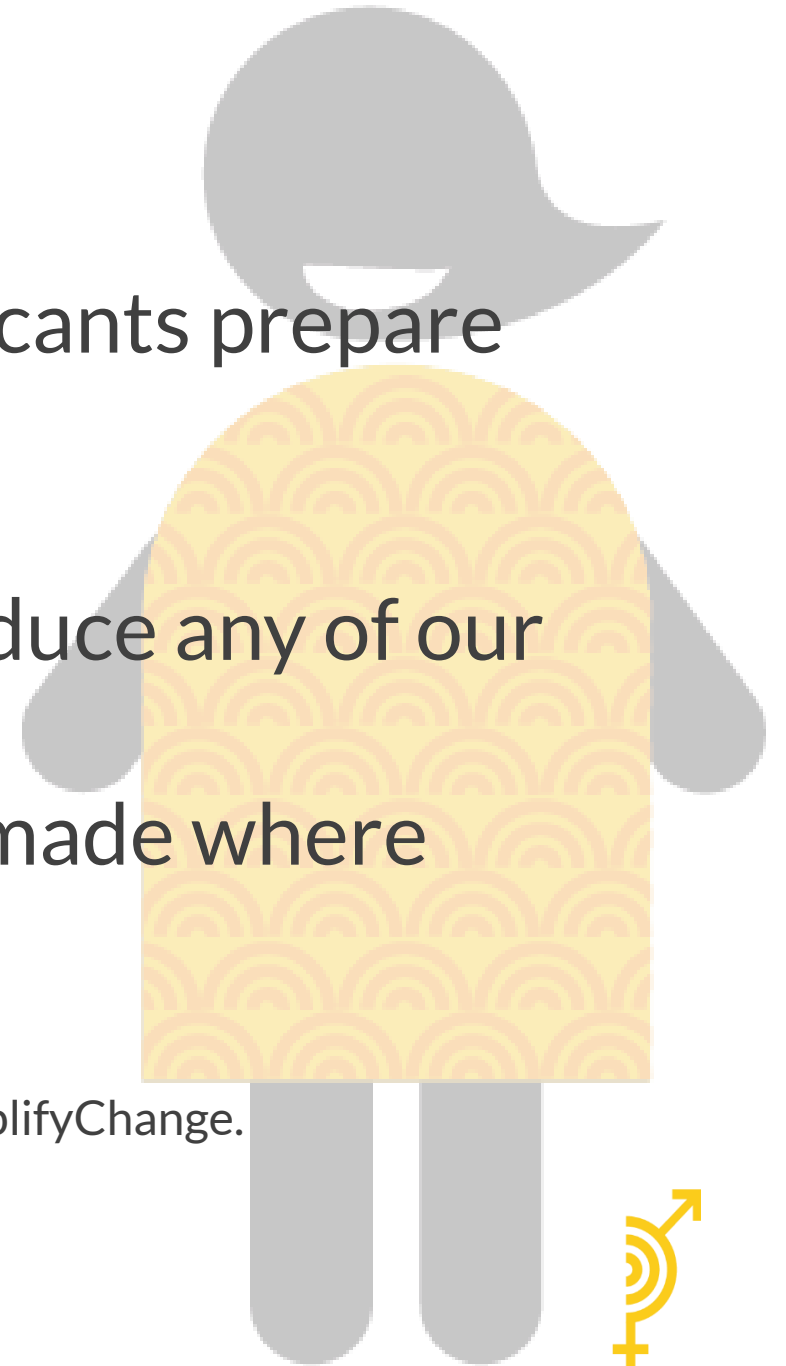
User Guide #1



This User Guide is intended to help applicants prepare AmplifyChange grant applications.

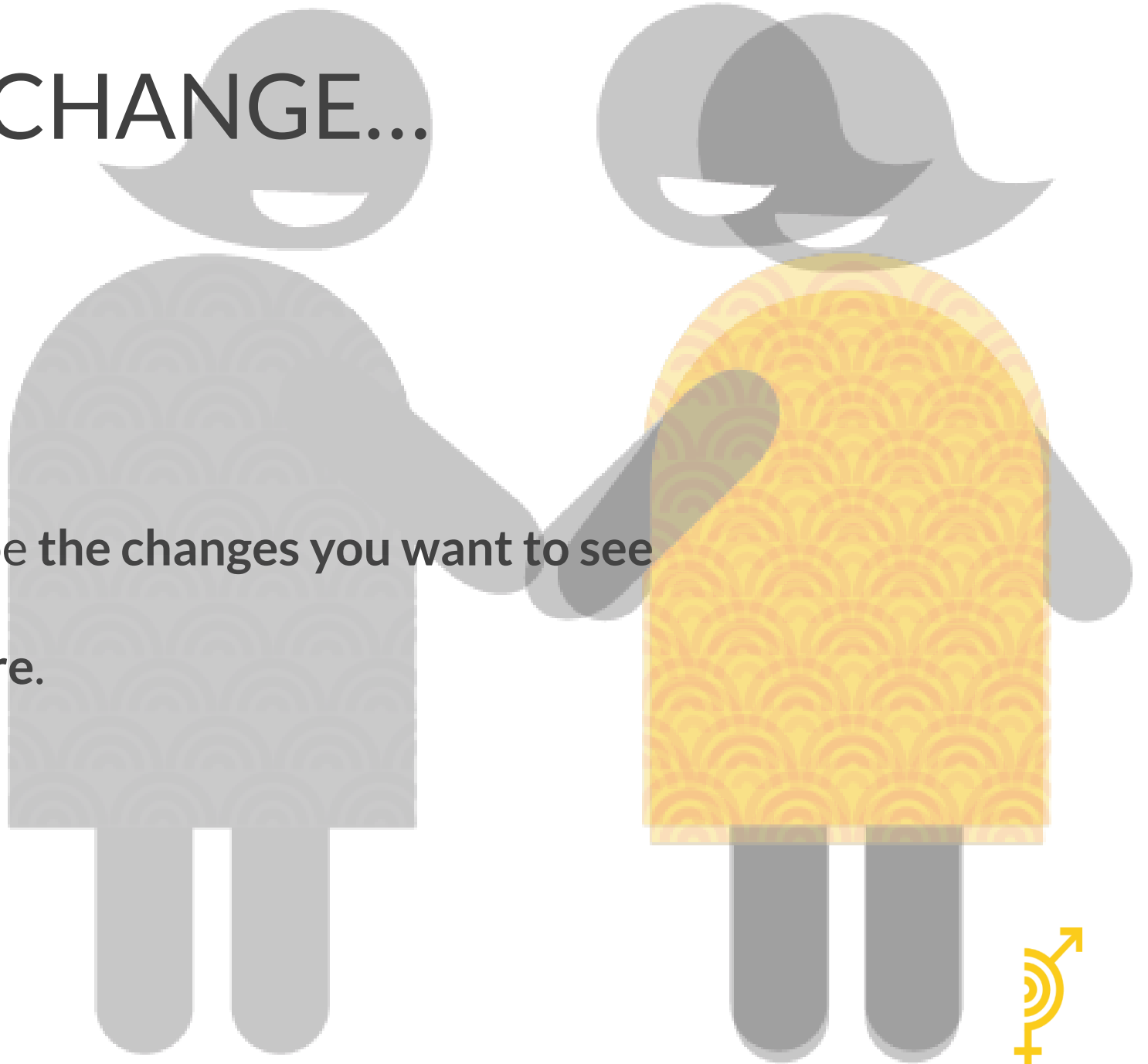
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This User Guide was prepared by Paige Sinkler, Strategic Advisor to AmplifyChange.



# A THEORY OF CHANGE...

...is a tool to help you describe **the changes you want to see**  
and **how you plan to get there.**



**UNIVERSAL FULFILMENT OF SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS**



AMPLIFYCHANGE

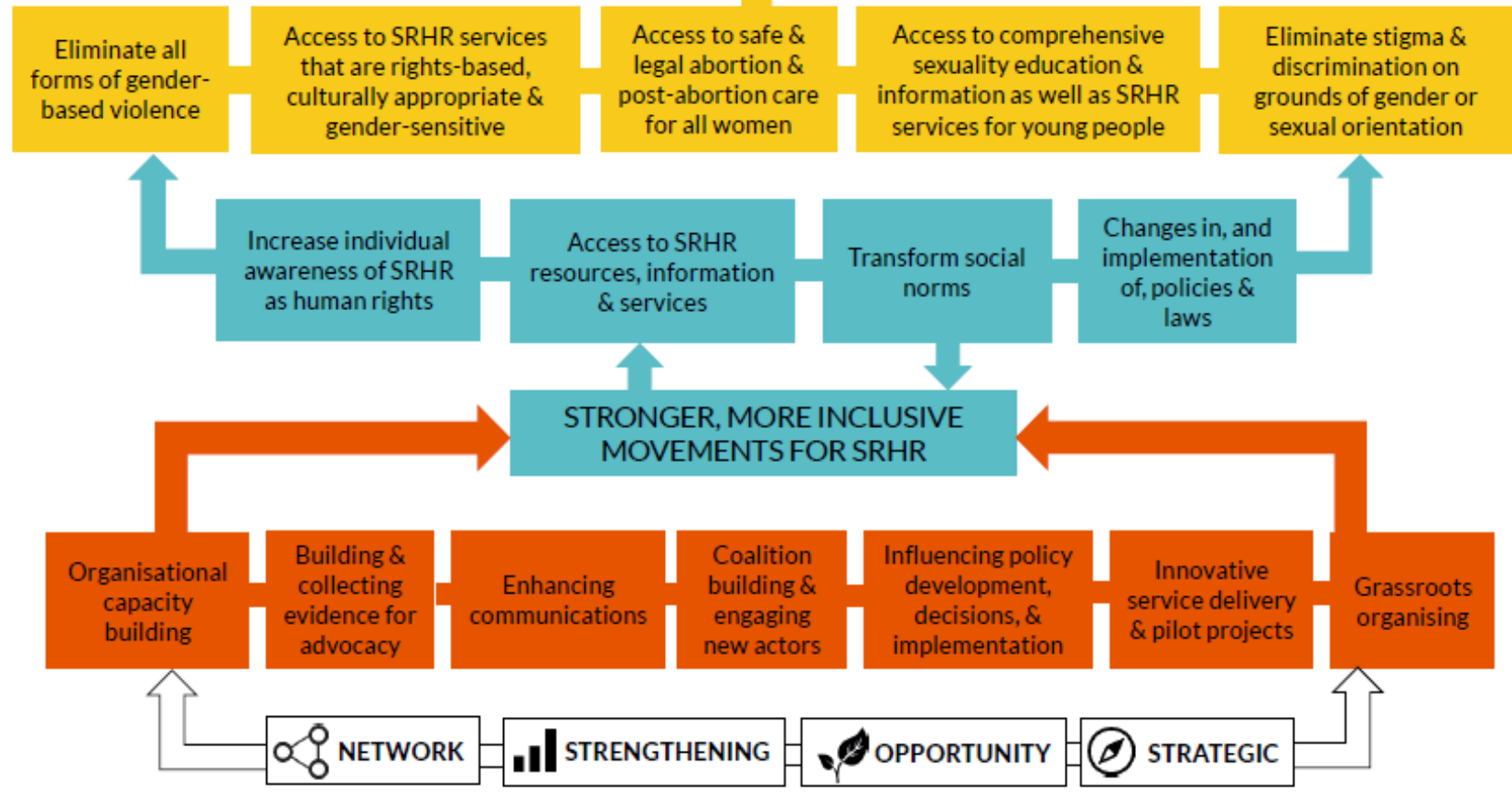
**VISION**

**IMPACT**

**OUTCOMES**

**STRATEGIES**

**GRANT TYPES**



WHAT ARE THE CHANGES  
WE WANT TO SEE?



# EXPECTED CHANGES

Long term impact in five thematic areas:



Gender based violence



Safe abortion and care



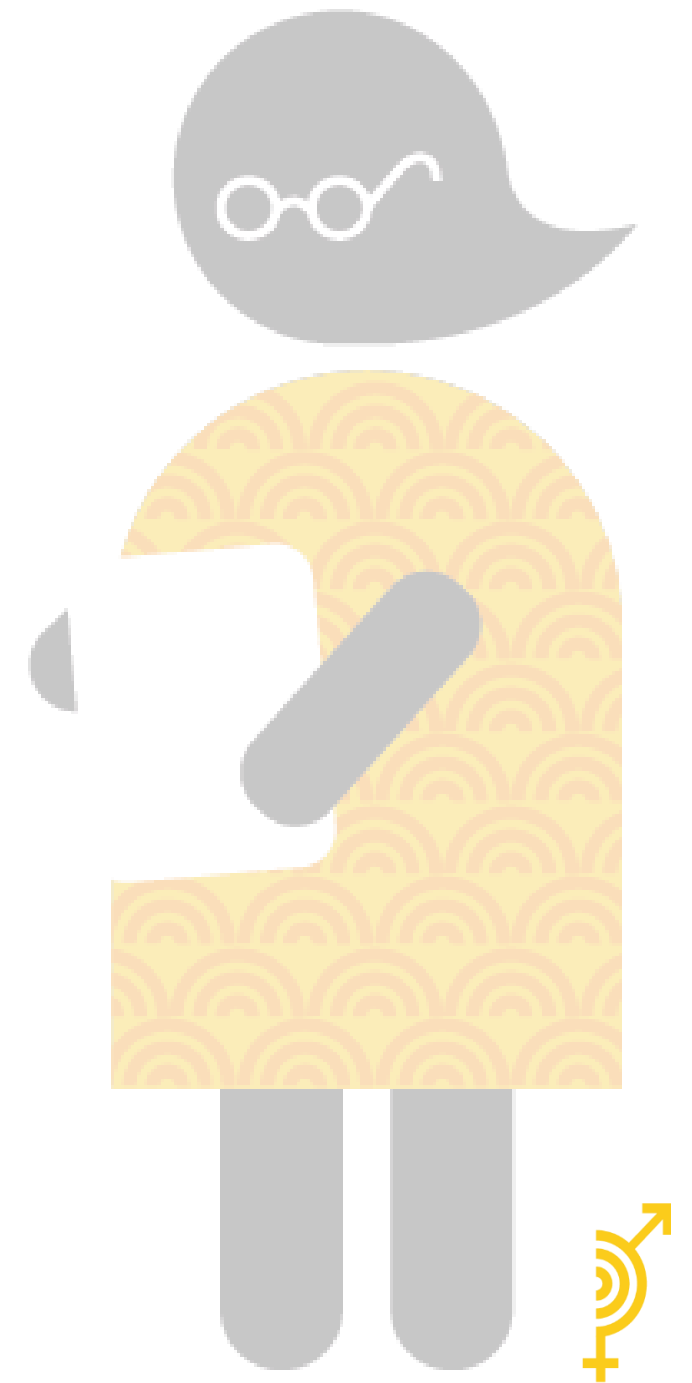
Stigma and discrimination

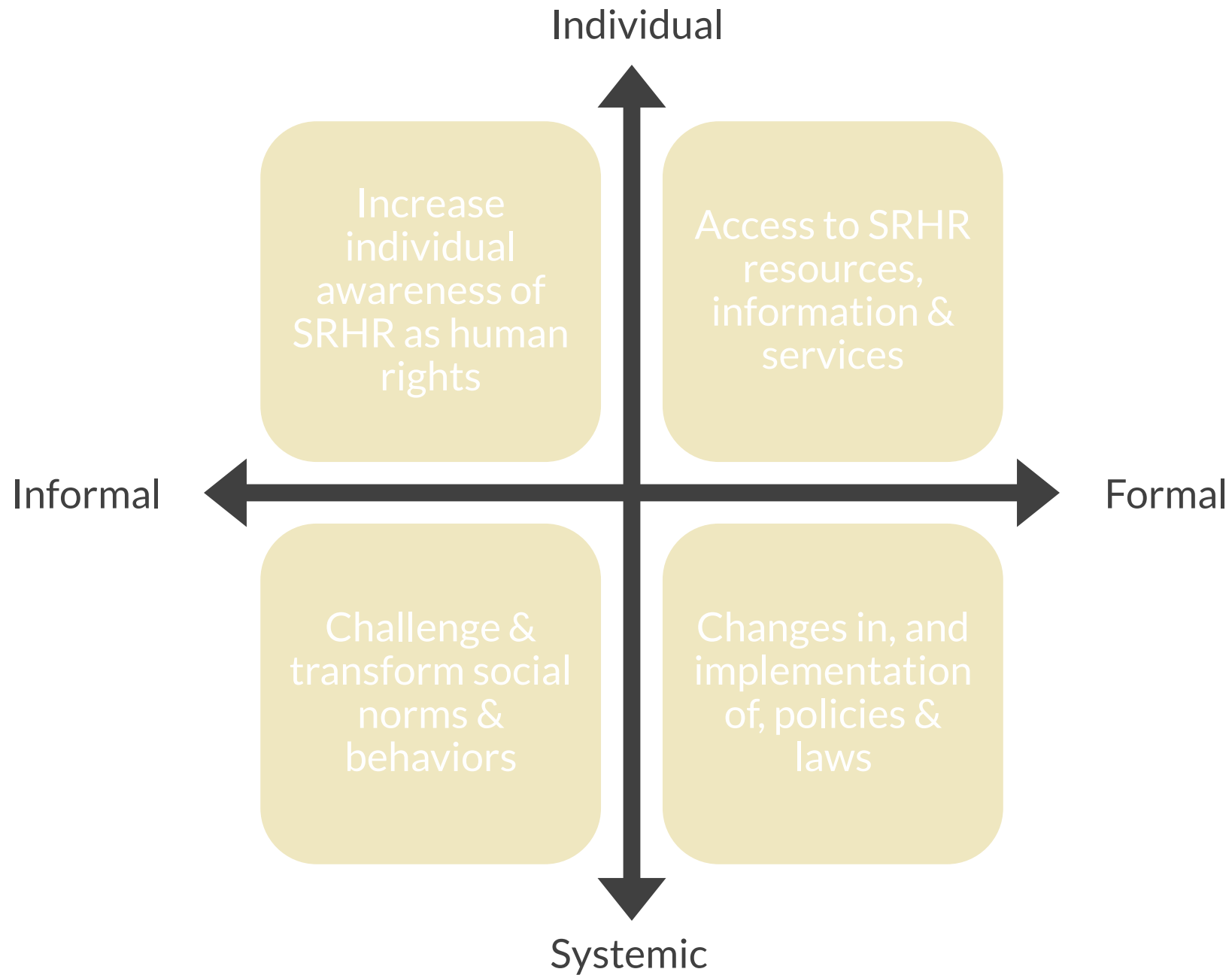


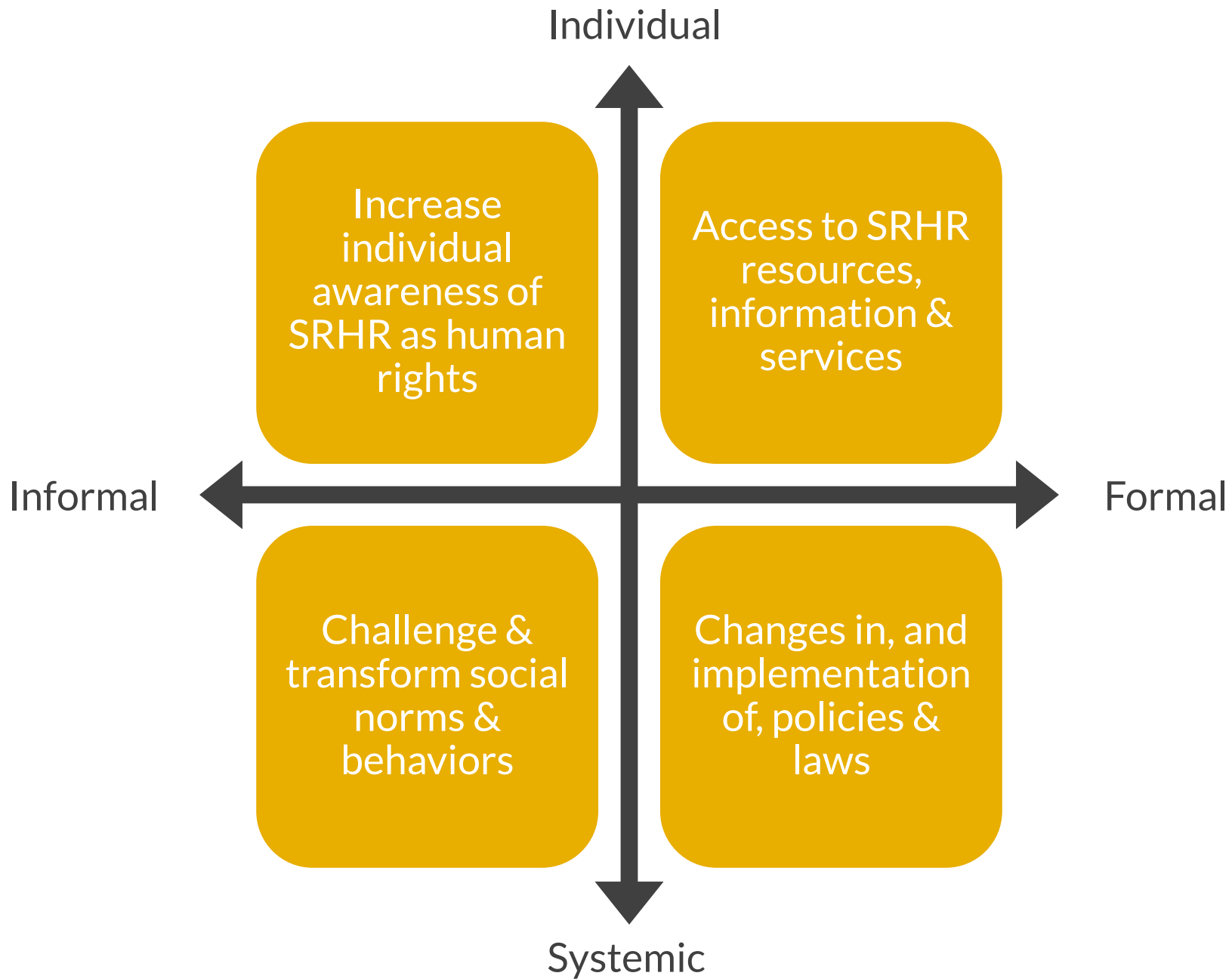
Sexual health of young people and girls



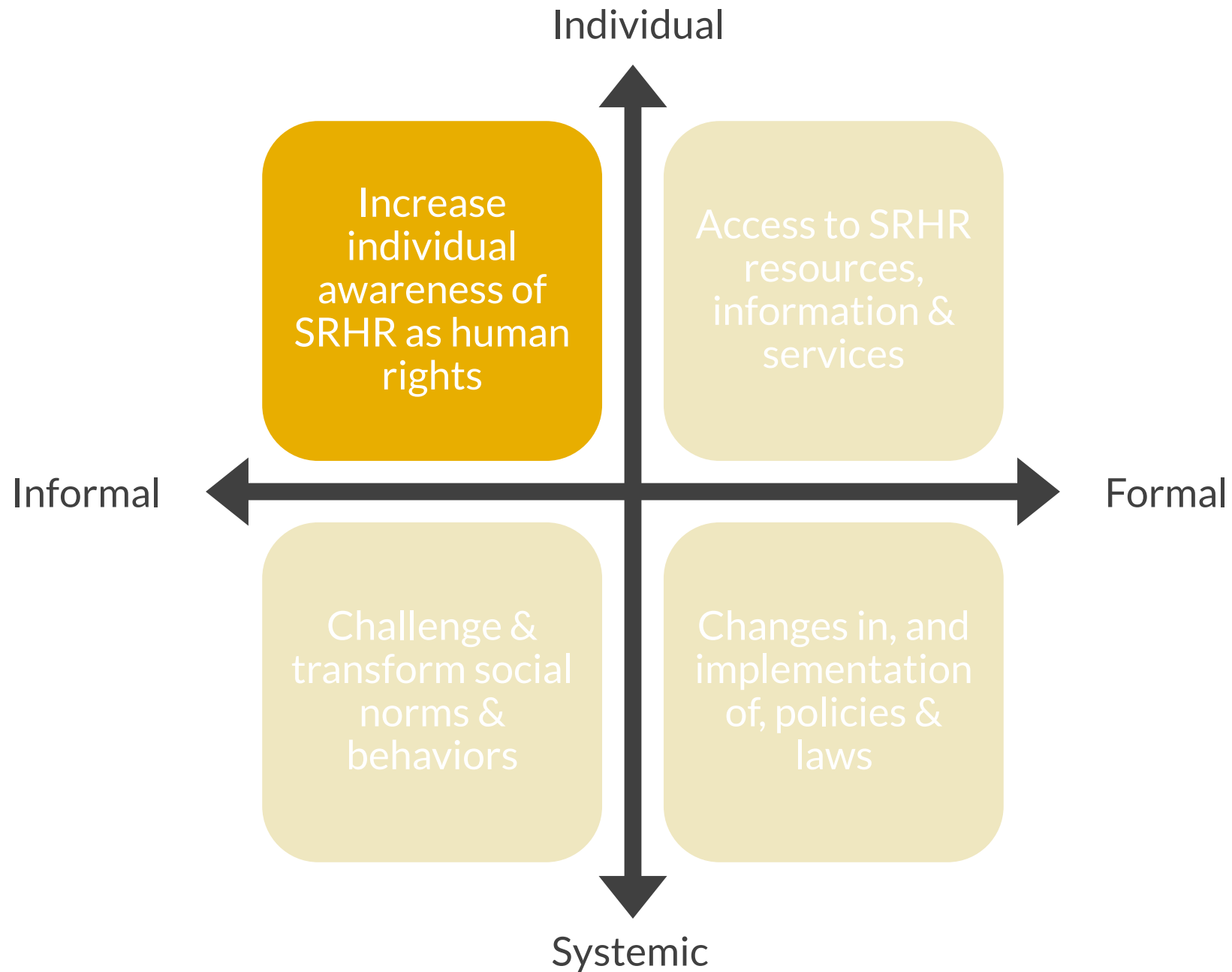
Access for the marginalised and vulnerable







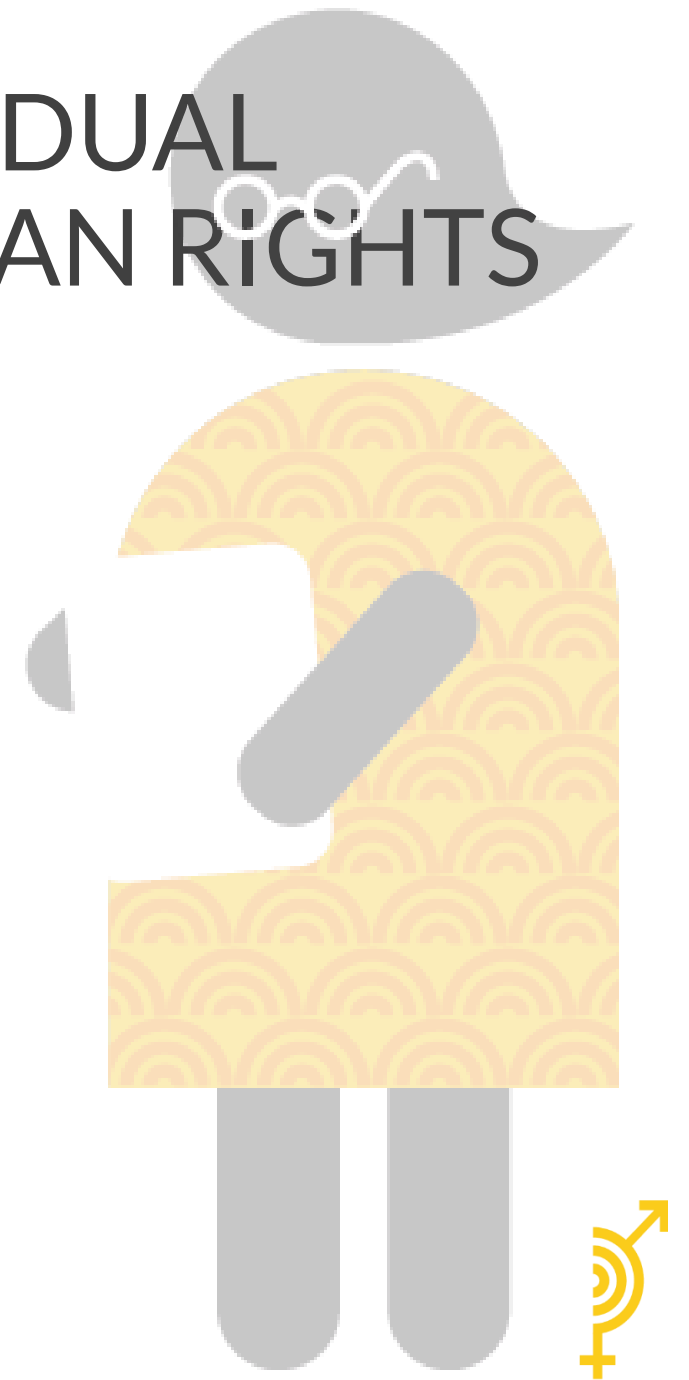


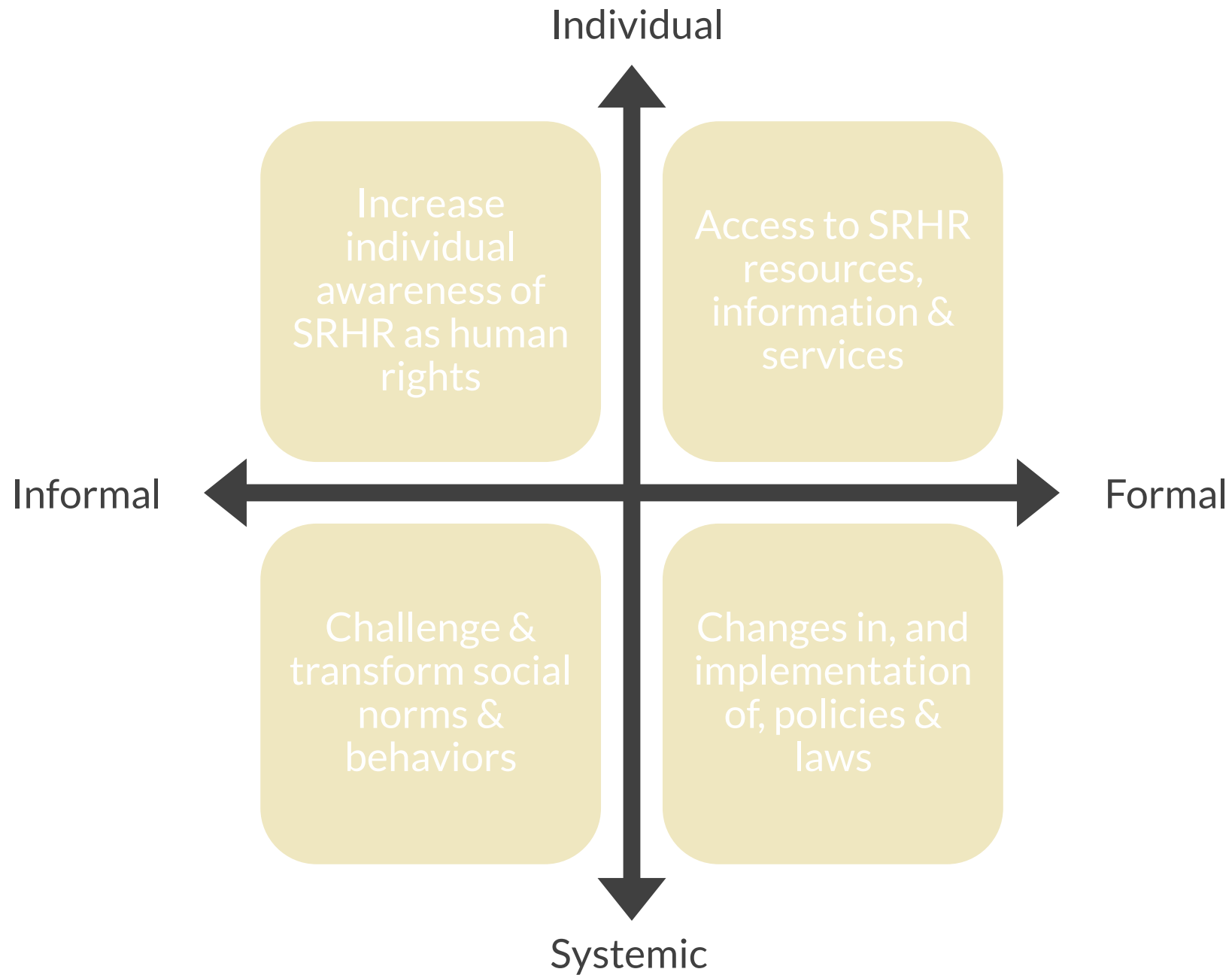


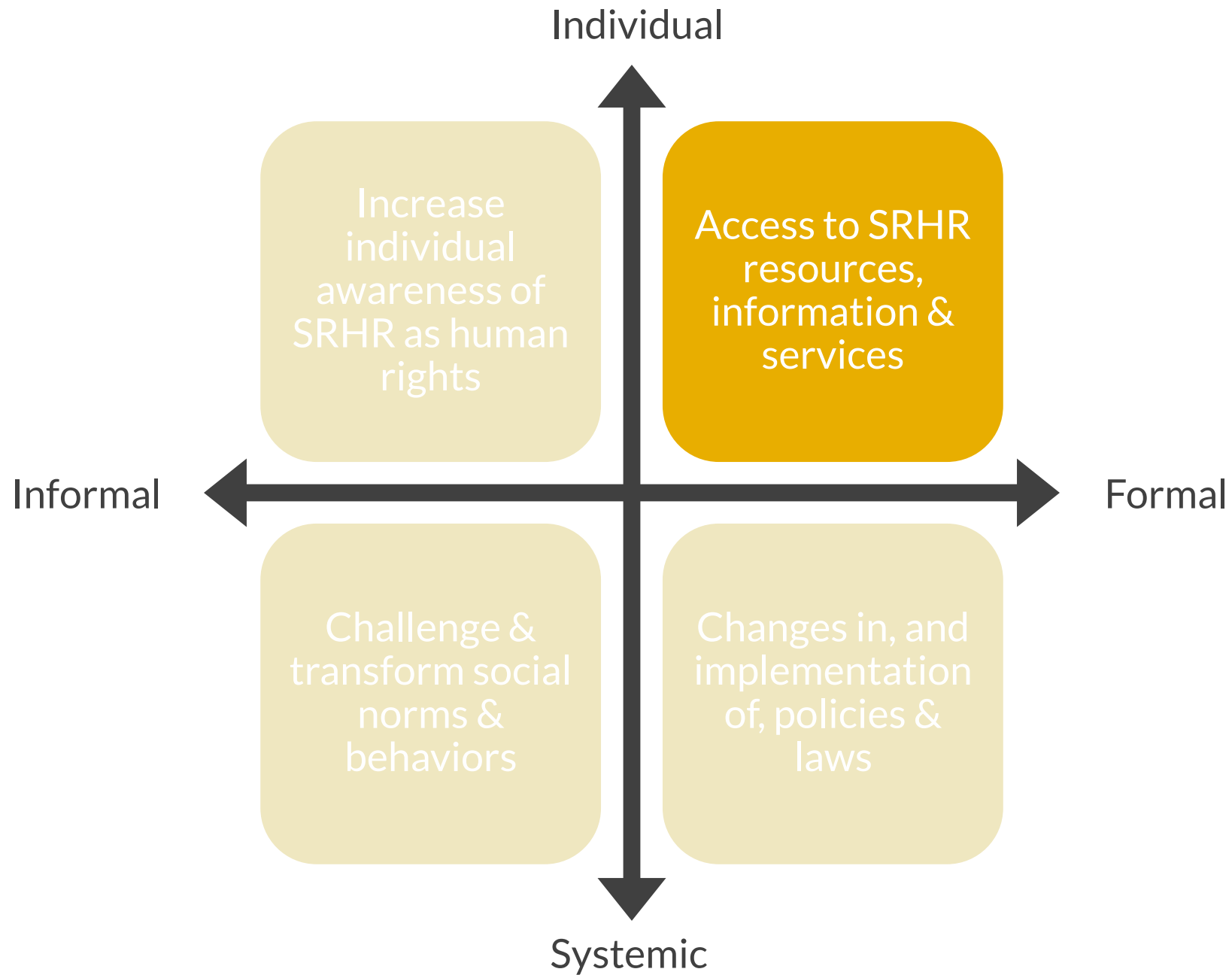
# OUTCOME: INCREASED INDIVIDUAL AWARENESS OF SRHR AS HUMAN RIGHTS

Individuals from marginalised groups:

- Increase knowledge of SRHR as a human right
- Become empowered to claim their SRHR
- Become active in advocating for SRHR





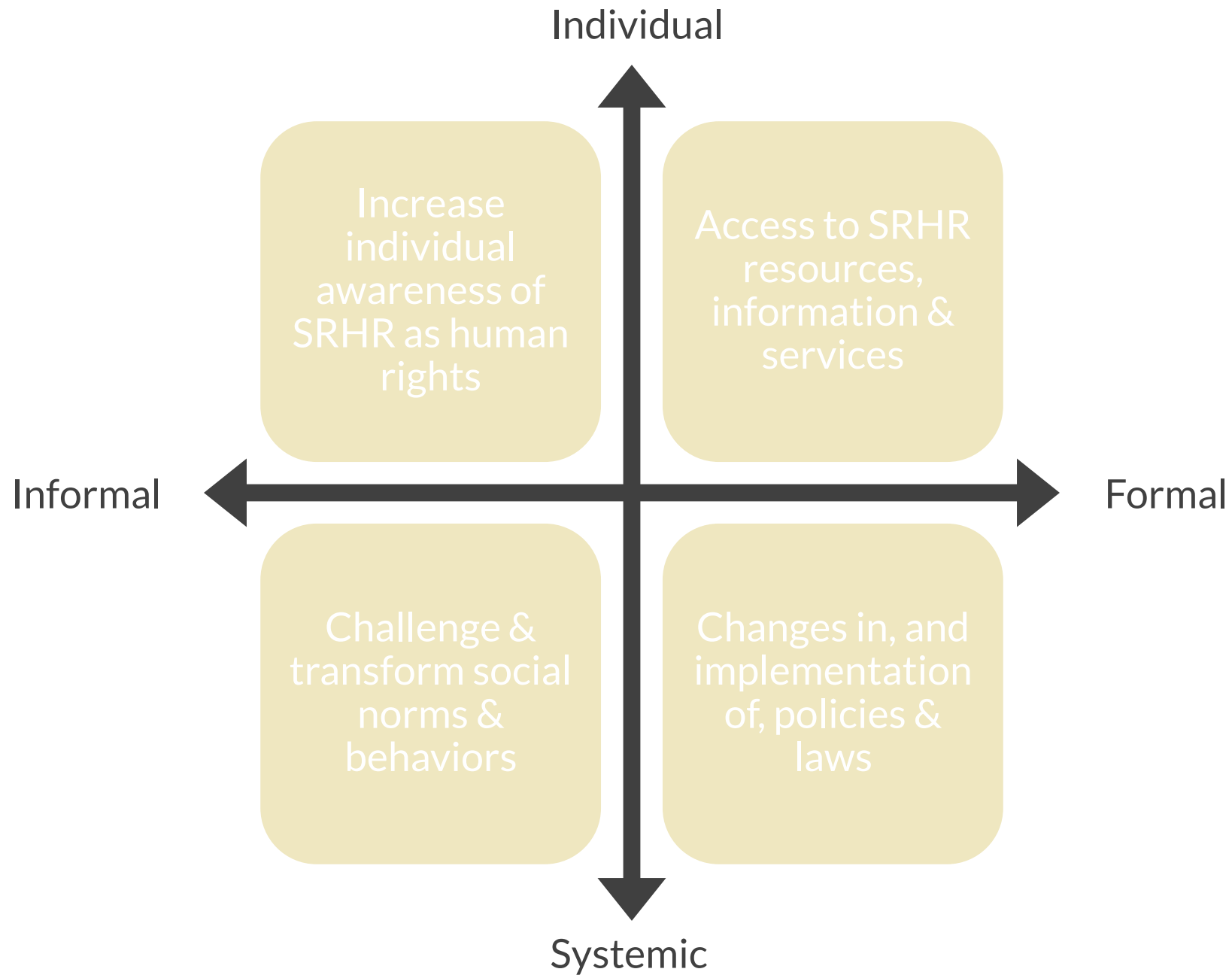


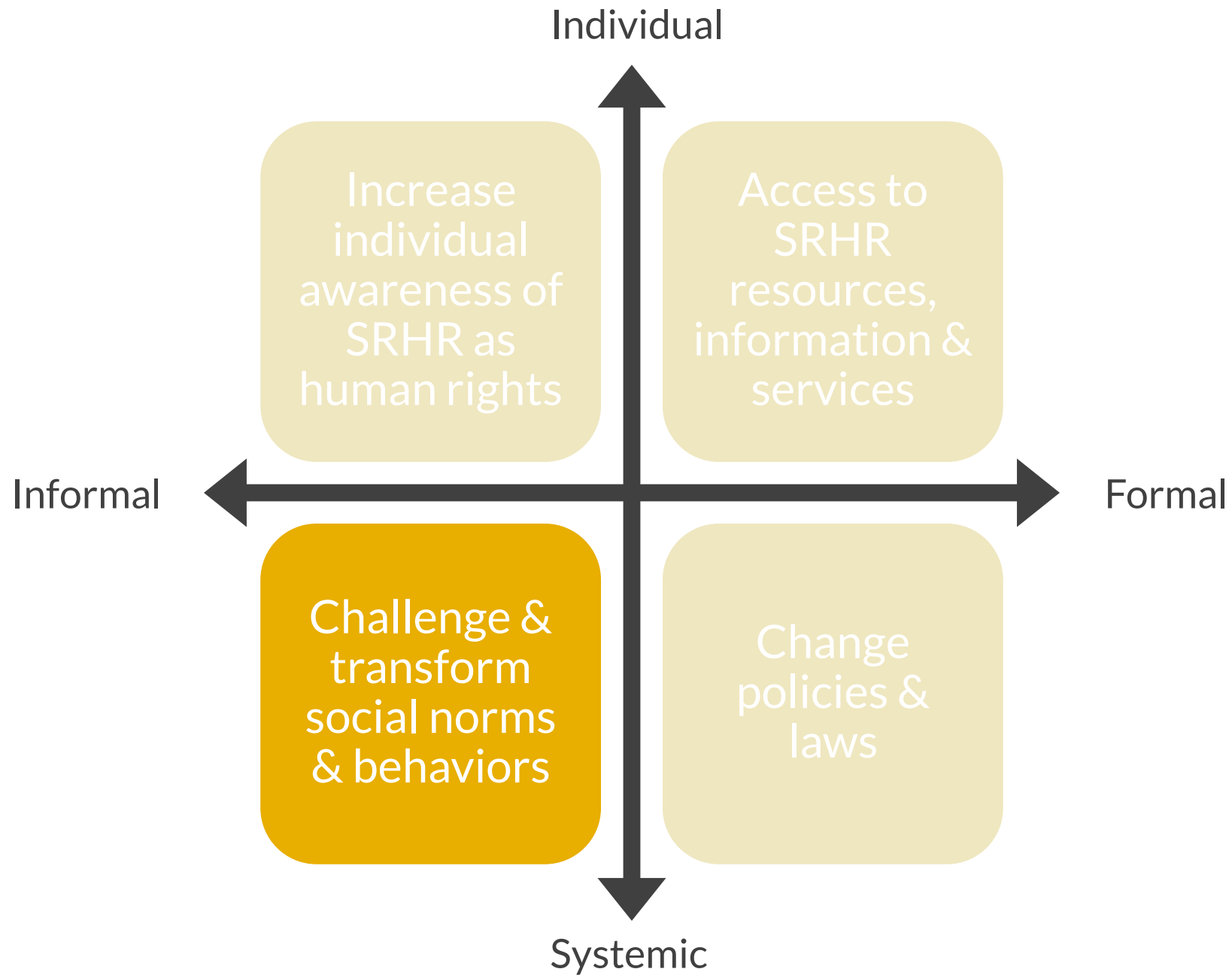
# OUTCOME: ACCESS TO SRHR RESOURCES, INFORMATION AND SERVICES

Increased availability, accessibility, acceptability, and quality of SRHR resources, information and services.

- Expansion or improvement of SRHR services delivered by CSOs
- Strengthened multi-sector capacity and engagement for SRHR service delivery





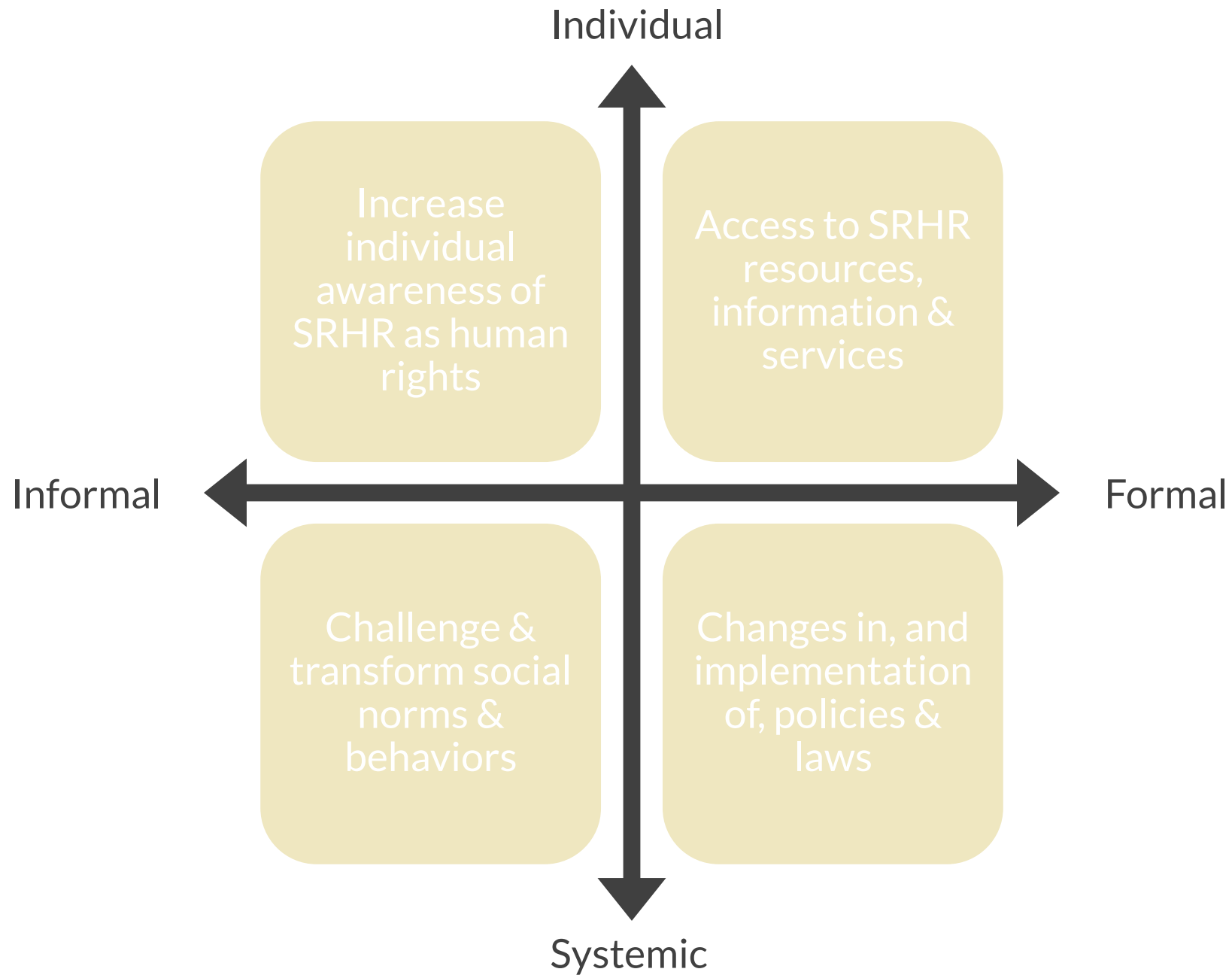


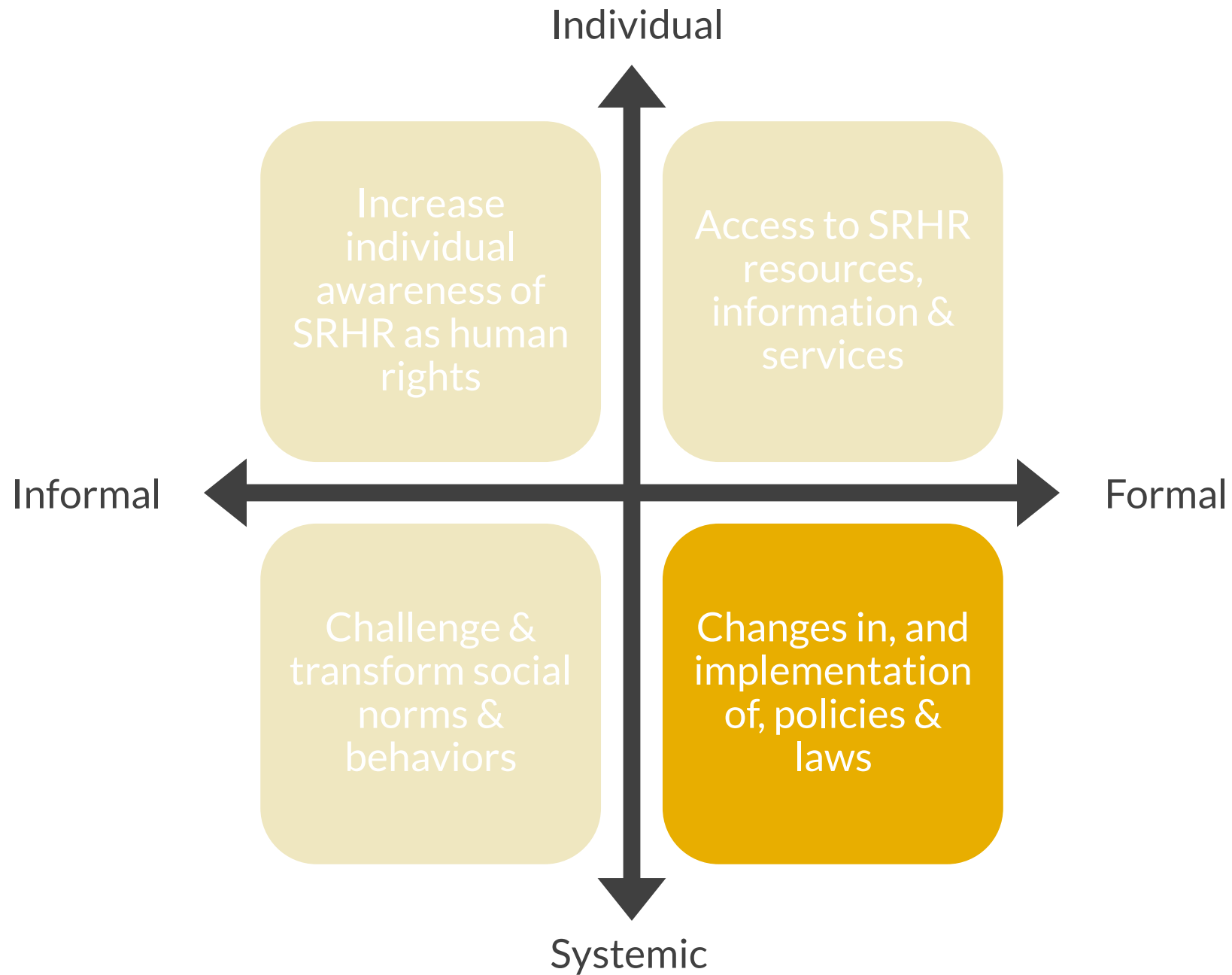
# OUTCOME: TRANSFORM SOCIAL NORMS

- Increased engagement among target groups to advocate for SRHR
  - Key influencers
  - Men and boys
  - Service providers
  - General public
  - Support networks
- Increased media coverage of SRHR from a human rights perspective





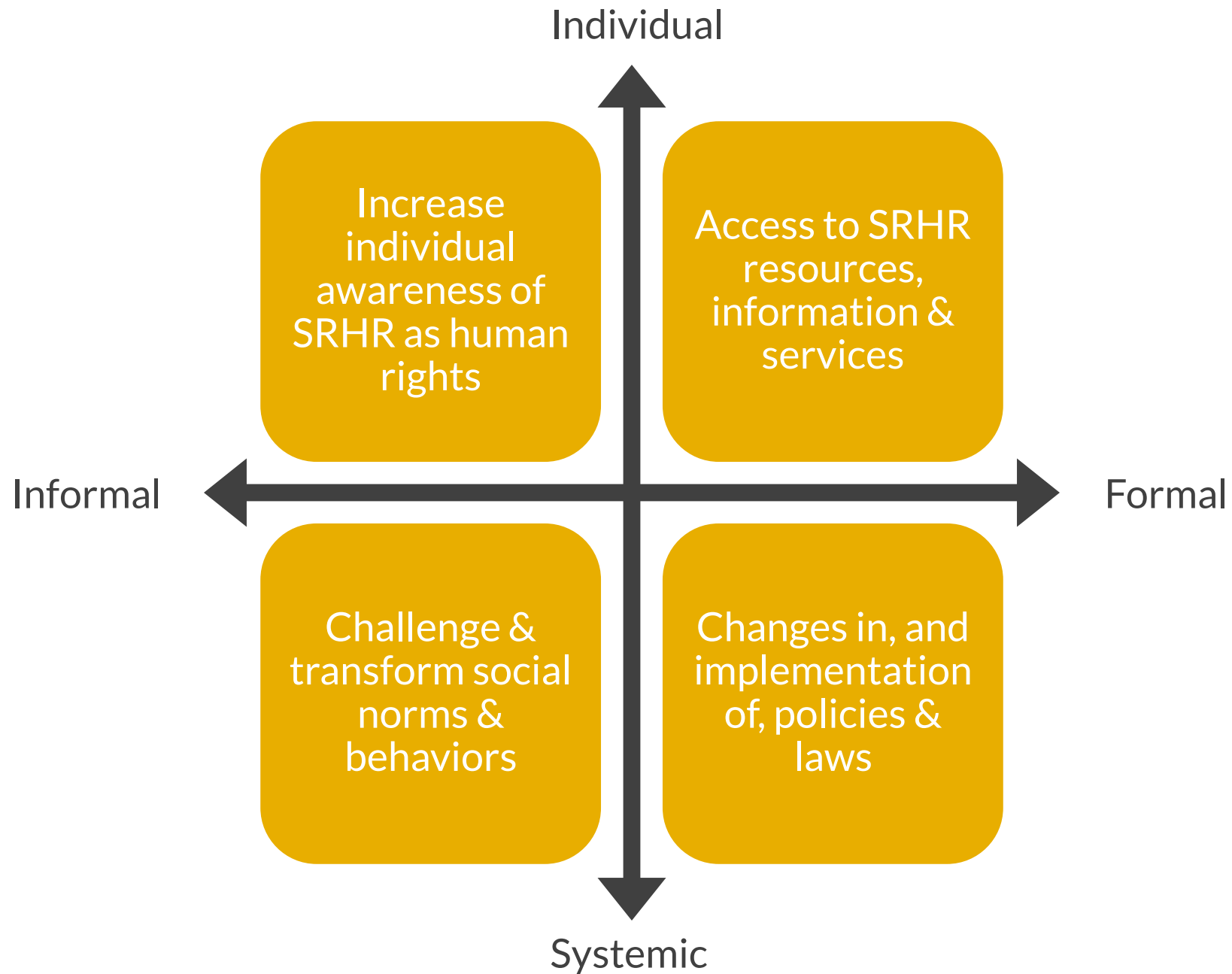


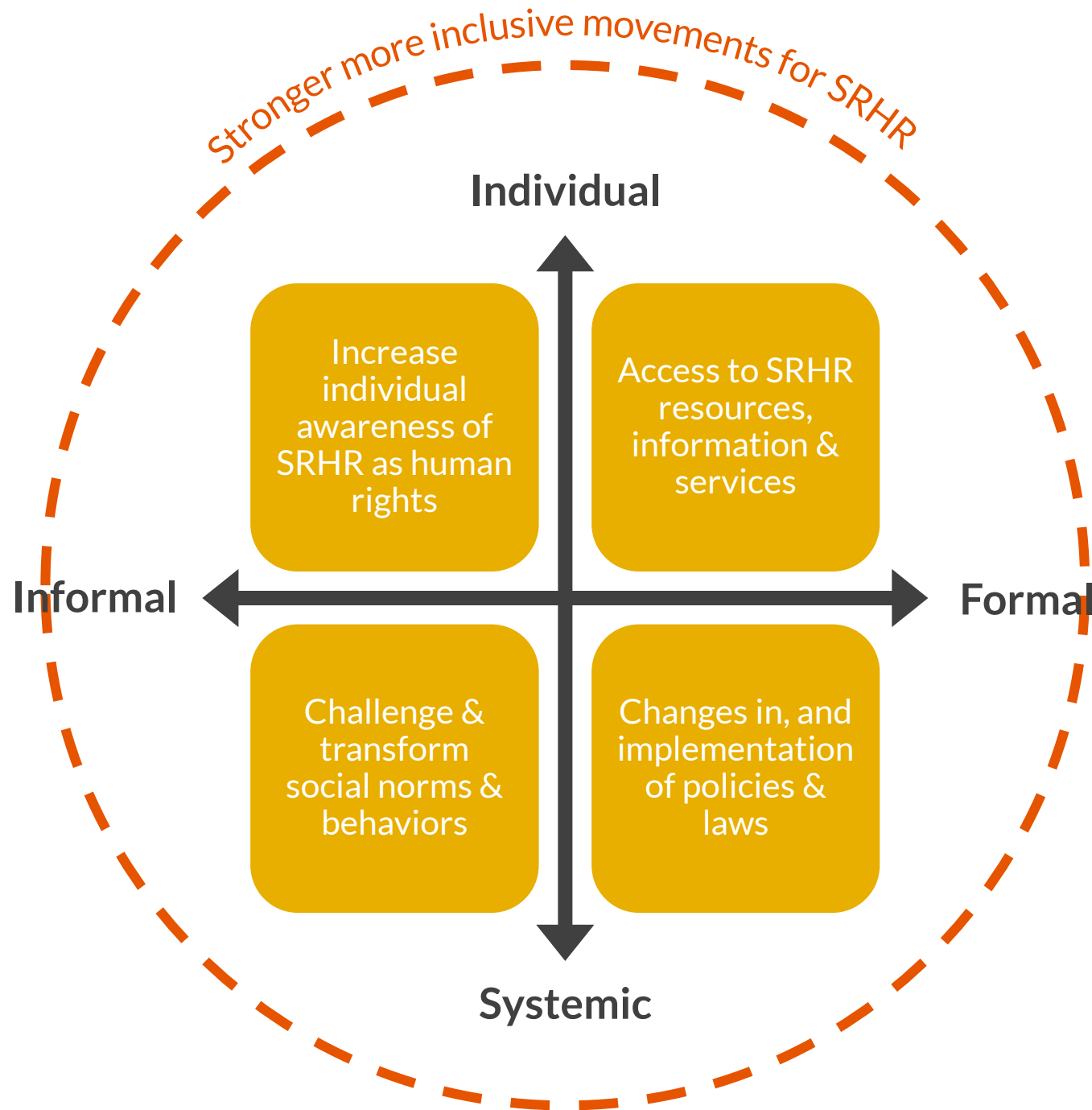


# OUTCOME: CHANGES IN, AND IMPLEMENTATION OF, POLICIES AND LAWS

- Advocacy planning and/or advocacy plan reviews
- Increased engagement and influence of CSOs on policy and budgetary process
- Changes in, and implementation of, SRHR policies/laws/ budget allocations



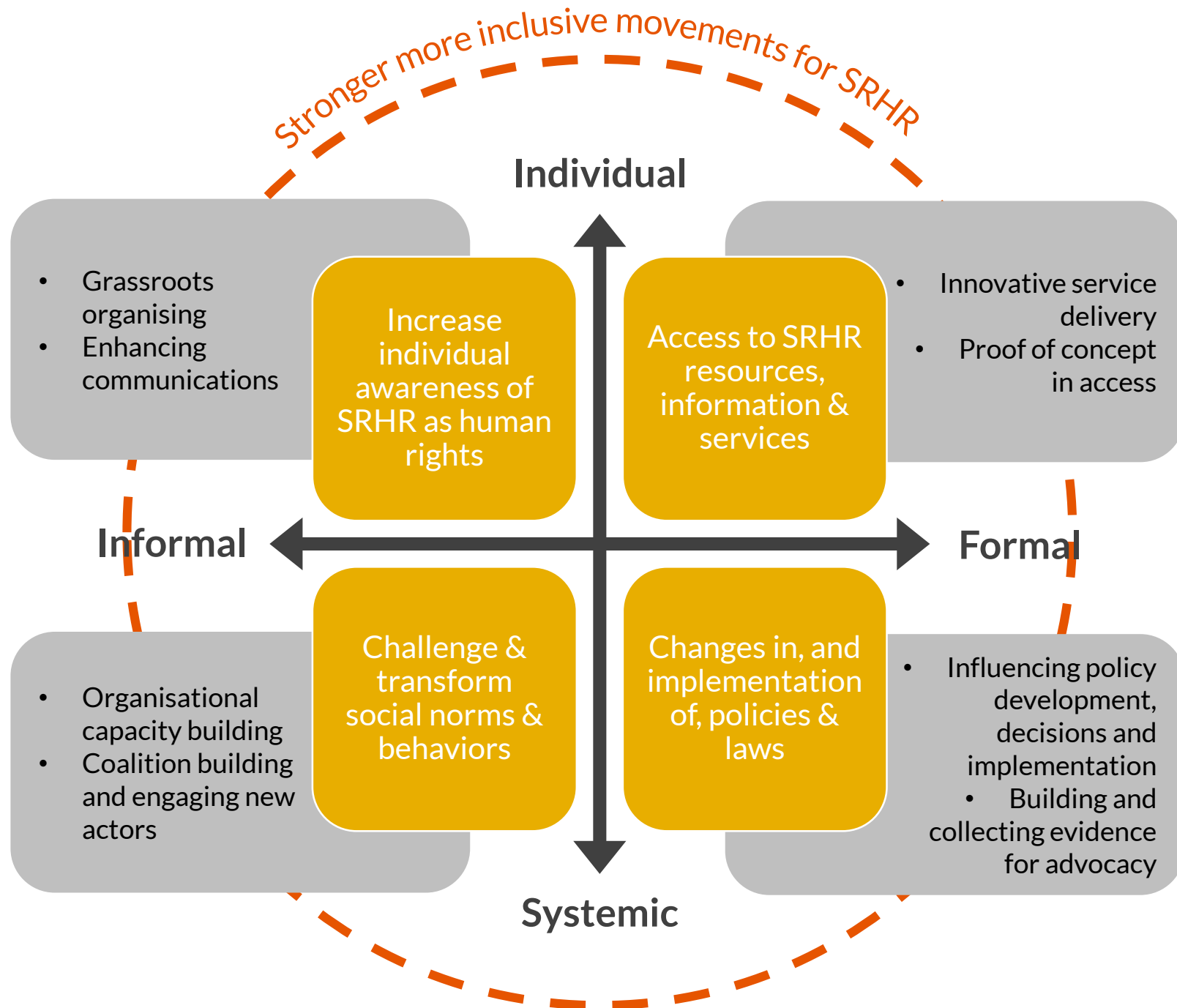


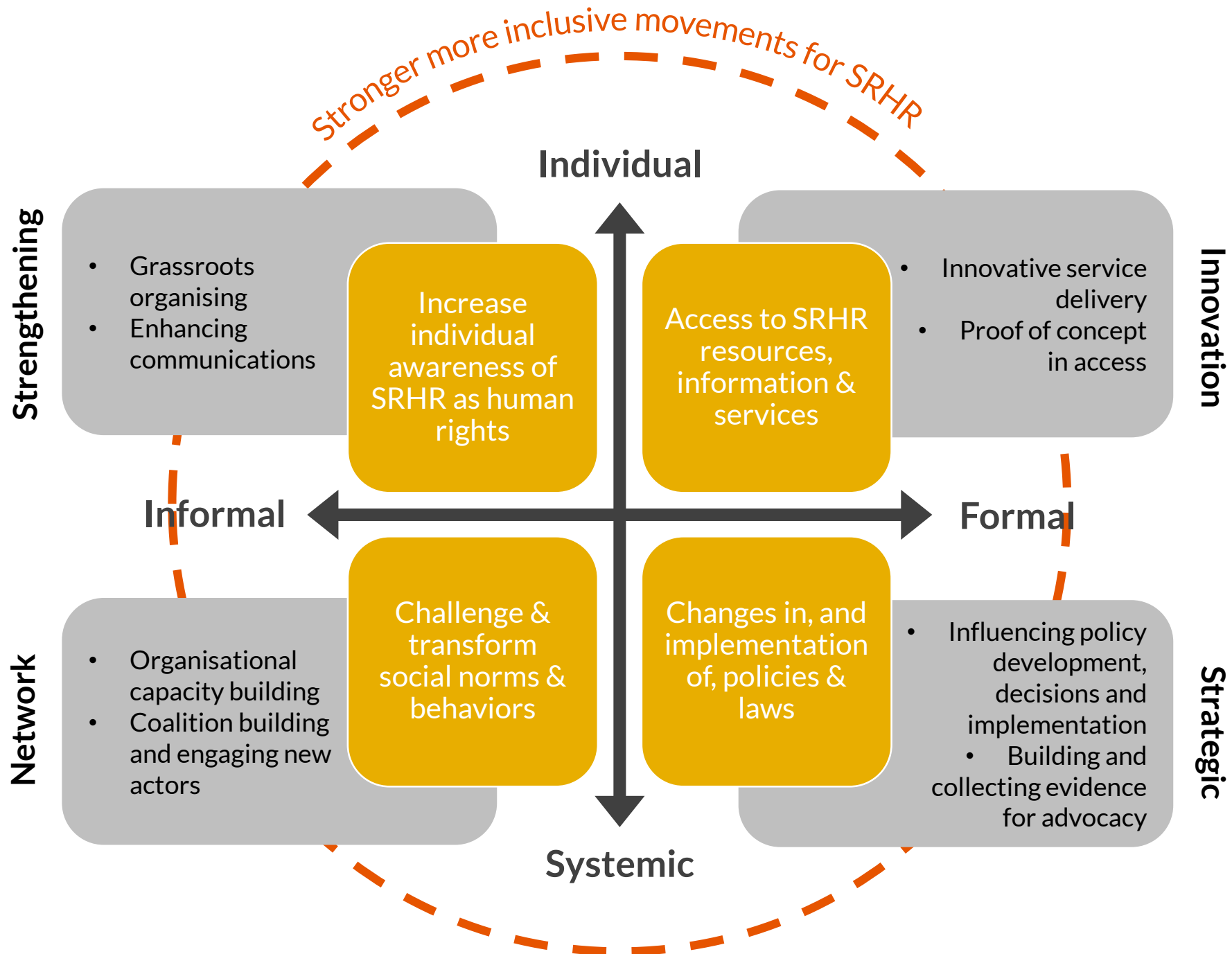


# OUTCOME: STRONGER MORE INCLUSIVE MOVEMENTS FOR SRHR

- Improved quality of data and analysis
- Increased participation and leadership of representatives from marginalised groups in networks or coalitions
- Strengthened capacity of CSOs to advocate for SRHR
- Strengthened collaboration among movement actors
- Increased engagement of potential allies across sectors and movements
- Locally developed new ideas implemented, lessons learned shared











*How does my organisation fit into this Theory of Change?*

*Do we need to work on all outcomes?*



*No one organisation creates social change alone.*

*Each organisation plays a unique role and contributes to achieving the larger goal.*



50 women from an indigenous community increased their knowledge of Gender Based Violence as a human rights issue.

Strengthening

- Grassroots organising
- Enhancing communications

Stronger more inclusive movements for SRHR

Individual

Increase individual awareness of SRHR as human rights

Access to SRHR resources, information & services

40% of the schools in the city are now implementing comprehensive sexuality education, compared to 30% last year.

- Innovative service delivery
- Proof of concept in access

Innovation

Informal

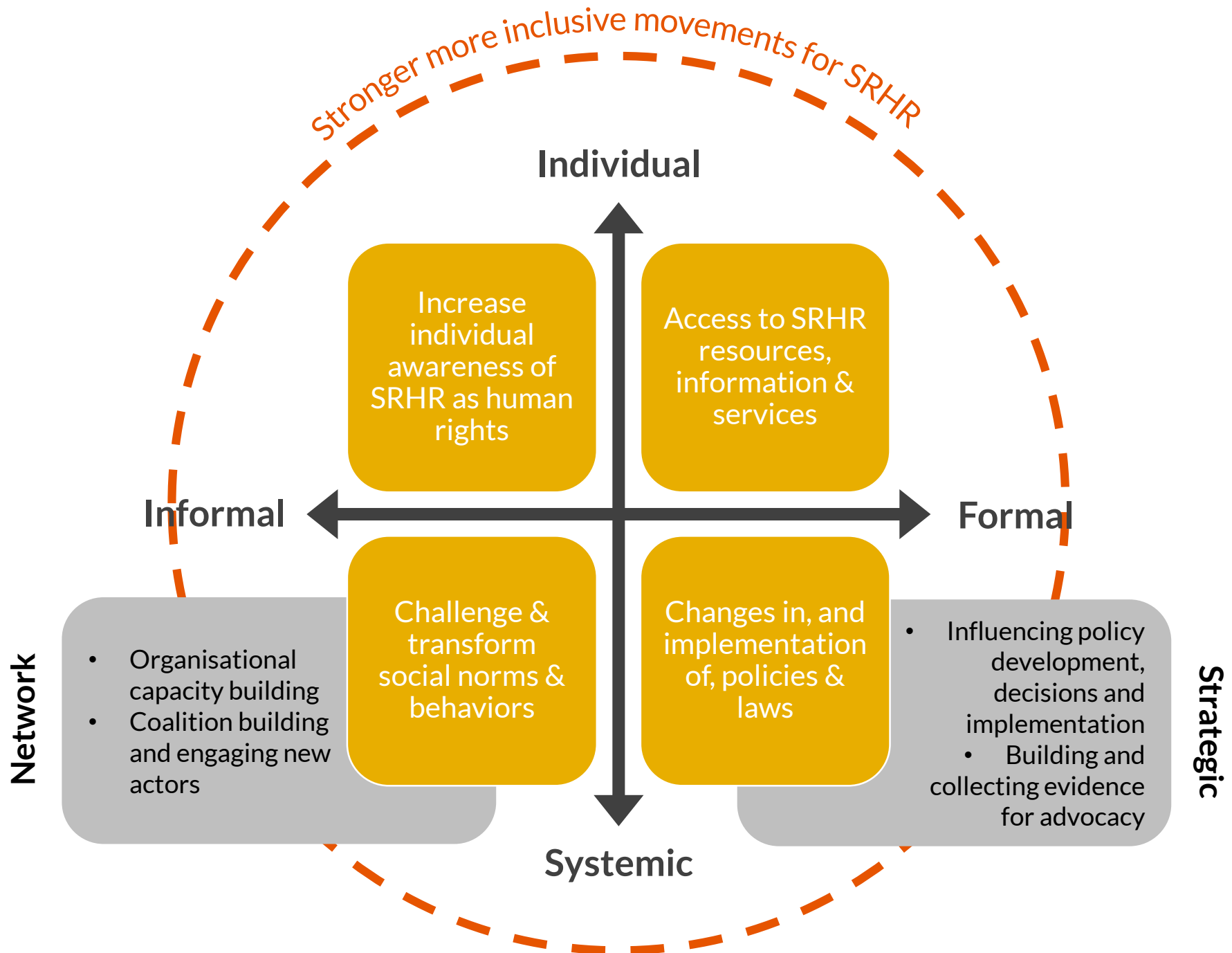
Formal

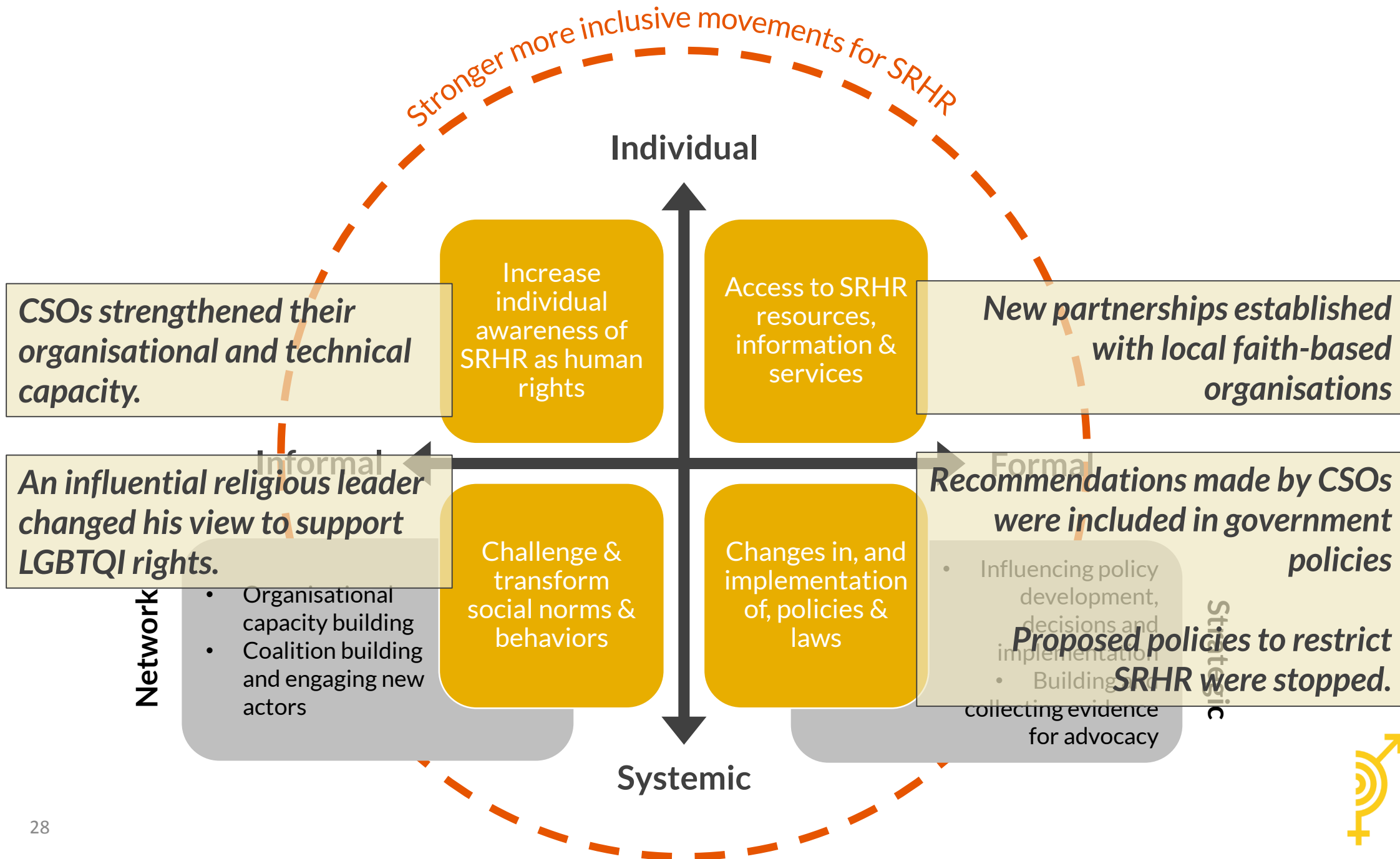
Challenge & transform social norms & behaviors

Changes in, and implementation of, policies & laws

Systemic







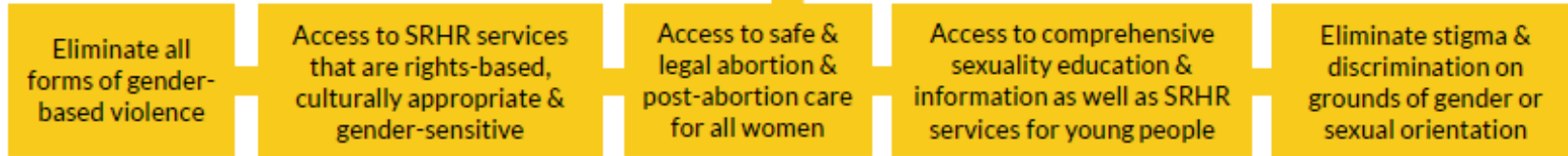
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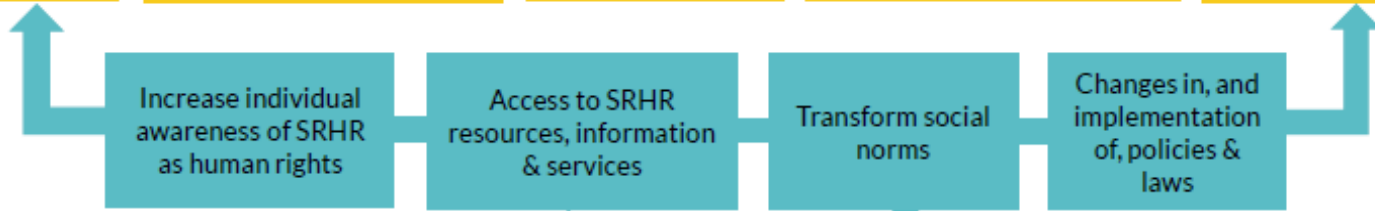


AMPLIFYCHANGE

**IMPACT**



**OUTCOMES**



**STRONGER, MORE INCLUSIVE MOVEMENTS FOR SRHR**

**STRATEGIES**



**GRANT TYPES**



# THANK YOU

[www.amplifychange.org](http://www.amplifychange.org)

