

Guidelines for Drafting an Annual Report

- 1 A general description of the organization: History, **mission, values**, introduction of the board members and team, and financial results. An external person should be able to quickly understand the main characteristics: target population, approaches, specificities, activity volume, **role in the community**...
- 2 Presentation of the activities offered by the organization: Including objectives, clientele reached, results achieved, and improvements to be made in the next fiscal year.
- 3 The results obtained by the organization: Beyond the number of people reached and their satisfaction, the organization should present results in terms of **changes among the people reached**. The organization should present, even briefly, the evaluation method used to measure these results and, if possible, the **logical framework** with which it operates.

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- 4 An explicit alignment with the action plan of the past year: did the organization achieve the results mentioned in its action plan?
- 5 A prospective synthesis: **Priorities** and actions to be undertaken in the next or upcoming years.

In summary, an annual report should:

1. Be **easily readable** by different audiences;
2. Present a **comprehensive overview** of the organization's actions and the changes it contributes to;
3. Be **situated in a continuum**: link with planned actions and future priorities;
4. **Stimulate reader engagement** (member, volunteer, funder, partner...).