

Mardag Foundation
Instructions for Developing the Grantee Evaluation Plan

As part of the grant review process for requests greater than \$20,000, the Foundation asks applicants to complete a Grantee Evaluation Plan. **If your grant request is funded, at the conclusion of the grant you will be asked to compare the information included on the Grantee Evaluation Plan to your actual results.** The Plan is primarily designed to collect numerical information: grantees will have the opportunity to further explain their results in the final report narrative.

This Plan should be completed by the person responsible for implementing the project. This may not be the person who wrote the proposal. If you need any assistance, please contact your program officer at the Foundation.

Please return the completed Grantee Evaluation Plan to the Foundation within two weeks of applicant's receipt of this material. Retain a copy of the completed Evaluation Plan for your records.

Evaluation overview:

The evaluation process allows organizations to determine if the activities they conduct lead to the outcomes they expect. Evaluation results also help identify the strengths and limitations of a project, and allow an organization to make informed decisions about possible changes. Your results will be summarized with those of other grantees to help the Foundation understand the overall impact of its grantmaking so it can more effectively serve the community in the future.

The Grantee Evaluation Plan is divided into three sections. The information you include in each section should be consistent with the information you included in your grant proposal. If you have difficulty completing any section, or if you think a section does not apply to your proposal, please consult with your program officer at the Foundation.

ACTIVITIES: List **no more than three (3) activities** related to the grant request you have submitted. The listed activities should answer the question, "If I get this grant, what will I use the funds for?"

OUTPUTS: Identify the **intended outputs** for this grant – **Select no more than four (4)** from the list provided. Outputs are tangible, countable items that describe: **what** has been produced or **who** has been worked with. Outputs are described in terms of numbers or amounts.

OUTCOMES: List **no more than two (2) intended grant outcomes.** Grant outcomes describe what will be accomplished or expected to change by the activities funded by the grant. Outcome statements often use words such as: **increase, decrease, improve, reduce, expand, update, upgrade, maintain, start, or complete.** Think in terms of an if/then statement: IF the project provides the specified activities and produces the stated outputs, THEN what should be the impact for participants or the community? These outcomes should be **achievable during the proposed time period** listed on your grant application. They may not be the same as the long-term outcomes you hope to eventually achieve.

Three examples are shown on the following page.

Capital Request Example (Also known as Facilities & Equipment)		
Activities: 1. Raise money to renovate the local community center 2. Renovate the local community center.		
Outputs:	Selected Outputs	Data Collection Method
# of new/renovated buildings	1	Records documenting completion
# of dollars raised	\$100,000	Accounting records
Outcomes:		Data Collection Method
1. Community center renovations will be completed by July 1 st .		1. Pictures or staff description will show that renovations have been completed.

In some instances, especially with capital projects, **the grant period may not be sufficient for your organization to show outcomes that differ from your outputs.** If you feel this is the case, please speak with your program officer at the Foundation to discuss how to complete this section.

Direct Service Request Example		
Activities: Provide reading tutoring to English Language Learner (ELL) students using volunteers.		
Outputs:	Selected Outputs	Data Collection Method
# of volunteers recruited and trained	6	Volunteer logs
# of people served	20	Client records
# of hours of service	500	Program records
Outcomes:		Data Collection Method
1. Children will increase their reading skills by one grade level.		1. Staff will test children with a standardized tool at the beginning and end of tutoring to assess their reading level

Community Building Request Example		
Activities: 1. Develop skill-building workbook aimed at how to have conversations about race. 2. Hold small group meetings led by volunteer facilitators to have conversations about race.		
Outputs:	Selected Outputs	Data Collection Method
# of informational materials distributed (books, video tapes, brochures, software, newsletters, magazines)	200	Program records
# of volunteers recruited & trained	20	Training records
# of presentations (sessions, trainings, meetings, workshops, etc.)	20	Program records
# of attendees at presentations	160	Attendance records
Outcomes:		Data Collection Method
1. Participant's skills to have a conversation about race will be increased. 2. Participant's awareness of issues of race will be increased.		1. Pre and post surveys of participants. 2. Pre and post surveys of participants.