

MONITORING AND EVALUATION

Accurately evaluating the impact and effectiveness of one's programmes is one of the greatest challenges of any non-profit organisation, not only because of the expense of doing so but also the challenge of **establishing metrics and accurately measuring impact against them over time.**

Few funders offer funding for M&E, yet almost all ask to see evidence of impact. This creates a real catch-22 for NPOs. This year we were fortunate to have SAB Sharp fund an M&E study on the Champions for Change programme which we ran in Alexandra and Khayelitsha.



The evaluation was conducted by **DNA Economics** and assessed changes in participants' knowledge, attitudes and behaviours. The findings provide encouraging evidence of the programme's effectiveness. The programme resulted in considerable knowledge improvements amongst participants. Data collected from participants' pre- and post-session surveys showed substantial gains in awareness and knowledge of all concepts related to GBV. Participants

were given a set of statements and asked to state whether these were true or false. The same statements were presented in both pre- and post-session surveys. This is testament to the effectiveness of the dialogues, and how they challenged men in their thinking and their ability to identify some actions and statements as either true or false. Mentors corroborated these quantitative findings, noting observable shifts in participants' understanding and the nature of discussions, indicating that the dialogues successfully reframed what constitutes important masculine discourse from trivial social topics to substantive issues of relationships, accountability, and violence prevention.

1. CHANGE IN KNOWLEDGE AND AWARENESS

Independent Evaluation Findings (DNA Economics)

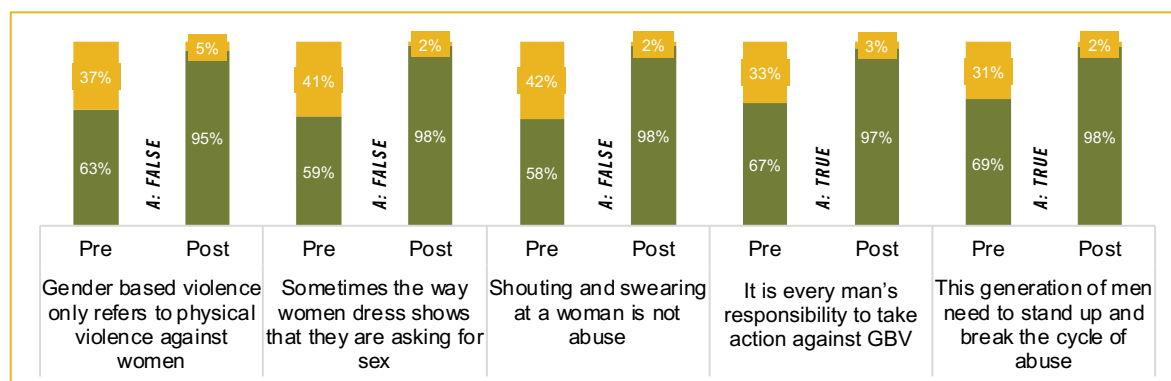
"Participants showed a stronger understanding of GBV, consent, harmful gender norms and positive masculinity.

Mentors also deepened their understanding of same through facilitation and continuous engagement with the participants."

"NOW MEN ARE ABLE TO MEET AND TALK ABOUT RELEVANT MEN TOPICS AND NOT GIRLS AND SOCCER."

– *Mentor Focus group discussion*

FIGURE 1. Percentage of participants who correctly identified whether each knowledge statement was true or false in the pre- and post-programme surveys.



Source: DNA Economics, Champions for Change Programme 2025 Final Evaluation Report, June 2026.

2. CHANGE IN ATTITUDE AND CONFIDENCE

Independent Evaluation Findings (DNA Economics)

"The C4C programme contributed to positive shifts in participant and mentor attitude and confidence.

Participants reported more supportive attitudes towards gender equality, emotional openness and speaking out against harmful behaviours as observed. Mentors showed stronger rejection of harmful norms and authority. Exposure to the programme seems to have increased men's confidence to reflect, share personal struggles and engage in difficult conversations. It has also, importantly, helped to create safe spaces for vulnerability and enforce peer learning."

"THE CHANGE FOR ME IS BIG. I HAVE SEEN THE PASSION FOR HAVING ACTION. I NOW STAND UP FOR OTHER MEN - IT MAKES ME FEEL GOOD AND GIVE ME PURPOSE."

– Mentor Focus group discussion

3. CHANGE IN BEHAVIOUR: PARTICIPANT

Independent Evaluation Findings (DNA Economics)

"Post-session participant behaviour reveals promising progress.

Early pointers of behaviour change were observed and are overall promising. Participants reported progress towards personal goals as being better fathers, breaking harmful habits and improving relationships. The formation of "Band of Brothers" is an important occurrence in the programme as it provides a platform for peer accountability and sustained engagement."

4. CHANGE IN BEHAVIOUR: MENTOR

Independent Evaluation Findings (DNA Economics)

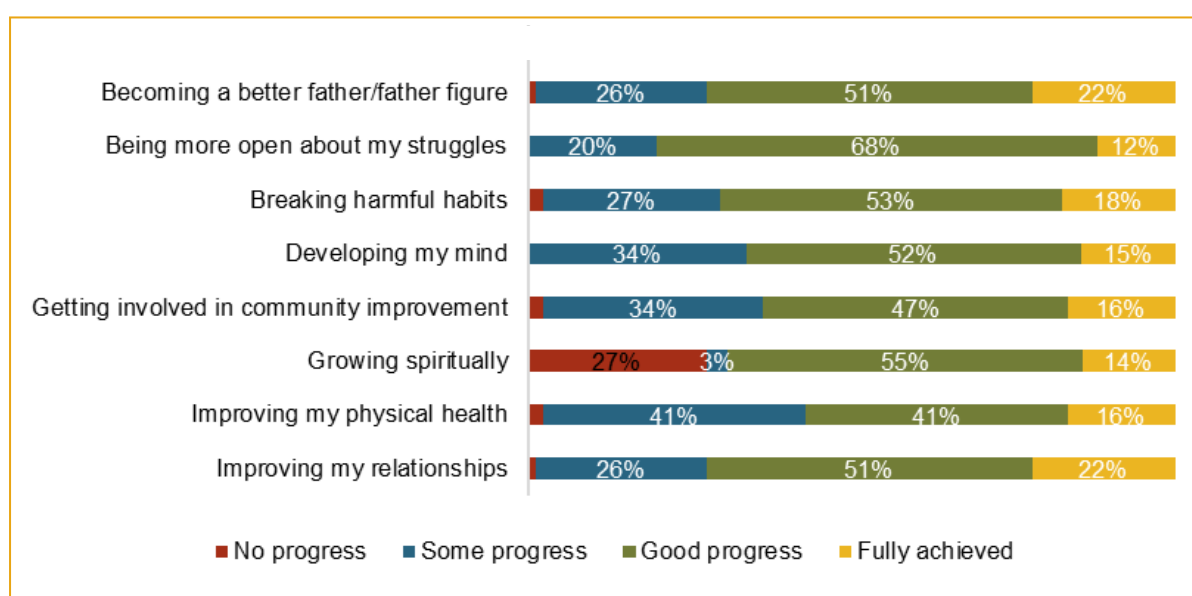
"The programme enabled mentors to translate existing positive attitudes into tangible behaviour changes.

Mentor self-reported data reveals high aspirations alongside substantial progress."

"MENTORS WERE SPEAKING AND CRYING AT THE CAMP ABOUT GROWING UP WITHOUT A FATHER AND HOW THIS AFFECTED THEIR PARENTING. THESE SAME MENTORS NOW REPORT LOOKING AFTER THEIR CHILDREN BETTER."

– Mentor Focus group discussion

FIGURE 2. Which of the following personal goals have you achieved or made progress towards since attending the Champions for Change dialogues? (Select all that apply)



Source: DNA Economics, Champions for Change Programme 2025 Final Evaluation Report, June 2026.



