

Report on the second cycle of Growing Civic Communities Program.



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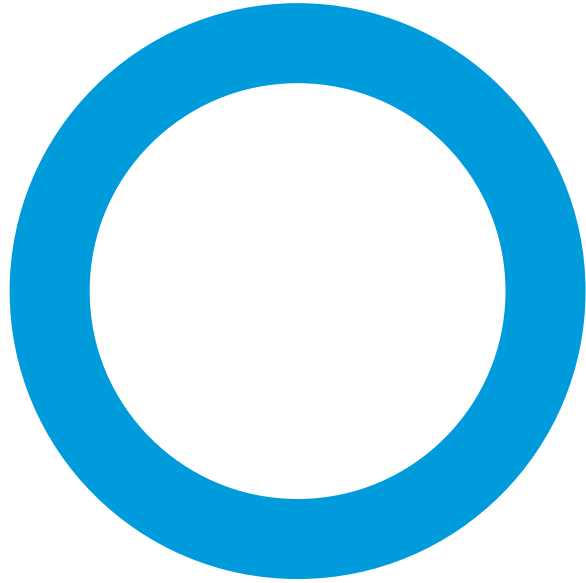


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Introduction.

In fall 2017 Power of Humanity Foundation launched the Growing Civic Communities (ECK) Program in the Southern Transdanubian region, funded by the Open Society Foundations, as part of the Regional Community Centres program.

4 Within the program for three years per year NGOs, informal groups and communities can apply for an amount of 100 million HUF for projects implemented in Baranya, Somogy and Tolna counties. A similar opportunity was opened in Hungary only in the Northern Great Plain region, so this is a huge opportunity for the region's CSOs. The support program is currently in its third cycle, and data on developments in the first and second years are currently available, in the form of a report⁶. This study summarizes the results of the second year, along with questions such as the impact of the second cycle of the project on the supported NGOs, whether it was useful or vice versa, and how progress can be monitored and what should be changed. There is a constant reference to the lessons learned in the first report, but we have sought to make this study understandable in its own right. To this end, we report in the first part of the essay on the immediate background to the implementation of the program, briefly on the lessons learned from the first year, the process and tools of the meth-

od called impact measurement, and then on the results and possible next steps.

On a national scale, the South Transdanubia region, especially Pécs and its immediate surroundings, has traditionally been characterized by seemingly strong civic activity, which has declined in recent years in terms of visibility. One of the main goals of our support program is to change this in a positive direction, which we believe we have successfully achieved so far. At the time of writing this study, the visibility of civic activism can be said to have become more prominent than before, partly due to the impact of the Growing Civic Communities Program. To achieve this change, we published roughly one hundred and twenty articles on ECK projects in the first two funding cycles, supplemented by photo reports and short films that reached a significant number of interested parties. However, before the program, in our experience, their work was often unknown to each other and to a wider audience. Real and functioning NGOs existed as isolated,

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good examples with few active members or volunteers, whose social impact was thus negligible. Behind all this may be the current social context, including the polarization of the opinion formed about CSOs or the general lack of information necessary for forming opinions about them, as well as the disinterest and passivity towards public life. In recent years, it may have become clear from political campaigns that the state is unwilling to cooperate with CSOs and, in fact, often hinders their work. In our view, the starting point for the ECK program is a fragmented society in which many people may feel unable to influence the situation and, rather, not try. Dependencies are commonplace in this society and are reinforced, for example, through financial support, which is often conditional on cooperation with local authorities. NGO leaders are often, in fact, municipal employees and therefore unable to function as independent actors. There is also a relatively broad consensus that CSOs are actually trying to perform state duties - without proper state aid. Another problem may be the lack of networks, that CSOs are not connected to each other, which is an obstacle to knowledge transfer. The issue of sustainability is also constantly raised, to which applications and the project approach do not provide a satisfactory answer.

To change this complex problem, our tool is to strengthen civil communities, so ECK applicants can continue to seek support for community-based solutions to problems identified by local communities. To develop the application, we conducted a situation survey by interviewing about a hundred people with an insight into the life of CSOs from the South Transdanubia region in a personal and online way, from which we obtained theoretical and tender technical suggestions. This gave birth to the final form of



the Growing Civic Communities Program, which provided funding to local, regional civil society actors who have not yet had access to such support. Based on the experience of the first cycle of the program, we can say that the concept we developed in this way proved to be successful, so we did not make any big changes in the application system for the second year. We modified some things in the data sheet, shaped the indicators, and highlighted the advocacy in the call, because we considered it important that this aspect should be emphasized more in the applications.

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The main objective of the ECK, as its name implies, is to strengthen the organizations and groups so that they become more autonomous and conscious, more stable actors, trust themselves, each other, and build relationships. We believe that strengthening organizations is based on the development of three important areas, which are communication, base building, and fundraising. Communication consists of two major areas, namely external and internal communication. The former mostly means the appearance of the given organization in the media, in front of the audience, the outward address, while the latter means the

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exchange of information between the members. Base building means involving members, supporters and volunteers, as well as increasing their activity, moreover building relationships with other organizations and groups. Fundraising covers the tracing and use of various tender and non-tender revenues. According to our idea behind this, the goal to be achieved is to have more pillars of funding for the organization, so that the core activities should not be a function of the tender opportunities that concretize the project operation as much as possible. We asked about these three areas more extensively in the application forms and reports. Therefore, in our regional, i.e. territorial and non-sectoral focus program, we did not introduce any restrictions according to topics or specialties. That is, virtually any type of activity (social, environmental, health, educational, sports, etc.) could be supported if the organization develops a program that increases its social base, embeddedness, strengthens its communication, builds a donor circle more than before, and puts more emphasis on advocacy. We consider it important to have access to funds for smaller organizations and smaller settlements, but also to be able to finance more complex programs. Therefore, we have created two categories, the Starter, which is available with fewer conditions and can be applied for by informal groups, and the Amplifier, where a higher amount of money can be applied for with higher expectations. In the interest of equal access, we sought territorial equalization, which in practice meant that in Baranya and Pécs, which traditionally had stronger tender activity, it was more difficult to win our support than in Tolna and Somogy counties, which competed with fewer applicants. In order to cover the region even more geographically in the second cycle, we held promotional events in seven locations (Pécs, Kaposvár, Szekszárd, Bonyhád, Tamási, Szigetvár,

Balatonboglár), and our experience is that where we went, we mostly received tenders from there. In order to improve the quality of the tender projects, three project planning workshops were held in the county capitals with the participation of 40 groups / organizations. In addition, professional trainings were held in the first year on the main development areas already mentioned above - communication, fundraising and involvement / base building. In the second year, based on the feedback from the participants of the first round of applications, the training offer was expanded, for example, by including the topic of conscious use of social media, so we held trainings on a total of seven topics at the three county capitals. Over the two years, 150 people took part in a total of 17 training sessions, about which we asked for detailed feedback in each case before planning the next sessions. A brief description of the trainings held in the second cycle is attached (Appendix 1).

Thus, during the development of the ECK program, we defined our goals and what kind of change we would like to see in regional civil society as a result of our activities. We consider it important not only to know and measure the impact of the allocated support on civil society actors in the region in order to support and strengthen our support system, but also to serve as a model for possible regional programs of the Open Society Foundations. Based on the experience of the first year, we can say that the Growing Civic Communities program is today one of the most significant non-governmental sources open to NGOs in the region. It has been clearly demonstrated that there is a demand for it and it is clear that it has a developmental impact. Given the period ahead, such support programs in Hungary are essential for maintaining rural citizenship.

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Towards the end of the introduction, we will briefly describe the concept of impact measurement. There are several definitions in the literature to describe the concept of social impact measurement^{7,8,9,10}, in the cross-section of which the following definition unfolds. Impact measurement, as its name suggests, is a complex analytical process that can identify and measure the positive and negative impacts of an organization's activities on the organization's indirect and immediate environment. This is done along pre-defined, well-measurable goals with both quantitative (e.g., querying figures) and qualitative tools (e.g., querying textual responses) that serve as a benchmark for interpreting later events, exploring causal relationships. Impact measurement also enables the development of the organization through learning about impacts as feedback. It is also important to note that impact can be measured not only in relation to the activities of for-profit organizations, but also in relation to the activities of non-governmental organizations and groups. In the case of the ECK program, this means that the support provided is likely to bring about changes in the supported organization itself, in the immediate environment and, through the implemented plans, in the wider environment. At the same time, of course, the organization providing the support itself is forming and developing.



7 Bodor, E., Móder, M. (2018). SOS! Megéri? SOS Gyermekfalu Magyarországi Alapítvány társadalmi hatásmérés vizsgálata. <http://szd.lib.uni-corvinus.hu/11169/> (Utolsó letöltés: 2020. 10. 03.)

8 Kormos, D. (2017). Hogyan mérhető pontosan és torzítatlanul a társadalmi hatás? Módszertani ajánlások és azok gyakorlati megvalósítása a magyar nonprofit szektorban. http://hatasmeres.hu/downloads/Kormos_Dora.pdf (Utolsó letöltés: 2020. 10. 03.)

9 Matolcsi, Zs. (2014). Amit mérünk, az javulni fog! Vagy nem... <https://demoblog.hu/demo-blog/amit-merunk-az-javulni-fog-vagy-nem-hatasmeres-a-demoban-es-azon-kivul/> (Utolsó letöltés: 2020. 10. 03.)

10 OFA Nonprofit Kft. (2017). Módszertani kézikönyv. <https://en.calameo.com/read/0046569662c8a75401ee2> (Utolsó letöltés: 2020. 10. 03.)

Methods.

In this part of the report, we describe the data collection tool used in the second cycle of impact measurement, the structure and issues of the final report, and briefly describe the applicants.

8 As already indicated, based on the results and feedback, the questions in the final report have changed compared to the first application year. In order to have more accurate data on the areas that are important to us, we have adapted our measurement tool with the help of an external expert, reworded statements, and placed more emphasis on open-ended questions. Our goal is to develop the most suitable tool for measuring the impact of the support program.

Participants

The participants of the program came from three southern counties of Hungary, ten from Somogy, twelve from Tolna, thirty-four from Baranya, and this year we also had four regional winners, in two categories: Starter and Amplifier.

In the case of the Starter application category, we supported actions, events and processes, i.e. the activities were in focus. Both non-governmental organizations and informal groups could apply for implementing projects between three and six months, for a maximum of five hundred thousand

forints. Similar to the first cycle, we announced twenty-four winning applications in this category, sixteen from Baranya, four from Somogy and also four from Tolna. Compared to the previous year, we had three fewer winners in Baranya, but this year Starter programs were also implemented in Tolna.

Non-governmental organizations with legal personality could apply for the Amplifier application category. In their case, each activity builds on each other, none working without the other. The elements of the project come together into a process with longer-term impacts, with the potential for continuity and sustainability. The duration of the projects was defined as a minimum of six and a maximum of twelve months, with a minimum amount of support of one million forints and a maximum of three million forints. There were one more winner in this category compared to last year, as a total of thirty-six Amplifier category programs could start this year, eighteen in Baranya, five in Somogy, and nine in Tolna. In addition, four regional tenders were implemented, offering programs not only in one county but also territorially. More detailed information on the partic-

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icipating organizations and their activities can be found on the program website⁶.

102,948,648 forints were distributed among the 60 beneficiaries. Twenty-two participants worked in the county seats - three in Szekszárd, sixteen in Pécs, three in Kaposvár - nine in cities, sixteen in villages, and thirteen did the same in both cities and villages. There were 48 registered organizations - including 35 associations, 13 foundations - and 12 non-legal entities.

The data types

In the introduction, we have already tried to shed light on how it is structured and functioning, what characteristics a non-governmental organization and group we consider to be strong have, and what are the most important areas for development to achieve this state. In defining the indicators of the final report, which were formulated in accordance with these areas, our main aim was to make them quantifiable and suitable for answering them easily at the end of the support period. We asked the number of participants and organizers of the events implemented within the project, the size of the inner circle, i.e. the most active core of teams, organizations, moreover the number of supporters and fans - in a broader context, those who like and monitor the activities, but do not necessarily take an active part in them, and finally, the number of regular volunteers.

Second, we tried to identify the changes caused by the project not only with "hard" data, but also in a more subtle way. To this end, we formulated twelve statements on the one hand, five of which

relate more to the attitudes of the respondents and the others to the characteristics of a successful, efficient, and well-functioning organization. Each had to be answered on a Likert scale from 1 to 7, where the one meant "I totally disagree" and the seven meant "I totally agree". An important moment is the separation of attitudinal issues, as they give an idea of the applicants' attitudes towards the program and their own activities, not only on a cognitive level, but also on an emotional and even behavioral level, thus allowing the analyst a deeper understanding. On the other hand, we also asked open-ended questions about (1) the main results and impacts of the project, (2) the non-grant revenues and activities carried out for them, (3) the online communication interfaces used and the communication taking place there, (4) cooperation during the project period and (5) development. We also asked for a summary as well as a description of the most beautiful moment of the project period, although these two issues were ultimately not included in the data analysis. The specific structure of the final report and the exact wording of the questions and instructions can be read in the appendix (Appendix 2).

Results.

In this part of the study, we present the results from the analysis of the three types of data queried in the final report, figures, attitudinal questions and statements, and textual responses.

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It is important to note that when submitting the final reports, six applicants inadvertently received the old, 2018 version, so of these, only those issues were considered in the analysis that were not changed in the second report. The descriptive statistics are described in Jamovi 1.0.7.0. program⁶ or Microsoft Excel⁷.

About the applications received in general

Out of the 64 applications won, 60 were finally implemented, and the same number of final reports were handed in from the second cycle, which is two more than in the previous year. In some cases, we discovered deficiencies, unanswered questions, which are always indicated at the given point. These were probably left blank either due to inattention or lack of relevance. The self-declaratory nature of the final report and the diversity of the projects supported must also be taken into account when talking about the results, i.e. we are not always able to make or it is

not worth making general statements. It is also important to keep in mind when examining the figures that even though we gave a brief explanation of the categories, we still could not be sure that all applicants understood them in the same way as we did. As a result, there may be large variance between the specified values.

The figures

Number of people participating in the events

Based on 58 reports, the number of participants in the events and programs organized by the applicants can be said to have exceeded 26,000. An average of 452 people took part in the events of a supported project in total during the duration of the given project, the minimum number is 25, while the largest is 2468 people. Of course, there were also supported programs that focused more on organizing small group sessions, so there may be large numerical differences between individu-

⁶ The jamovi project (2020). jamovi (Version 1.2) [Computer Software]. Retrieved from <https://www.jamovi.org>

⁷ Microsoft Corporation. (2018). Microsoft Excel. Retrieved from <https://office.microsoft.com/excel>

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al responses. Data for descriptive statistics are summarized in the table below (Table 1).

NUMBER OF ITEMS (received/all)	58/60
MEAN	452
MINIMUM	25
MAXIMUM	2468
SUM	26129

Table 1. Descriptive statistics on the number of participants in events

Number of organisers

Based on 58 reports, it can be said that a total of 1,099 people took an active part in organizing and conducting the events, and on average they worked with a staff of about 19 per organization. There were those who acted alone and also where 185 took on an organizing role (Table 2).

NUMBER OF ITEMS (received/all)	58/60
MEAN	18.9
MINIMUM	1
MAXIMUM	185
SUM	1099

Table 2. Descriptive statistics on the number of organizers

The size of the inner circle

The size of the inner circle, the active core, covered a total of 826 people based on the values of 60 reports, and averaged 13.8 people. The lowest number in this case was the two-person inner circle, while the highest reached 100 people (Table 3).

NUMBER OF ITEMS (received/all)	60/60
MEAN	13.8
MINIMUM	2
MAXIMUM	100
SUM	826

Table 3. Descriptive statistics on the number of inner circle members

Number of supporters

The total number of supporters and sympathizers covered 43,428 people based on the values of 57 reports, and we can count on an average of 762 people. The lowest number in this case was the three-person support group, while the highest reached 25,000 people (Table 4).

NUMBER OF ITEMS (received/all)	57/60
MEAN	762
MINIMUM	3
MAXIMUM	25000
SUM	43428

Table 4. Descriptive statistics on the number of supporters

Number of volunteers

The total number of volunteers covered 1,097 based on the values of 58 reports, averaging 18.9. The lowest number in this case was the two-person volunteer circle, while the highest reached 60 people (Table 5).

NUMBER OF ITEMS (received/all)	58/60
MEAN	18.9
MINIMUM	2
MAXIMUM	60
SUM	1097

Table 5. Descriptive statistics on the number of volunteers

f) Number of likes

At a later point in the final report, we asked them about those who like the organization’s Facebook page, which we believe can be a “hard” indicator of successful external communication, which is why we report on it in this section. Based on 44 reports, the number of the Facebook page likers exceeded 39,000 in total. On average, 905 people liked the Facebook page of a given organization, with the lowest number being 12 and the largest being 4,500 (Table 6).

NUMBER OF ITEMS (received/all)	44/60
MEAN	905
MINIMUM	12
MAXIMUM	4500
SUM	39.820

Table 6. Descriptive statistics on the number of fans

Statements, questions about attitude

We present the results obtained by analyzing the statements first, and then the answers to the questions about the attitude highlighted in color. Behind each statement is the original serial number, and the appendix (Appendix 3) shows the frequency of each answer in more detail, broken down by percentage.

Within the framework of the project, our organization / group has made significant progress in reaching out to local and wider communities. (2)

This statement refers to the perceived development of an organization’s communication, namely to the external, non-internal part. Based on 60 reports, it can be said that the respondents chose an average of 5.98 from the values of the scale, i.e. they mostly agree with this statement. The standard deviation is the average deviation from the mean, showing how much the selected values deviate from the arithmetic mean of the scale on average. From the magnitude of the standard deviation, we can deduce how much the answers converge on a given sample, i.e., what is actually the degree of agreement. The standard deviation in this case is 1.21, which can be said to be a lower value, thus indicating a relatively large agreement among the respondents. Most responded with values between 5 and 7, and the most common option was seven. Regarding the percentage distribution of the five-, six-, and seven responses, 86% of the organizations have made progress in reaching out to local and wider communities (Table 7).

NUMBER OF ITEMS (received/all)	60/60
MEAN	5.98
STANDARD DEVIATION	1.21
MINIMUM	2
MAXIMUM	7
MOST FREQUENT	7

Table 7. Descriptive statistics of the answers to statement 2

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The number of appearances in our local media has increased significantly for our organization / group. (3)

This item also refers to the development of the organization's communication, which can be indicated by the number of appearances in the local media, by the increase in visibility. Based on 60 reports, it can be said that the respondents selected an average of 4.32 from the values of the scale, i.e. opinions are divided on this statement. This is also shown by the standard deviation, which in this case is 2.15, indicating a lesser degree of agreement than in the previous statement. According to this, most responded with values between 2 and 6, with the most common option being seven. In terms of the percentage distribution of responses, it can be stated that opinions are roughly evenly distributed around the frequency of media coverage (Table 8).

NUMBER OF ITEMS (received/all)	60/60
MEAN	4.32
STANDARD DEVIATION	2.15
MINIMUM	1
MAXIMUM	7
MOST FREQUENT	7

Table 8. Descriptive statistics of the answers to statement 3

As a direct or indirect consequence of the project, the use of our own communication interfaces has become much more active and conscious. (7)

This item also refers to the perceived development of the organization's communication,

which can be manifested through activity and conscious use through both external and internal channels. Based on 60 reports, it can be said that, on average, the respondents chose 5.12 from the values of the scale, i.e. they tend to agree with this statement. The standard deviation in this case is 1.72, which indicates less than average agreement, because according to this, most people answered with values between 3 and 7, and the most common option became seven. Regarding the percentage distribution of the five-, six- and seven responses expressing agreement, it can be stated that more than 63% of the respondents believe that their use of communication channels has become more active and conscious (Table 9).

NUMBER OF ITEMS (received/all)	60/60
MEAN	5.12
STANDARD DEVIATION	1.72
MINIMUM	1
MAXIMUM	7
MOST FREQUENT	7

Table 9. Descriptive statistics of the responses to statement 7

As a direct or indirect consequence of the project, progress has been made in the sustainability of the organization / group. (8)

This issue concerns the financial independence that develops as a result of the project. Based on 59 reports, it can be said that respondents chose on average 5.81 from the values of the scale, i.e. they mostly agree with this statement. The standard deviation in this case is 1.2, which suggests a large degree of agreement, because according to this, most people answered with values be-

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tween 5 and 7, and the most common option became seven. Regarding the percentage distribution of the five-, six- and seven responses, it can be stated that more than 82% of the respondents believe that their organization has improved financially during the project period (Table 10).

NUMBER OF ITEMS (received/all)	59/60
MEAN	5.81
STANDARD DEVIATION	1.2
MINIMUM	3
MAXIMUM	7
MOST FREQUENT	7

Table 10. Descriptive statistics of the responses to statement 8

During the project period, we have developed several active collaborations with other non-governmental organizations and groups, which will strengthen our work in the long run. (9)

This statement asks about the long-term collaborations that will result from the project. Implicitly, we can also gain insight into the extent to which applicants consider it important to expand their network of contacts, which is perhaps one of the cornerstones of the functioning of civic groups. Based on 60 reports, it can be said that the respondents selected an average of 5.62 from the values of the scale, i.e. they prefer to agree with this statement. The standard deviation in this case is 1.72, which indicates a lower-than-average degree of agreement, i.e., opinions are also divided around this statement. Most responded with values between 3 and 7, and the most common option became seven. Regarding the percentage distribution of the five-, six- and

seven responses, it can be stated that 81% of the respondents believe that they have successfully established long-term collaborations (Table 11).

NUMBER OF ITEMS (received/all)	60/60
MEAN	5.62
STANDARD DEVIATION	1.72
MINIMUM	1
MAXIMUM	7
MOST FREQUENT	7

Table 11. Descriptive statistics of the responses to statement 9

The project had an impact on the increase in public activity of those associated with the group. (11)

This statement calls for the public responsibility of a narrower and wider range of people associated with the group. Based on 60 reports, it can be said that the respondents selected an average of 5.07 values from the scale, i.e. they agree with this statement. The standard deviation in this case is 1.56, which indicates a moderate degree of agreement, i.e., opinions are also divided around this statement. Most responded with values between 3 and 7, with the most common option being five. Regarding the percentage distribution of the five-, six- and seven responses, it can be stated that 66% of the respondents believe that the project had an impact on the public participation of the members (Table 12).

NUMBER OF ITEMS (received/all)	58/58
MEAN	2.1
STANDARD DEVIATION	1.62
MINIMUM	1
MAXIMUM	7
MOST FREQUENT	1

Table 12. Descriptive statistics of the responses to statement 11

Responsibilities within the group are clear, everyone knows what they are up to. (12)

The last statement refers to the perceived development of the organizational structure, which can be indicated by the formation and clarification of roles within the organization. Based on 54 reports, it can be said that the respondents selected an average of 5.94 from the values of the scale, i.e. they mostly agree with this statement. The standard deviation in this case is 1.27, indicating a relatively high degree of agreement. Most responded with values between 5 and 7, and the most common option was seven. Regarding the percentage distribution of the five-, six- and seven responses, it can be stated that 74% of the respondents believe that there are established roles in their organization (Table 13).

NUMBER OF ITEMS (received/all)	54/60
MEAN	5.94
STANDARD DEVIATION	1.27
MINIMUM	2
MAXIMUM	7
MOST FREQUENT	7

Table 13. Descriptive statistics of the responses to statement 12

It is important for our organization and group that new volunteers join our work on a regular basis. (1)

The first attitude question asks about the relation to the importance of the presence and involvement of volunteers. Based on 60 reports, it can be said that respondents selected on average 6.17 from the values of the scale, i.e. they mostly agree with this statement. The standard deviation in this case is 1.09, which suggests a large degree of agreement, because according to this, most people answered with values between 5 and 7, and the most common option became seven. Regarding the percentage distribution of the five-, six-, and seven responses, it can be stated that more than 86% of respondents consider it important to reach and involve new people in their program. This may also be supported by the data on the number of volunteers, according to which applicants have a base of more than 1000 people (Table 14).

NUMBER OF ITEMS (received/all)	60/60
MEAN	6.17
STANDARD DEVIATION	1.09
MINIMUM	4
MAXIMUM	7
MOST FREQUENT	7

Table 14. Descriptive statistics for the responses to statement 1

I consider it important that my organization is constantly expanding its active membership. (4)

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The second attitude question is about the importance of increasing the number of active members committed to the organization. Based on 59 reports, it can be said that the respondents selected an average of 6.1 from the values of the scale, i.e. they mostly agree with this statement. The standard deviation in this case is 1.2, which suggests a large degree of agreement, because according to this, most people answered with values between 5 and 7, and the most common option became seven. Regarding the percentage distribution of the five-, six-, and seven responses expressing agreement, it can be stated that 86% of the respondents consider it important for new people to join them as members and to be able to successfully activate them (Table 15).

NUMBER OF ITEMS (received/all)	59/60
MEAN	6.1
STANDARD DEVIATION	1.2
MINIMUM	2
MAXIMUM	7
MOST FREQUENT	7

Table 15. Descriptive statistics of the answers to statement 4

I feel like our organization is working more consciously and planned. (5)

The third question about attitude focuses on the perceived functioning of the organization, whose indicators of maturity in our opinion are awareness and planning. This was the other item that was not included in the previous version of the final report. Based on 54 reports, it can be said that the respondents chose an average of 5.96 from the values of the scale, i.e. they mostly agree with this statement. The standard deviation in this case is 1.1, which suggests a large degree of agreement, because according to this, most people answered with values between 5 and 7, and the most common option became seven. Regarding the percentage distribution of the five-, six-, and seven responses expressing agreement, it can be stated that 81% of the respondents believe that their organization is operating more consciously and planned than at the beginning of the project (Table 16).

NUMBER OF ITEMS (received/all)	54/60
MEAN	5.96
STANDARD DEVIATION	1.1
MINIMUM	2
MAXIMUM	7
MOST FREQUENT	7

Table 16. Descriptive statistics of the responses to statement 5

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I don't think anyone would consider our work so important that they would be willing to support it with money. (6)

The fourth question about attitude is one of the reverse theorems, which is actually a statement formulated as a negation, and its most important role is to refresh the attention of the filler. This item explicitly asks about the importance of financial independence and implicitly about evaluating one's own organizational work. Based on 60 reports, it can be said that on average 1.93 from the values of the scale were chosen, i.e. most of them do not agree with this statement. The standard deviation in this case is 1.55, which indicates moderate agreement, because according to this, most people answered with values between 1 and 3, and the most common option became one. Based on the percentage distribution of one, two and three disagreement-expressing answers, it can be stated that more than 78% of respondents believe that their work is valuable, and accordingly others consider it valuable and support them financially (Table 17).

NUMBER OF ITEMS (received/all)	60/60
MEAN	1.93
STANDARD DEVIATION	1.54
MINIMUM	1
MAXIMUM	7
MOST FREQUENT	1

Table 17. Descriptive statistics of the responses to statement 6

I feel that the future of our organization is not important to anyone except me and possibly a narrow, inner circle. (10)

The last question on attitude is also a reverse theorem that explicitly concerns the assessment of an organization's work, importance, and future prospects. Based on 60 reports, it can be said that on average 1.8 were chosen from the values of the scale, i.e. most of them do not agree with this statement. The standard deviation in this case is 1.25, which indicates a relatively high degree of agreement, because according to this, most people answered with values between 1 and 3, and the most common option became one. Based on the percentage distribution of the one, two and three disagreement-expressing statements, it can be stated that more than 91% of the respondents think that their work is valuable, accordingly others consider it and support its survival in the longer term (Table 18).

NUMBER OF ITEMS (received/all)	60/60
MEAN	1.8
STANDARD DEVIATION	1.25
MINIMUM	1
MAXIMUM	6
MOST FREQUENT	1

Table 18. Descriptive statistics of the responses to statement 10

Analysis of texts

From the written feedback of the applicants, the Summary and the Most Beautiful Moment questions were not considered relevant for impact measurement, while the others, which can be read in detail below, were subjected to a bottom-up content analysis. As a first step in this process, we read through all the textual answers to a given question, and then developed so-called content codes based on the most common the-

+ results

matic units. We determined the value of the latter and then coded the texts along them. The frequency data thus obtained are summarized below.

Please summarize the most important results and impacts of the project in your opinion! When answering this question, please take into account your answer in the "Quantifiable results and impacts of the project" section of the application form. If you would like to supplement the evaluation criteria indicated when submitting your application, please do so. Please also identify the indicator that is most decisive for you, through which the results you have achieved can be made the most tangible.

Code: Efficiency

Values: 1 – Efficient; 2 – Not efficient; 3 – Partly efficient; 4 – Don't know/Not answered

Results: 53 Efficient – 88%; 1 Not efficient – 2%; 6 Partly efficient – 10%; 0 Don't know/Not answered

In the first question, we also formulated three codes, of which we were finally able to analyze the answers along only one. The other two would have asked about the indicator in the question, as defined by the applicants, and its nature, but only six responded to it, so these codes were eventually left out of the analysis. Regarding the effectiveness, 88% of the applicants considered their own project to be successful ("Our project brought unexpected joys and successes not only to our association, but also to the participants in our programs and the professionals implementing local actions."), 10% judged it partly successful ("We managed to partially implement our plans."), while 1 respondent clearly described the period as unsuccessful.

Describe what activities and with what results you carried out in order to ensure that your organizations do not only have tender revenues (e.g., donations in kind, monetary donations, service revenues)!

Code: Type of activity

Values: 1 – Services; 2 – Money donation; 3 – Donation in kind; 4 – Don't know/Not answered

Results: 30 Services – 28%; 34 Money donation – 32%; 32 Donation in kind – 30%; 10 Don't know/Not answered – 10%

Based on 50 texts, it can be said that the winners performed on average three types of activities per organization from above, by which we mean the following. The value of Service was given to the responses in which they received income in return for the activity performed by them ("By promoting chess and teaching it in several schools, part of the chess education fee also helps the association's income."), which occurred in 28%. The most frequently mentioned source of income with a 32% incidence was Money Donation ("We also collect cash donations, our latest promotion went to buy a ping pong table."), including items and tickets received at a discounted price, but also 1% of personal income tax. In-kind donations were mentioned 32 times ("... they support our activities in various ways: by providing us with machine equipment free of charge, performing transport tasks, providing other equipment."), these were offers that did not focus on money but on objects or just an investment of time and energy.

Online communication channels used (e.g., website, public Facebook page, Facebook group, Instagram, Twitter, Pinterest, newsletter ...):

Code: Type of communication channels

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Values: 1 – Social media; 2 – Webpage; 3 – E-mail/Newsletter; 4 – Tv/Radio; 5 – Printed media; 6 – Phone/Personal

Results: 53 Social media – 49%; 27 Webpage – 25%; 11 E-mail/Newsletter – 10%; 4 Tv/Radio – 4%; 9 Printed media – 8%; 5 Phone/Personal – 4%

Although the question asked was about online channels, reading the texts, it was immediately obvious that several people included offline platforms in their answers, so we decided to include these in the analysis as code values as well. Based on 54 reports, it can be said that the applicants used an average of three forms of communication. The most prominent channel is clearly the social media interfaces, including Facebook and Instagram, followed by websites and then newsletters. Of the offline forms, which accounted for 16% in total, TV and radio, the printed press, and leaflets and posters appeared among the answers, and a few also mentioned personal or telephone consultation.

To what extent has the communication of the organization / group changed on the listed platforms?

Code 1: Change of communication

Values: 1 – Changed; 2 – Not changed; 3 – Don't know/Not answered

Results: 44 Changed – 73%; 4 Not changed – 7%; 12 Don't know/Not answered – 20%

This code seeks to clarify whether applicants report a change in communication as a result of the project. Based on the responses, it can be said that 73% of the beneficiaries noticed this kind of change (“Our organization's communication has become much more active, more up-to-date in the last one year”).

Code 2: Type of change

Values: 1 – Qualitative; 2 – Quantitative; 3 – Both; 4 – Neither/Not answered

Results: 4 Qualitative – 7%; 16 Qualitative – 27%; 23 Both – 38%; 17 Neither/Not answered – 28%

The second code tries to capture the nature of the perceived change, by indicating whether it is quantitative or even qualitative. As a quantitative change, we coded all responses in which the numbers, the frequency of occurrence / appearance came to the fore (“[communication] condensed, became more regular...”), which thus occurred in 27% of the texts. By qualitative change we mean the change in the content and process of communication (“In addition to operational communication, knowledge sharing also started in the internal circle”), this occurred in only 7% of the responses. Most often, in 38%, we coded the mention of both qualitative and quantitative change (“We try to show all our activities and programs to the public from the planning phase to the post-event reports. If we know and have the opportunity, we also present the atmosphere, the number of groups of persons”).

Code 3: Direction of change

Values: 1 – Positive; 2 – Negative; 3 – Ambivalent; 4 – Don't know/Not answered

Results: 41 Positive – 69%; 0 Negative; 2 Ambivalent – 3%; 17 Don't know/Not answered – 28%

The third code attempts to capture the valence of change, that is, how applicants judge if their communication has developed in a more positive, negative, or even ambivalent way. The most common option was a positive opinion, which was clearly expressed in 69% of the responses („We learned a lot at the introductory afternoon and at the ECK events. We also followed the work of more experienced organizations. We try to develop further.”), while only two people were am-

bivalent (“Interestingly, several closed messenger groups were formed during the organization of the programs (e.g. bread-bakers), from which there have been conflicts since then.”), and no one considered the change negative.

During the project period, did you work with an organization, institution, group (if so, in what form) with whom you would like to continue working (and in what form)?

Code 1: Cooperation achieved

Values: 1 – Yes; 2 – No; 3 – Not mentioned

Results: 50 Yes – 83%; 2 No – 4%; 8 Not mentioned – 13%

With this code, we tried to map the collaborations realized during the project period. It can be said that 83% of the applicants cooperated, on average with 4 other groups („There are many collaborations worth continuing and more have started to emerge in the last six months...”). Eight cases were not mentioned and only two organizations did not develop any partnership.

Code 2: Type of cooperation

Values: 1 – Private person; 2 – Groups / Organizations; 3 – Both; 4 – Not mentioned

Results: 0 Private person; 43 Groups / Organizations – 72%; 7 Both – 12%; 10 Not mentioned – 16%

With this code, we tried to map out who formed relationships, whether individuals were involved, or whether organizations dominated. Based on the answers, the latter can be clearly said, in 72% of groups cooperating, only individuals were not connected to them. 12% of responses indicated that both organizations and individuals assisted the applicants in their work.

Code 3: Framework for cooperation

Values: 1 – Support; 2 – Joint program; 3 – Both; 4 – Don't know

Results: 10 Support – 17%; 10 Joint program – 17%; 24 Both – 40%; 16 Don't know – 26%

Along this code, we analyzed the framework and form of cooperation, the support meant the financial and / or in-kind contribution, while the joint program meant mutual assistance and cooperation from the beginning to the end of each program. It can be said that 40% of the applicants cooperated in both forms, to the same extent, in 17% they received only support or organized only a joint program.

Code 4: Future cooperation

Values: 1 – Yes; 2 - No; 3 – Not mentioned

Results: 33 Yes – 55%; 0 No; 27 Not mentioned – 45%

Not only the implemented cooperations can be considered important, but also the possibility that they will continue in the future or that new connections will be formed. This is what this code asks for, so we found that 55% of applicants would continue to work with existing relationships or open up to others (“We expect them to work together on the organization and running of sporting events”). No one indicated that they did not plan to do so, but 27 did not respond or did not articulate action on the merits.

Code 5: Framework of future cooperations

Values: 1 – Support; 2 – Joint program; 3 – Both; 4 – Not mentioned

Results: 4 Support – 7%; 10 Joint program – 17%; 16 Both – 27%, 30 Not mentioned – 50%

The last code in the question asks for a framework for possible future collaboration, working with the same values as the third code. It is important to note that half of the applicants did not

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answer this question, so the majority of responses with 27% were both options, followed by the joint program with 17% and then the support.

What is the area where you feel your organization or group has developed the most during the project period, and what is the area where you feel your organization still needs further development?

Code 1: Did the organizations develop?

Values: 1 – Yes; 2 – No; 3 – Not mentioned

Results: 59 Yes – 98%; 0 No; 1 Not mentioned – 2%

This code shows whether applicants perceive progress within their group or organization as an impact of the program. With the exception of one respondent, everyone expressed that the project period had a developmental impact on them (“Our association developed the most in terms of project work and organization”).

Code 2: In what area has the organization / group developed?

Values: 1 – Communication; 2 – Organizing; 3 – Donation; 4 – Involvement; 5 – Not mentioned

Results: 25 Communication – 22%; 38 Organizing – 35%; 16 Donation – 15%, 30 Involvement – 27%; 1 Not mentioned – 1%

While the previous code asked him about the development, it was meant to clarify in which areas it was most perceptible. The development directions formulated by the applicants were divided into four major categories, by which we mean the following. We classified Communication as both external (“Our communication strategy has improved a lot”) and internal communication (“What we have developed the most: internal communication ...”), which can be said to be present in 22% of the responses. By Organizing we mean not only strictly organizational tasks, the administration

(“We have improved a lot in the field of organizing work”), but also the planning and the structural development of the organization, which were mentioned in 35%. The Donation included the organization of activities seeking financial and in-kind support in this regard („Finding financial supporters. We significantly increased incoming donations.”), and this category accounted for 15% of responses. The Involvement category was assigned not only to the activation of members, volunteers, supporters, but also to the development of cooperation with other organizations („Our membership activity, programs and regular participants increased significantly, working relationships with several different partner organizations ...”), so the value occurred overall in 27%.

Code 3: Would they like to develop more in something?

Values: 1 – Yes; 2 – No; 3 – Not mentioned

Results: 56 Yes – 93%; 0 No; 4 Not mentioned – 7%

The third code asks whether, in addition to the perceived development and change, groups and organizations still see opportunities for development in the future. Similar to the first code for this issue, the coding was done along three options, based on which 93% of applicants still see options for advancement (“However, we need further development to expand our business”).

Code 4: In which type of field would they like to develop more?

Values: 1 – Communication; 2 – Organizing; 3 – Donation; 4 – Involvement; 5 – Not mentioned

Results: 33 Communication – 34%; 23 Organizing – 23%; 19 Donation – 20%; 18 Involvement – 18%; 5 Not mentioned – 5%

The categories described for the second code for this question were also used for this code. Based

on this, it can be said that Communication (“More people need to be involved in online communication”) was named as the area most in need of development, followed by Organizing (“Our weakness is the timely organization and marketing of programs”) and then Donation (“...in order for our association to be sustainable without application funds, we need to develop a fundraising concept that works outside of our events”) and finally Involvement (“Due to our inexperience, it was difficult to involve volunteers and find suitable dates for everyone”).

About the winning applicants in both the first and second rounds

During the analysis, there was a need to look at the possible change in applicants who received support in both the first and second cycles. We can talk about a total of twenty-three such applicants, one of whom won the grant in the second round, but gave it back, so we were able to make a comparison between the two periods in the case of twenty-two applications. For the analysis, we first reconciled the data, since the final report of the second cycle is a modified version of the first. As a first step in this process, we reconciled the statements, which eventually allowed for a comparison between ten sentence pairs. Subsequently, the open-ended questions entitled Results and Impacts as well as Development were coded in the first report based on the code system used in the second final report. The figures and the answers to the statements were subjected to the paired sample T-test in the Jamovi program already mentioned above, or, where justified by the results of the normality test, the analysis was continued with the Wilcoxon test. The evaluation of the textual responses was not done in the statistical program, but in a

descriptive way. The results of all these are described below and attached (Appendix 4).

We thought it was worth mentioning before interpreting the results that the winners did not necessarily apply with the same project in the second round and not necessarily in the same category (Starter or Amplifier). Of the twenty-two entries, two were in the Starter category in the first cycle and in the Amplifier in the second. The other applicants won in the same category in both periods, so we can talk about fourteen Amplifier and six Starter category entries. We hypothesized that those who were Starter in the first year and Amplifier in the second year would give higher numbers on the indicators, which, however, we could not examine due to the low sample size.

Change in the figures

We chose the paired sample T-test in this case because we examined the same organizations in two different situations, i.e., the first and second cycles of the ECK, and we worked with continuous, scale data. This method of analysis actually tries to prove statistically whether the average difference of the values obtained in two situations is significantly different from zero. This answers our question of whether there is a difference between the two cycles and, if so, how much and in what direction. Prior to running the test, we performed a normality test to ensure the normal distribution of our data, the exact result of which can be found in the appendix (Appendix 4.1). The normal distribution is a probability function in which most values are condensed in the middle of a given range, so they actually form a bell curve in terms of location. Based on this, the distribution of two data pairs - the number of the Inner Circle and the number of Volunteers - was

	Number of items	Mean	Median	Standard deviation
I.Participants	20	319.7	180	317.88
II.Participants	20	441.6	184.5	594.67
I.Organisers	20	11.1	6.5	12.95
II.Organisers	20	24.4	10	42.75
I.Inner circle	20	11.4	7.5	9.94
II.Inner circle	20	11.5	9	8.17
I.Supporters	18	225.5	27.5	582.30
II.Supporters	18	411.6	113.5	645.13
I.Volunteers	20	15.7	12	13.68
II.Volunteers	20	22.2	15	17.23

Table 19. Difference between first and second cycle figures (I – first cycle, II – second cycle)

appropriate, so we can still characterize them along the results of the T-test. For the other three data pairs, we used a robust version of the T-test that worked with ordinal data, i.e., the Wilcoxon test.

The table above (Table 19) illustrates how the individual figures changed in the two cycles in terms of their mean, median (number in the middle of the data series, also known as positional mean) and standard deviation. Based on eighteen evaluable data, the number of Supporters ($W = 10, p < 0.01$) and based on twenty evaluable data, the number of Volunteers ($t(19) = -2.38, p < 0.05$) changed significantly over the two years, indicated by the bold lines. Thus, the number of supporters increased in the second year compared to the first year, as well as the number of volunteers, while there is no significant difference in the number of participants, organizers and the inner circle. We believe that the explanation for the stagnant data is that an organization cannot grow indefinitely. The number of people who work more closely within the organization and can be

actively involved in work (inner circle, organizers, volunteers) and the size of the community that can be addressed (participants) can also reach an optimum. At the same time, the increase in the number of supporters and volunteers can be treated as a success, as more and more sympathizers and interested people around the organization contribute to the success of the organization. This result was partly due to the fact that during the trainings and consultations we focused on this topic, we tried to draw attention to the importance of having local resources. As already mentioned, these categories and their content, although defined, may mean different things to the applicants, and due to the self-declaratory nature of the report, the figures may differ from reality.

Change in the statements

In the analysis of the statements, we also chose the related sample T-test for the same reasons. Before running the test, we again performed a normality test to ensure the normal distribution

	Number of items	Mean	Median	Standard deviation
I.Item1	22	5.82	6	1.435
II.Item1	22	5.91	6	1.109
I.Item2	22	6.41	7	0.734
II.Item2	22	5.86	6	1.037
I.Item3	21	4.0	4	2.510
II.Item3	21	3.81	4	2.358
I.Item4	21	5.90	6	1.3
II.Item4	21	6.0	6	1.225
I.Item5	22	1.55	1	1.335
II.Item5	22	2.0	1	1.952
I.Item6	22	5.27	6	1.453
II.Item6	22	4.91	5	1.849
I.Item7	21	4.81	5	1.327
II.Item7	21	5.62	6	1.431
I.Item8	22	5.77	6	1.307
II.Item8	22	5.59	6	1.563
I.Item9	22	1.64	1	1.217
II.Item9	22	1.68	1	1.171
I.Item10	22	5.41	6	1.843
II.Item10	22	4.59	5	1.333

Table 20. Changes in the values given for the first and second cycle statements (I – first cycle, II – second cycle)

of our data, the exact result of which can be found in the appendix (Appendix 4.2). Based on this, a normal distribution was observed only for the responses to the fourth and sixth statements, for which the t-value was taken into account, while for the other statements, the Wilcoxon W was taken into account.

The table above (Table 20) illustrates how the values given for each statement changed over

the two cycles in terms of their mean, median, and standard deviation. The bold lines here again indicate significant differences. Based on twenty-two data in the answers to the second statement ($W = 58, p < 0.05$), again based on twenty-two data in the fifth ($W = 0, p < 0.05$), finally based on twenty-one data in the seventh ($W = 15, p < 0.05$) changed. Based on these values, it can be said that although organizations in the second cycle agree more with the statement that

they have made progress in addressing local / wider communities, its average value decreased significantly compared to the first cycle. One explanation for this may be that the addressing was already successful in the first round, so it became less of a focus during this period. It was also considered that significant progress had been made in the sustainability of the organization / group compared to the first cycle. This can also be considered a success, as can the increase in the number of supporters, as we have placed special emphasis on this during the trainings. However, they agreed more with the statement that others did not think they were doing important work and would therefore be willing to support them with money, but most responses on the scale were still a disagree option.

Change in the textual answers

As previously indicated, we decided not to call on the statistical program to analyze them, but to report the results of the two codings in a descriptive way.

I. CYCLE	II. CYCLE
Efficiency (1-Efficient, 2-Not efficient, 3-Partly efficient, 4-Don't know/Not answered)	
Efficient: 86%, Partly efficient: 10%, Not mentioned: 4%	Efficient: 86%, Partly efficient: 14%
Development (1-Yes, 2-No, 3-Not mentioned)	
Yes: 90%, Not mentioned: 10%	Yes: 100%
Fields of development In which field would they like to develop? (1-Communication, 2-Organizing, 3-Donation, 4-Involvement, 5-Not mentioned)	
Communication: 31%, Organizing: 27%, Donation: 6%, Involvement: 36%	Communication: 21%, Organizing: 33%, Donation: 18%, Involvement: 28%
Further development Would they like to develop more in something? (1-Yes, 2-No, 3-Not mentioned)	
Yes: 77%, Not mentioned: 23%	Yes: 95%, Not mentioned: 5%
Fields of further development In which type of field would they like to develop more? (1-Communication, 2-Organizing, 3-Donation, 4-Involvement, 5-Not mentioned)	
Communication: 18%, Organizing: 15%, Donation: 15%, Involvement: 36%, Not mentioned: 15%	Communication: 38%, Organizing: 18%, Donation: 24%, Involvement: 18%, Not mentioned: 2%

Table 21. Changes in textual responses in the first and second cycles

Based on the textual answers to the open questions, it can be said that the organizations did not

change in terms of effectiveness, in both the first and second cycles 86% of them considered their project successful. What has changed is the number of projects considered partially successful, as they did not appear in the first round, while in the second they accounted for 14% of the responses. In the first application cycle, 90% of the organizations felt that they had improved, which in itself was significant, but in the second cycle, without exception, everyone perceived improvement. There has been a relatively larger shift at the level of percentages in areas of development to date. The most important part of this in the first cycle was Involvement, followed by Communication and then Organization, while Donation accounted for only 6% of the responses. In the second cycle, on the other hand, Organization was emphasized the most, followed by Involvement and Communication. As in the first cycle, Donation was also mentioned in the last place, but occurred several times in the responses, which is in line with the increase in the number of donors mentioned above and the progress in sustainability. There is also a visible change at the level of numbers in the case of the need for further development, which was mentioned in 77% in the first round and already in 95% in the second. Among the specific areas of this, Involvement stood out in the first application period, followed by Communication and then Donation and Organization. In the second cycle, communication is mentioned as the most important area to be developed, followed by Donation and then Involvement and Organization.

Summary.

In this study, we undertook to report on the impact measurement of the second cycle of the Growing Civic Communities Program.

We also kept in mind our goals formulated in the first tender period, the strengthening and forging of civil communities in the second phase. We mentored our applicants according to the main development areas - communication, fundraising and involvement / base building - in order to achieve positive change. In our application system, which we have developed and which is efficient on the basis of feedback, the number of our applicants and the amount of support awarded also exceeded the previous year. This clearly shows that the ECK is one of the most important support programs in the South Transdanubia region. By analyzing the data of the final report created by us, which is more accurate than in the previous cycle, we were able to ascertain all this at the level of numbers. In this report, as a first step, we described the measurement, then the applied methods, and then we got an overview of the results of the second support cycle along the figures, statements and open-ended questions. In summary, we can say that during the second year, similarly to the first year, the awareness of organizations in the key areas of the ECK program developed in a positive direction.

The so-called hard data indicate a significant increase in capacity, as not only the number of participants in the events, but also the expansion of the organizers, the core and volunteers, as well as the number of supporters and sympathizers around the organization. Compared to the previous cycle, they participated in a higher number of events and their organization, the increase of the latter can be said to be remarkable in terms of the number of organizers, supporters and volunteers, there is a place where the number of employees almost doubled. This year, based on the data, perhaps there was a greater emphasis on expanding and strengthening the membership of the groups, but of course the supported organizations also stood out in terms of attracting people to the programs. The latter is supported by the fact that they considered that significant progress had been made in reaching out to local / wider communities. It was considered extremely important to expand the active membership of the organizations, to increase the number of volunteers, the effectiveness of which can also be seen in the figures.

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So we can say that the applicants attach great importance to the key areas already mentioned: involvement, communication and fundraising. We can deduce these values from the values given, as the highest average can be observed in the issues of addressing, increasing membership, financial independence, organizational structure and cooperation. It can be said that, similarly to the first year, the operation of organizations / groups in these areas has become more conscious and active. As mentioned above, the analysis of the claims seems to support the conclusion that this cycle is more characterized by an effort to stabilize the organizational structure and operation. It was assessed that the responsibilities and related tasks within the group have been clarified, and that their operation is much more characterized by awareness and planning. Applicants have a fundamentally positive attitude towards their own work, they value it, look for opportunities for continuous development with plans for the future - and this optimistic attitude is reflected in their positive attitude towards the immediate and wider environment.

Based on the coding of the text responses, the developments of the second cycle can be summarized as follows. The progress described above is somewhat supported by the fact that the projects were considered successful by a significant number of applicants. Organizations placed greater emphasis on marginalizing financial independence, dependence on grant revenues through the acceptance and active solicitation of monetary donations, in-kind assistance, and the operation of their own services. They believed that by doing so, they had made progress in the sustainability of the group, ensuring their short-term or even long-term operation. The most prominent role in their communica-

tion is played by the social media interfaces. The sharing of information here is characterized by a positive change in quantity and quality, i.e. content has been shared more consciously and more frequently, indicating that they can successfully represent themselves, show their programs to others and involve participants. Collaborations also developed during the project period, mostly the organization of joint programs encouraged organizations to collaborate. The majority of applicants expressed a need for continuation, which could strengthen their work in the long run. Similar to the data for the first period, almost all organizations perceived progress in themselves, even some of those who partially rated this period as effective. Applicants assessed that the greatest progress had been made in terms of organization as well as involvement, which was a consistent result with the figures and values given to the statements. The need for further change has arisen, mostly in connection with communication and organization, on which we will build trainings in the coming period.

For applicants supported in both the first and second cycles, we cannot talk about a spectacular change, but there are areas where a significant shift can be observed at the data level. In the second cycle, the number of supporters and volunteers increased, progress was made in the sustainability of organizations and groups, and at the same time there was a step back in addressing communities. However, applicants were much more likely to see improvements in communication, involvement, organization and fundraising compared to the first application cycle. We believe that these results also fit well with the range of trends described and explained so far.

The information obtained from the final reports

+ summary

not only characterizes the nature of the given project period, but also helps to plan the next steps. We assessed in which areas there would be a need for development - we will develop training programs and workshops for the applicants of the coming period. We are also aware that in an investigation, even in this case, we always have to reckon with two imperfect factors - the human being and the tool. For the third cycle, we modify the measurement tools, data collection and interpretation techniques for more accurate data.

Based on the results of the impact measurement, we can conclude that this phase was also completed successfully. From the above data, the development curve in the applicant organizations can be outlined, which can be interpreted as the impact of the project. So we can say that, overall, the program has had a positive impact on the one hand on the organizations that have strengthened in the areas we consider important. On the other hand, the program can be said to be indirectly successful, as thousands of people have been reached and involved in the programs organized by the applicants. In the first year, most of our energy was spent on the implementation of the support program, so trainings on the topics of the three main development areas were held with the involvement of external experts. In the second round, on the other hand, we developed and maintained trainings based on the needs of the applicants, the positive effect of which was manifested not only in the feedback, but also at the level of our data. Both this and the successful, efficient operation of our support system can be considered an important milestone in the second year of the Growing Civic Communities Program.



Appendix.

30 **Appendix. Brief description of the trainings held in the second cycle.**

Likehunting: How to Use Social Media

How do the most popular social media channels work? Why do we need it, how can we use them effectively? Tips and tricks for using Facebook and Instagram with confidence, for a better understanding of the algorithms that run social sites. (We recommend the beginner's opportunity to those who don't have a Facebook or Instagram account yet, they haven't really used these interfaces yet, but they'd love to start getting acquainted. We recommend the advanced opportunity to those who already manage a Facebook / Instagram page or group, but they want to deepen their knowledge and maximize the effectiveness of their posts. Initial and advanced training can be done separately, participation in beginner training is not a condition for participation in advanced.

Did it go through? - Introduction to NGO communication

We do the coolest things in vain when no one knows about it. In the training, we get to know the importance of communication, we pass on some useful practical practices that can be used to build the communication of the organization. Given the interest of the team, we address methods and solutions that may be helpful if we want to address others.

Critical Mass - Base Building for Beginners and Advanced

Do you want more active, committed people in your organization? What can we do to mobilize more helpers for our activities? What can we change in the operation of our organization to find partners for planning and thinking together? In our training, you can get tips for building a more conscious base and learn about the experiences of others.

It is dangerous! Campaign strategy planning for NGOs

During the training, we will learn how a communication campaign will be successful, what is need-

+ appendix

ed for an effective initiative, how it is possible and why it is important to build a campaign strategy. Tips, methods, and know-how for step-by-step beginners, beginners, and advanced. During the training, participants will also plan their own campaign.

The less is more? - Own resource planning

Income from donations, membership fees, own services? Beyond the roller coaster of the tender opportunities, how can the management of the organization be made more stable and plannable? In our training, you can get tips for more conscious resource organization and learn about the experiences of others.

Organize, plan, retain - volunteer management

Why is it good to work with volunteers? A volunteer is not only an extra workforce, but a generator of new aspects and ideas, it carries the reputation of the organization, it becomes an activist, it brings in new volunteers, it becomes a donor, it brings in donors, it is good for the cause, it is good for the organization. But where does a good volunteer come from? What kind of job do you need? How can you create a system in which everyone feels good and contributes effectively to working together? During the training, we will take you through the steps necessary for successful volunteer management and start working on your own concepts.

Discover! - Introduction to the European Solidarity Corps's call for proposals

During the training, the participants will get acquainted with the goals of the European Solidarity Body program, we will support them in formulat-

ing their ideas in accordance with the goals, and the practical preparation of the application will be carried out jointly, taking into account the content, form and technical aspects of the program. We would like to put ready application materials in their hands, with which they can even apply for the next application deadline. The training sessions build on each other and are complemented by an additional training day in September, so completing the three days together gives a complete picture of the topic.

1. Appendix The final report

Growing Civic Communities 2019

Project final report form

Guidelines

When filling out the form, please note that, as before, we are interested in real results, impacts and experiences. In addition to learning about the results of our own work, we also aim to measure the effectiveness of our entire program, so realistic feedback helps us a lot. As some indicators and targeted results were not set by us, but by you, when submitting your application, please compare the results achieved with the goals you have set. Each question on the form is intended to measure progress in the areas we have identified as high priority. We know that you have not planned to make progress on all of these, so it does not surprise us that each program differs in which of our perspectives they have achieved positive change.

Results and impacts

Please summarize the most important results and impacts of the project in your opinion! When answering this question, please take into account your answer in the "Quantifiable results and impacts of the project" section of the application form. If you would like to supplement the evaluation criteria indicated when submitting your application, please do so. Please also identify the indicator that is most decisive for you, through which the results you have achieved can be made the most tangible. (maximum 2000 characters)

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Results according to the development goals of the ECK

Please answer the following questions about your supported programs.

Total number of event participants:

Number of organizers of the programs implemented within the project:

Number of people in the inner circle (the most active core of your team, organization):

Approximate number of supporters / base (who like and follow your activities):

Number of regular volunteers:

Please answer for the project period!

Describe what activities and results you have carried out in order to ensure that your organization does not only have grant income (eg in-kind donations, monetary donations, service revenues).

Online communication channels used: (e.g. website, public Facebook page, Facebook group, Instagram, Twitter, Pinterest, newsletter...)

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To what extent has the communication of the organization / group changed on the listed platforms:

Number of Facebook fans:

During the project period, did you work with an organization, institution, group (if so, in what form) with whom you would like to continue working (and in what form)?

On a scale of 1 to 7, please highlight how much you feel the following statements apply to your organization or group. The individual at all disagree, the week the maximum I agree.

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It is important for our organization / group that new volunteers join our work on a regular basis.

1 2 3 4 5 6 7

Within the framework of the project, our organization / group has made significant progress in reaching out to local and wider communities.

1 2 3 4 5 6 7

The number of appearances in our local media has increased significantly for our organization / group.

1 2 3 4 5 6 7

I consider it important that my organization is constantly expanding its active membership.

1 2 3 4 5 6 7

I feel like our organization is working more consciously and planned.

1 2 3 4 5 6 7

I don't think anyone would consider our work so important that they would be willing to support it with money.

1 2 3 4 5 6 7

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As a direct or indirect consequence of the project, the use of our own communication interfaces has become much more active and conscious.

1 2 3 4 5 6 7

As a result of the project, progress has been made in the sustainability of the organization / group.

1 2 3 4 5 6 7

During the project period, we have developed several active collaborations with other non-governmental organizations and groups, which will strengthen our work in the long run.

1 2 3 4 5 6 7

I feel that the future of our organization is not important to anyone except me and possibly a narrow, inner circle.

1 2 3 4 5 6 7

The project had an impact on the increase in public activity of those associated with the group.

1 2 3 4 5 6 7

What is the area where you feel your organization or group has developed the most during the project period, and what is the area where you feel your organization still needs further development? (maximum 1000 characters, please answer both questions in notes)

1 2 3 4 5 6 7

Summary

Please summarize your projects briefly! (maximum 500 characters)

Other

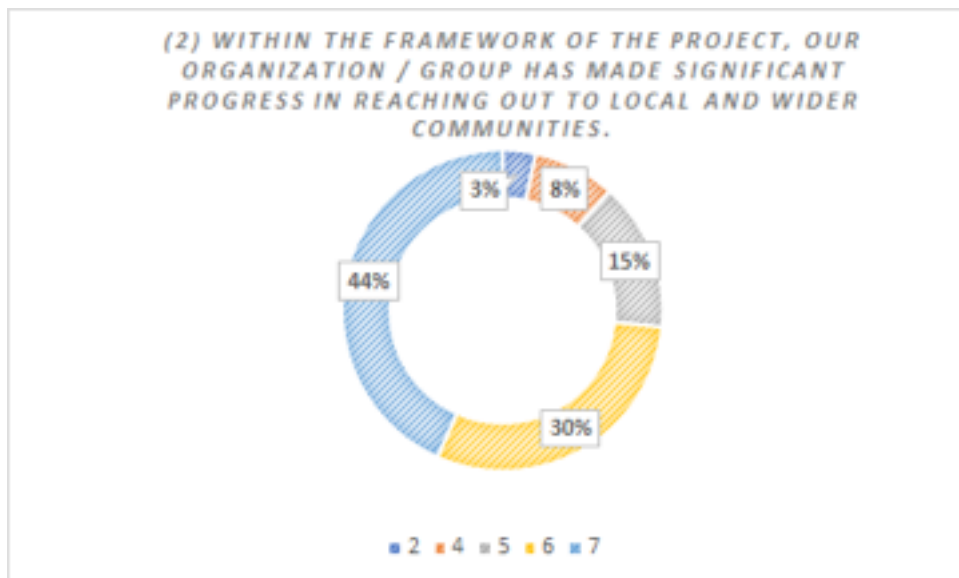
Please share with us the most beautiful moment of your projects! (maximum 1000 characters)

Photos

Attach three photos to your letter that best convey the atmosphere of the project, best expressing what it was about!

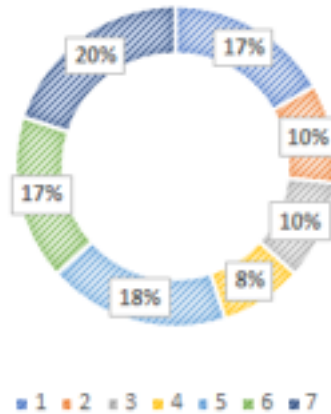
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2. Appendix Percentage distribution of responses to statements



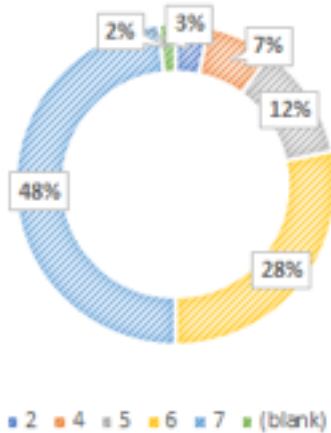
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(3) THE NUMBER OF APPEARANCES IN OUR LOCAL MEDIA HAS INCREASED SIGNIFICANTLY FOR OUR ORGANIZATION / GROUP.



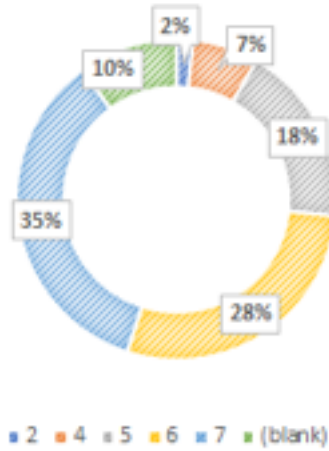
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(4) I CONSIDER IT IMPORTANT THAT MY ORGANIZATION IS CONSTANTLY EXPANDING ITS ACTIVE MEMBERSHIP.

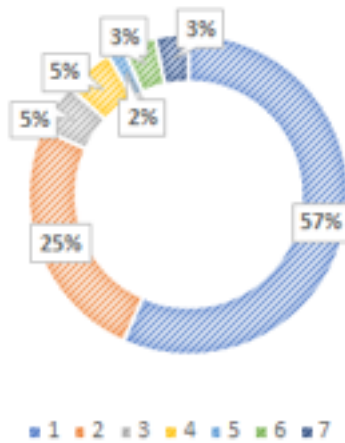


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(5) I FEEL LIKE OUR ORGANIZATION IS WORKING MORE CONSCIOUSLY AND PLANNED.

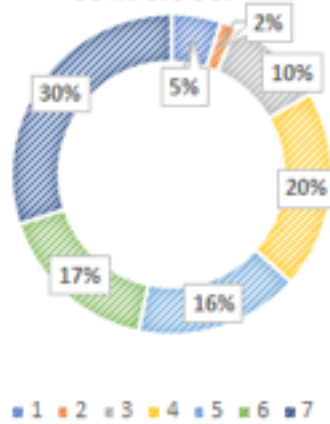


(6) I DON'T THINK ANYONE WOULD CONSIDER OUR WORK SO IMPORTANT THAT THEY WOULD BE WILLING TO SUPPORT IT WITH MONEY.



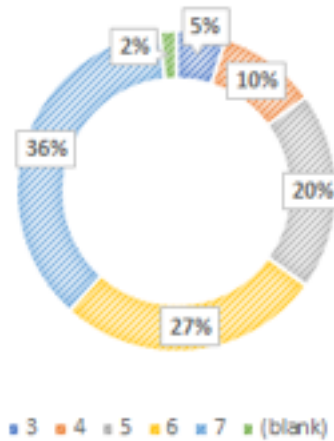
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(7) AS A DIRECT OR INDIRECT CONSEQUENCE OF THE PROJECT, THE USE OF OUR OWN COMMUNICATION INTERFACES HAS BECOME MUCH MORE ACTIVE AND CONSCIOUS.

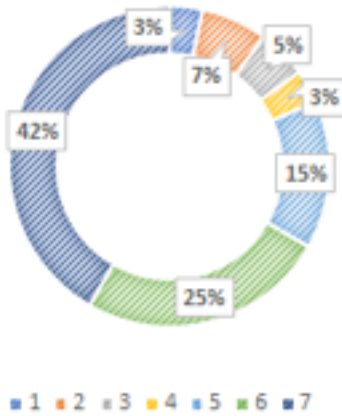


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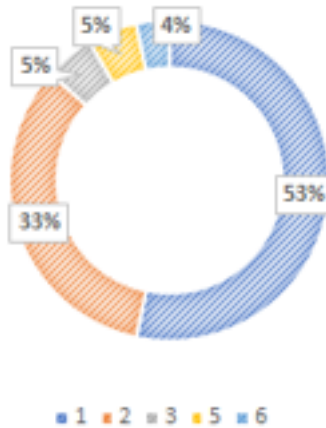
(8) AS A RESULT OF THE PROJECT, PROGRESS HAS BEEN MADE IN THE SUSTAINABILITY OF THE ORGANIZATION / GROUP.



(9) DURING THE PROJECT PERIOD, WE HAVE DEVELOPED SEVERAL ACTIVE COLLABORATIONS WITH OTHER NON-GOVERNMENTAL ORGANIZATIONS AND GROUPS, WHICH WILL STRENGTHEN OUR WORK IN THE LONG RUN.

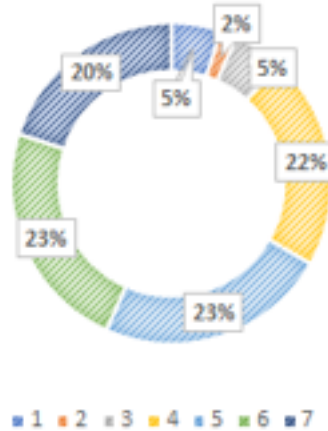


(10) I FEEL LIKE THE FUTURE OF OUR ORGANIZATION IS NOT IMPORTANT TO ANYONE EXCEPT ME AND PERHAPS A NARROW, INNER CIRCLE.



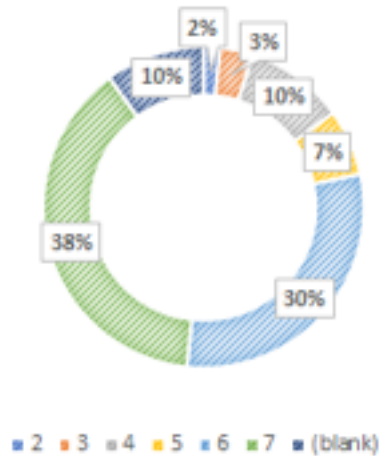
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(11) THE PROJECT HAD AN IMPACT ON THE INCREASE IN PUBLIC ACTIVITY OF THOSE ASSOCIATED WITH THE GROUP.



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(12) RESPONSIBILITIES WITHIN THE GROUP ARE CLEAR, EVERYONE KNOWS WHAT THEY ARE UP TO.



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4. Appendix Results of statistical tests

4.1. Appendix. Result of T-test on first and second cycle figures

Normality Test (Shapiro–Wilk)				
			W	p
Participants	-	II.Participants	0.821	0.002
Organisers	-	II.Organisers	0.601	< .001
Inner circle	-	II.Inner circle	0.943	0.274
Supporters	-	II.Supporters	0.731	< .001
Volunteers	-	II.Volunteers	0.964	0.632

Note. A low p-value suggests the violation of assumed normality

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Paired Samples T-test											
								95% Confidence Interval			
			statistic		df	p	Mean difference	Standard error difference	Lower	Upper	Cohen's d
Participants	II.Participants	Student's t	-1.0379		19.0	0.312	-121.8500	117.41	-367.58	123.884	-0.23207
		Wilcoxon W	68.5	a		0.295	-68.975	117.41	-235.00	80.00	-0.23207
Organisers	II.Organisers	Student's t	-1.3107		19.0	0.206	-13.3500	10.19	-34.67	7.969	-0.29307
		Wilcoxon W	50.0	b		0.218	-3.000	10.19	-24.50	5.50	-0.29307
Inner circle	II.Inner circle	Student's t	-0.0394		19.0	0.969	-0.0500	1.27	-2.70	2.604	-0.00882
		Wilcoxon W	70.5	b		0.794	-0.500	1.27	-3.00	3.50	-0.00882
Supporters	II.Supporters	Student's t	-2.7406		17.0	0.014	-186.1111	67.91	-329.39	-42.837	-0.64597
		Wilcoxon W	10.0	a		0.002	-130.500	67.91	-295.00	-50.00	-0.64597
Volunteers	II.Volunteers	Student's t	-2.3823		19.0	0.028	-6.5000	2.73	-12.21	-0.789	-0.53269
		Wilcoxon W	44.0	a		0.042	-6.500	2.73	-13.00	-5.50e-5	-0.53269
a: 1 pair of value was tied.											
b: 3 pairs of value were tied.											

4.2. Appendix. Result of T-test on first and second cycle figures

Normality Test (Shapiro–Wilk)				
			W	p
I.ITEM1	-	II.ITEM1	0.761	< .001
I.ITEM2	-	II.ITEM2	0.866	0.007
I.ITEM3	-	II.ITEM3	0.908	0.049
I.ITEM4	-	II.ITEM4	0.868	0.009
I.ITEM5	-	II.ITEM5	0.390	< .001
I.ITEM6	-	II.ITEM6	0.956	0.409
I.ITEM7	-	II.ITEM7	0.905	0.044
I.ITEM8	-	II.ITEM8	0.785	< .001
I.ITEM9	-	II.ITEM9	0.860	0.005
I.ITEM10	-	II.ITEM10	0.895	0.023

Paired Samples T-test											
									95% Confidence Interval		
			statistic		df	p	Mean difference	Standard error difference	Lower	Upper	Cohen's d
I.ITEM1	II.ITEM1	Student's t	-0.271		21.0	0.789	-0.0909	0.335	-0.7874	0.606	-0.0579
		Wilcoxon W	16.5	a		0.888	-0.500	0.335	-3.000	2.00	-0.0579
I.ITEM2	II.ITEM2	Student's t	2.531		21.0	0.019	0.5455	0.215	0.0973	0.994	0.5396
		Wilcoxon W	58.0	b		0.025	1.000	0.215	3.31e-5	2.00	0.5396
I.ITEM4	kl.ITEM3	Student's t	0.491		20.0	0.629	0.1905	0.388	-0.6189	1.000	0.1071
		Wilcoxon W	43.5	d		0.751	0.349	0.388	-1.000	2.00	0.1071
kl.ITEM5	II.ITEM4	Student's t	-0.244		20.0	0.809	-0.0952	0.390	-0.9083	0.718	-0.0533
		Wilcoxon W	24.0	b		0.756	-6.42e-5	0.390	-2.000	2.00	-0.0533
I.ITEM6	II.ITEM6	Student's t	-1.641		21.0	0.116	-0.4545	0.277	-1.0306	0.122	-0.3498
		Wilcoxon W	0.0	e		0.048	-1.000	0.277	-1.000	-1.00	-0.3498
I.ITEM7	II.ITEM7	Student's t	0.810		21.0	0.427	0.3636	0.449	-0.5699	1.297	0.1727
		Wilcoxon W	118.0	f		0.360	0.500	0.449	-1.000	1.50	0.1727
I.ITEM8	II.ITEM8	Student's t	-2.719		20.0	0.013	-0.8095	0.298	-1.4306	-0.188	-0.5933
		Wilcoxon W	15.0	g		0.017	-1.000	0.298	-2.000	-3.52e-5	-0.5933
I.ITEM9	II.ITEM9	Student's t	0.568		21.0	0.576	0.1818	0.320	-0.4834	0.847	0.1212
		Wilcoxon W	31.0	h		0.751	7.73e-6	0.320	-1.000	2.50	0.1212
I.ITEM10	II.ITEM10	Student's t	-0.119		21.0	0.906	-0.0455	0.381	-0.8371	0.746	-0.0255
		Wilcoxon W	35.0	i		0.776	-4.15e-5	0.381	-1.500	2.00	-0.0255
I.ITEM11	II.ITEM11	Student's t	2.211		21.0	0.038	0.8182	0.370	0.0486	1.588	0.4714
		Wilcoxon W	92.5	g		0.066	1.500	0.370	-7.09e-5	2.50	0.4714
a:14 pairs of value were tied.											
b: 11 pairs of value were tied.											
d: 9 pairs of value were tied.											
e: 17 pairs of value were tied.											
f: 3 pairs of value were tied.											
g: 7 pairs of value were tied.											
h: 12 pairs of value were tied.											
i: 10 pairs of value were tied.											

