



Bellyful

Do you know how many kgs of mince it takes to make 17,000 meals?

Bellyful does. In 2016, the registered charity Bellyful delivered 17,000 meals to feed 3,000 families, using 3,000 kgs of mince and 3,000 onions (we estimate that's around 60,000 tears). Why? Bellyful's founder, Jacqui Ritchie recognised the power of having a couple of cooked meals stashed in the freezer to ease family stress, and Bellyful was born, delivering meals to families with newborn babies, and families with young children who are struggling with illness.

We're hungry to hear how they tackled their reporting, so we asked Leigh Taggart, Bellyful's former Board Chair, to share some of their experiences with us.



Tackle the tech

Bellyful was lucky to have two accountants on their board to help pull together their first Tier 3 Performance Report, but it couldn't be done without their army of volunteers and first deciding how to collect the information needed to complete the **Statement of Service Performance** in the Performance Report. The challenge – 18 branches with 400 volunteers with varying skills, all using different technology.

“Many of our volunteers love to cook or want to deliver meals to families. Not many of them want to do administration tasks, so our challenge was to find a simple, effective way of collecting the information that wasn't too time consuming.”

Bellyful decided on the key measures they wanted to record for the Statement of Service Performance and created a simple Excel template for their volunteers to collect the data monthly. Being clear about why the data needed to be collected and providing support to volunteers to use the tools to collect it, helped Bellyful's branches adopt a new way of doing things under the reporting standards.

“It is really important that someone in the organisation has responsibility for ensuring that the information is collected accurately, on a regular basis.”

Bellyful has a dedicated Quality and Operations Manager assigned to this task, so when Bellyful's balance date hits, they've got all the data they need to complete the Statement of Service Performance section of the Performance Report.

Get creative

The Performance Report is designed to tell your charity's story and Bellyful's does just that. Using the optional Performance Report templates as a base (to get the information needed for the new standards right) Bellyful added their own touch by including additional pages of "gratitude" in their **Performance Report**.

“Our volunteers and supporters are the heart and soul of Bellyful, so we wanted to ensure that every Performance Report recognises and thanks those that are most important to us. We therefore established dedicated pages to thank each of these groups.”

Bellyful felt their story wasn't complete without including their pages of gratitude, because “these are far more important to us than any table of numbers.”

Bellyful's Performance Report shows us, you don't have to stick to the script. The templates have been designed to help charities capture the information needed but you've got some freedom to be creative with presenting the information required. Use the Performance Report as an opportunity to show off all your charity's hard work for public and funders to see and be proud of it (who knows, you could even win an award for it!).



Bellyful's tips for other charities:

- Take it slowly – you can't do it all in one go!
- Use the reporting templates and other resources provided by Charities Services – they are awesome! (we didn't bribe them, we promise)
- Seek help from Charities Services if you have any questions
- Watch Charities Services' webinars
- Look at other charities' reports and get ideas on how to present the information you want to share. (Our tip: check out the **Tier 3 example Performance Reports** and **Tier 4 example Performance Reports** on our website and use our **guide** to help you find similar charities on the Charities Register).
- We're all in the same boat – so let's help each other.
- If you would like to know more about Bellyful, check out **their website** and **Givealittle page** and **don't forget to view their performance report.**