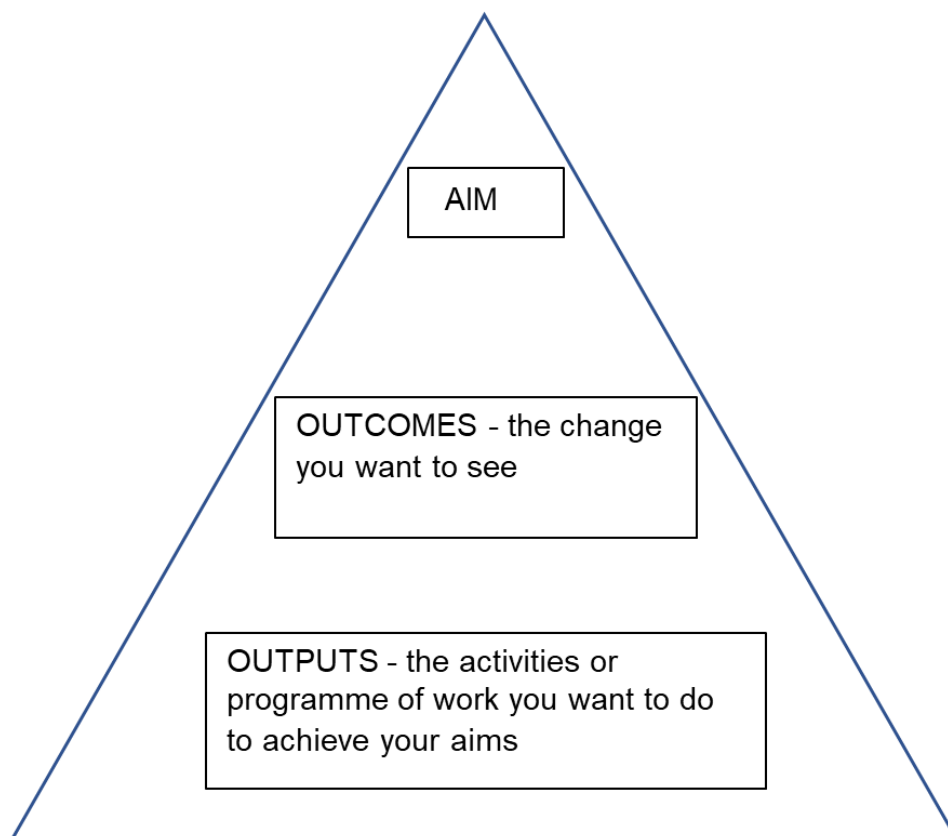


Setting Aims for Your Work

Setting an aim(s) for your project is very important – if you know what you want to achieve, you can measure if it has worked (see our Evaluation Guide) and you will be able to make improvements next time. It also helps with fundraising – showing funders and potential supporters what you want to achieve and the change you want to make.

The Aims Triangle

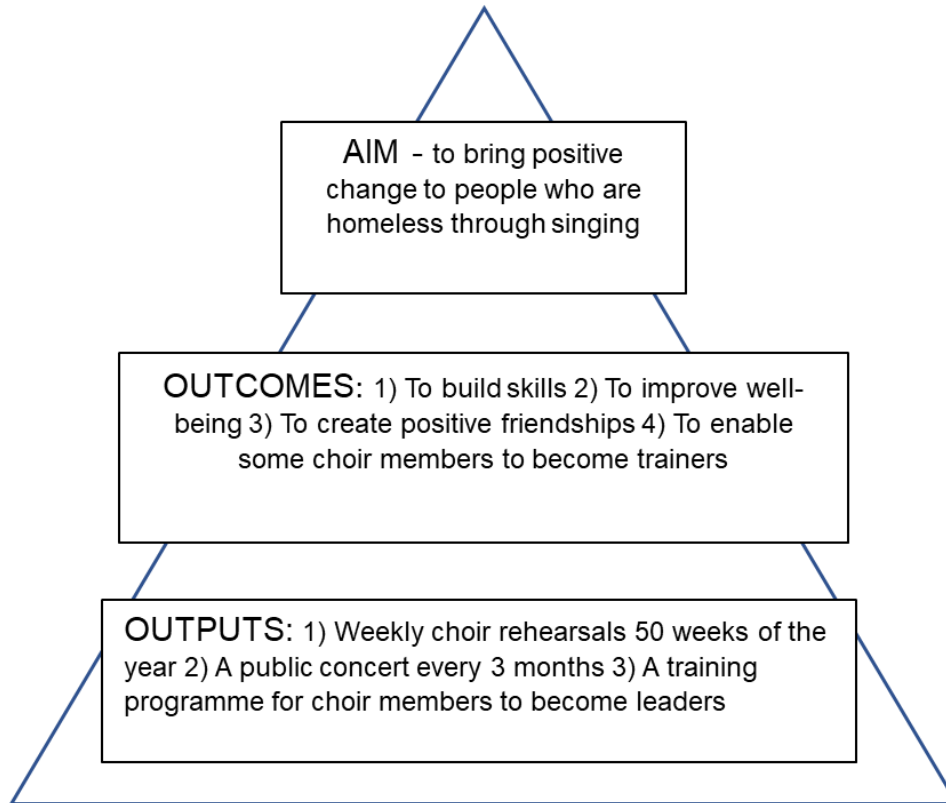
For both fundraising and evaluation, it is great to put together an Aims Triangle which is a tried-and-tested way of gathering your thoughts about your aims, your outcomes (the kind of changes you want to see) and your outputs (your activities). This can work for projects of all sizes and even for work if you're a lone artist. It doesn't have to be complicated – a good aim could be for people to have fun.



An Example Aims Triangle

Below is an Aims Triangle for an imaginary choir of people who are or have been homeless. We have set out one main, general aim – then 4 changes we expect to see (in a new project you may have to guess what these could be. A good resource is the Literature Review of Arts and Homelessness which shows that most projects in this

field build one of more of the following outcomes: Improved wellbeing, skills, agency and resilience.



Try to fill in an Aims triangle – from here you can then build a fundraising or pitching bid and an evaluation plan. See our other resources at <https://artshomelessint.com/what-we-do/research/> and look out for free training events here <https://www.eventbrite.co.uk/o/arts-amp-homelessness-international-29522687255>