



AFM Community Shaping Grant

Impact Report – Sample Questions

What to expect when your project is complete (due 60 days after completion of by December 31, whichever is sooner)

This is a preview, not a form to fill out.

When your project is complete, AFM will send you a link to an online impact report form. This document gives you a heads-up on what we'll ask, so you can collect the right information along the way — rather than trying to piece it together after the fact.

The report is due within 60 days of project completion, or by December 31 of the grant year — whichever comes first.

If you have questions at any point, contact our team at community@ayrmutual.com.

About Your Project

This information should match exactly what you entered in the application form.

Organization name

Applicant name

Project title

Grant amount received

Project start date

Project completion date

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Your impact

This is the heart of the report. We want to understand what your project actually accomplished — in numbers and in stories.

How many people did this project directly impact?

How does that compare to what you estimated in your application? If the number is different, tell us why.

→ *Track this in real time — it's much easier than reconstructing it later.*

Describe who was served by this project.

Tell us about the people or groups who benefited. What did this project mean to them?

→ *Anecdotes and specifics are more powerful than general statements.*

“What this meant to me.”

Share a testimonial from someone who experienced the impact of your project firsthand. This can be a direct quote, a short story, or a reflection in their own words. We'll always ask before sharing anything publicly.

→ *The best time to collect this is while the project is still running — ask a participant, a volunteer, or a community member to share their experience in the moment.*

Do you have photos or media to share?

We'd love to see your project in action. Photos, a short video, a news clipping — whatever you have. These help us tell your story through our own channels.

→ *Designate someone to take photos at key moments. Make sure you have permission from anyone who appears in them.*



Community impact through a broader lens

At the time of your application, you identified the UN Sustainable Development Goals your project would support. We'll ask you to reflect on how your project actually moved the dial on those goals.

Which UN Sustainable Development Goals did your project advance?

We'll show you the goals you selected at application. For each one, tell us briefly how your project contributed — even in a small way.

→ *Think about concrete outcomes: who benefited, what changed, what was made possible.*



Use of funds

We want to make sure AFM's contribution went toward your project as intended. We understand that plans sometimes shift — if you needed to use the funds differently, just tell us.

How were AFM's grant funds used?

Walk us through how the money was spent. If this differs from what you outlined in your business plan, explain what changed and why.

→ *Keep your receipts and a simple spending log as you go — it makes this section much easier to complete.*



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Mission and community alignment

How did this project fit and advance your organization's mission?

Tell us how this project connected to the work your organization exists to do.

How did you engage the people most affected by this project in its design or delivery?

Did the community have a voice in how this project took shape? Did it build their capacity or ability to shape their own outcomes going forward?

→ *This doesn't need to be formal — even informal feedback loops count.*



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Looking ahead

What worked well?

What are you most proud of? What would you want other organizations to know?

What would you do differently?

No project goes exactly as planned. What did you learn that would shape how you'd approach this again?

Thank you for putting this grant to work. We can't wait to hear what you accomplished.

Questions? Contact our team at community@ayrmutual.com.