

CHARITY CASE STUDY TEMPLATE

SIMPLE & DOABLE FOR YOUR CHARITY

This case study template is designed to help you capture the impact of your work as it happens, rather than trying to piece it together later. By using it before events or when supporting individuals, your staff and volunteers can quickly gather the key details, stories, and outcomes you'll need for reports, funding bids, and social media. Utilising this template ensures nothing gets lost, and helps you build a bank of strong, consistent stories that make your communications clearer, more effective, and easier to deliver over time.

1. The Situation

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Who did you help?

2. The Challenge

What was happening before?

3. What You Did

What support did you provide?

4. The Outcome

What changed?

(Be specific if possible)

5. Quote (if available)

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6. Why It Matters

Why is this important for your community?

Next Steps

This directly supports funding, storytelling, and impact reporting, so share it widely. Don't just pop it on your website and hope people look at it. Share it on your socials, add it to your newsletter, highlight it on your blog, and share it with your Trustees. You are doing amazing work - tell people about it.