



**OUTCOMES AND  
MEASURES GUIDANCE  
DOCUMENT**



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# Confirming Outcomes and Measures

A Simple Guide for Core and Project Support



## Why Outcomes and Measures Matter



**When we invest in your work, we're not just funding activities – we're supporting your vision for change.**

Outcomes and measures help us (and you!) **tell the story of that change.**

**Good outcomes and measures don't have to be complicated.**

Think of them as a roadmap: they **show where you're headed** and how you'll know you're getting closer.



## Core Support & Project Support What's the Difference?



### CORE SUPPORT

- Supports an organization's mission and broad strategic framework and priorities.
- Outcomes focus on how organization's strategic framework leads to community impact.
- Measurement approach show how organisational changes contribute to broader community impact.
- Foundation resources go to the organization as a whole.

### PROJECT SUPPORT

- Supports a defined set of activities or programs.
- Outcomes focus on specific, time-bound changes for participants or communities.
- Measurement approach is tied to that project's immediate goals and impact
- Foundation resources go towards supporting programmatic goals.

# What is an Outcome?

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The **positive change** you expect to see in the people, communities, or systems as a result of your work.

***Outcomes show how your organization impacts the community!***

While organizational resources, activities and other organizational strengthening activities are important aspects of your work, they are *not* outcomes.



## What is *not* an outcome?

- **Resources that go into a program** such as staff time or program supplies.
- **Programmatic activities** such as training sessions or direct services
- **Organizational strengthening efforts** such as DEI efforts, technological developments, or fundraising efforts.

*\*You can speak about these aspects of your work in the Project Description section of your application.*

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**Through outcomes, we are interested in learning how your organizational or programmatic work **contributes to greater community or participant outcomes.****

# What is a Measurement?



Measurements are specific items of information or data that **track progress toward** the organization's mission, strategic goals, or programs and capture **impact in the community**. They describe observable or trackable changes that represent achievement of an outcome.

## What types of data or information to use in measurements?

Organizations measure their progress and impact with different kinds of information and data, such as client records, observations, surveys, interviews, focus groups, conversations, before and after photos, etc. Measures are also commonly referred to as metrics, indicators, or outputs!

## What do measurements look like?



For **shorter** grant periods or short-term activities, measurements for your outcomes can often take the form of counts or rates. For example, pounds of food distributed or number of people who completed a training program.

For projects or programs that happen over a **longer** time period, measures usually focus on change or overall achievements over time. These measurements will typically capture change in participants' knowledge or skills developed.

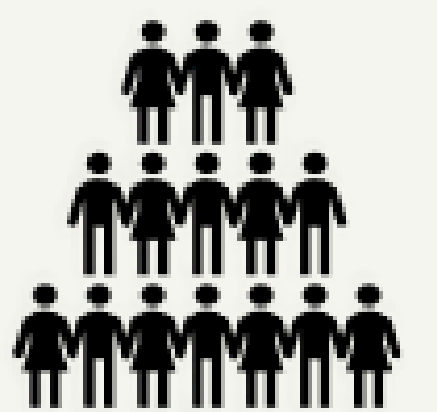
**Measurements for core and project support grants will vary** based on the scope of your work. You can refer to pages 8-9 for core support examples and pages 12-13 for project support examples.

The Foundation encourages you to **use information or data you already collect or plan to collect** to measure the outcomes you propose! You can reach out to your Community Impact Officer if you have any questions about your outcomes and measures.

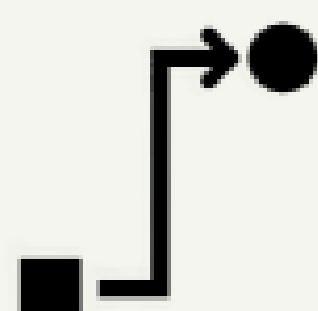
# SOME CONSIDERATIONS WHEN PROPOSING OUTCOMES AND MEASURES FOR YOUR WORK



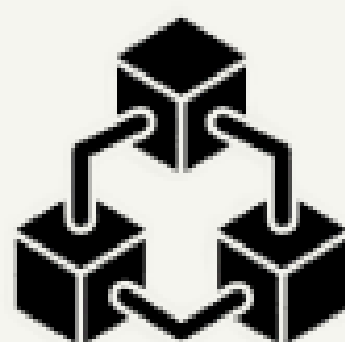
## OUTCOMES SHOULD



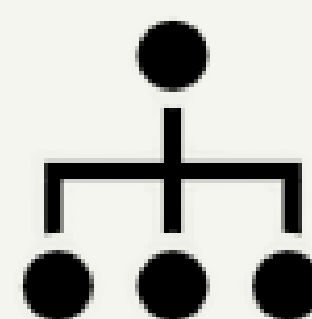
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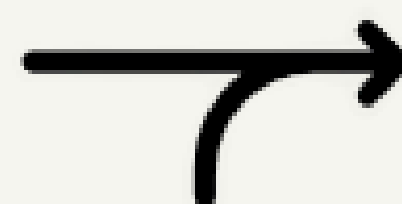
USE  
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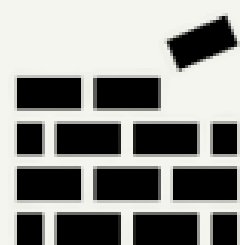


ALIGN WITH  
STRATEGIC  
LOGIC MODEL



OUTCOMES  
≠  
ACTIVITIES

## MEASURES SHOULD



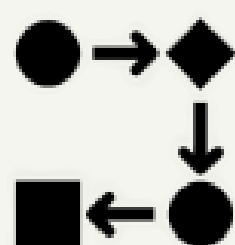
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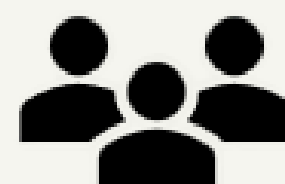
MEASURABLE  
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LEVERAGE  
EXISTING DATA



CAN SOMETIMES  
SHIFT OVER THE  
GRANT PERIOD



ALIGN WITH EQUITABLE  
EVALUATION PRINCIPLES



MEANINGFUL &  
USEFUL TO THE  
ORGANIZATION



ALLOW FOR  
DISAGGREGATION  
IN DEMOGRAPHIC  
DATA



**GUIDANCE FOR  
CORE SUPPORT  
OUTCOMES  
DEVELOPMENT**

# CORE SUPPORT OUTCOMES & MEASUREMENTS DEVELOPMENT

## IDENTIFY ORGANIZATIONAL PRIORITIES

- Review strategic plans, website, mission/vision statements, annual reports, and program descriptions.
- Focus on how your organization benefits the community.
- Revisit past Greater Hartford Gives Foundation core support outcomes; update or reuse if still relevant.

1

## ALIGN PRIORITIES WITH THE FOUNDATION'S LOGIC MODELS

- Cross-reference your goals with the Foundation's mid-term outcomes.
- Review your strategic plan, annual report, and previous core grant reporting (if applicable) alongside the Foundation's logic models.
- Identify areas where your organizational goals align with Foundation goals.
- Schedule a time with your Community Impact Officer if this is your first time reviewing the logic models.

2

## DEVELOP OUTCOMES

- Each area of alignment should have at least one outcome.
- Outcomes should be focused on community impact.

3

## DEVELOP MEASURES FOR EACH OUTCOME

- Include measurements, data points, or indicators you already collect or plan to collect.
- Measures may be qualitative or quantitative.
- At least one measure per outcome is required (multiple are fine).
- Tip: Pull from KPIs, program logic models, or strategic plans.
- You are not locked into your proposed measurements; they can be adjusted with Foundation staff support.

4

## SUBMIT APPLICATION

- Submit your application in GLM with proposed outcomes and measurements.
- These will be provided directly to the Foundation during submission.

5

## CONFIRM OUTCOMES AND MEASUREMENTS

- Community Impact Officer and Learning and Evaluation Officer review your application.
- Officer may email you with questions or suggestions.
- Adjustments to outcomes/measures may be made via email, phone, or Zoom.
- Once finalized, outcomes and measurements are entered into the grants system by the officer and will appear in your reporting forms

6

We encourage you to reach out to your Community Impact Officer if you have any questions about your application and/or outcomes and measures!

# EXAMPLE 1: CORE SUPPORT FOR GREENER NEIGHBORHOODS & YOUTH OPPORTUNITIES

## PROJECT DESCRIPTION



Asset-Based Communities (ABC) plans to use core support to expand green spaces and recreational resources in the 98765 zip code and offer on-the-job training to local youth. By creating these spaces, ABC aims to strengthen community connection. Locations are selected through resident engagement and feasibility studies.

ABC provides 18-month paid horticulture and landscaping training for low-income youth (ages 18–26) in the neighborhood, with past cohorts including at least 90% low-income participants, 60% women, 75% youth of color, and 25% white youth. Core support funding will also enhance ABC's data systems, site selection, and job training practices to align with recent landscape analysis and improve mentorship and support for participants.

## PROPOSED OUTCOME 1

**Outcome 1:** More green and/or recreational spaces in the 98765 zip code.

### Proposed Measures for Outcome 1:

- Number, amount of new acreage, and location of new green/recreational spaces.
- Community input about location and type of new spaces.

## PROPOSED OUTCOME 2

**Outcome 2:** Residents living in the 98756 neighborhoods are more connected.

### Proposed Measures for Outcome 2:

- Number of residents who attend green/recreational space ribbon cuttings and other community launch and engagement events.
- Resident responses to a short online survey about their use of the green/recreational spaces and new or deeper connections with their neighbors.

## PROPOSED OUTCOME 3

**Outcome 3:** Better employment opportunities for young people in 98765 neighborhoods.

### Proposed Measures for Outcome 3:

- Number and demographics (age, income status, race/ethnicity, gender) of young people enrolled in horticulture/landscaping training (anticipated 20 youth).
- Percentage and demographic information of young people completing training (anticipated 80% completion rate).
- Number of young people receiving at least five one-on-one mentoring sessions.
- Feedback and stories from exit interviews with young people completing the program.

# EXAMPLE 2: CORE SUPPORT FOR ENHANCING COMMUNITY HEALTH AND ECONOMIC SECURITY

## PROJECT DESCRIPTION



Quality Resources and Services (QRS) will use core support funding to serve residents in the 01234 zip code, improving their health and economic security. Funding will enhance staff understanding of diversity, equity, and inclusion, boosting satisfaction and reducing turnover for better client care.

Additional funds will support their walk-in health and wellness center by hiring more staff and purchasing essential equipment. QRS will also offer regular professional development on trauma-informed care to ensure high-quality services. We plan to expand our Financial Planning and Capability (FPC) program by acquiring more materials and hiring additional staff and consultants for more flexible session hours.

## PROPOSED OUTCOME 1

**Outcome 1:** Improved economic security of 01234 residents participating in QRS programs.

### Proposed Measures for Outcome 1:

- Number of QRS participants served, including a demographic profile of clients (gender, race, ethnicity, and age).
- Number of residents who enroll in the FPC program.
- Percentage of QRS clients who indicate that they are more financially stable after one year of engagement with QRS programs or services (client assessment forms).
- Percentage of residents who complete the FPC program (projected 85%).
- Percentage of FPC program completers who demonstrate greater financial stability (based on program rubric and a client self-assessment).
- Client feedback from across QRS programs about the effectiveness of our work in supporting the economic security of their households (focus groups, informal interviews).

## PROPOSED OUTCOME 2

**Outcome 2:** Healthier QRS clients who live in the 01234 zip code.

### Proposed Measures for Outcome 2:

- Number of residents who were served through our health and wellness center who live in the 01234 zip code.
- Increase in the percentage of clients who have an annual physical (baseline 52%, projected 85%).
- Percentage of clients who decrease their risk of heart disease and diabetes (projected 50%).
- Percentage of clients who increase their mental and behavioral health (projected 50%, based on screening questions).
- Percentage of clients who say they received high quality care in our health and wellness center (client feedback survey).
- Feedback from client focus groups about the quality of their time with us, care, and how it impacted their sense of wellness.



**GUIDANCE FOR  
PROJECT SUPPORT  
OUTCOMES  
DEVELOPMENT**

# PROJECT SUPPORT OUTCOMES & MEASUREMENTS DEVELOPMENT

## IDENTIFY PROJECT GOALS

- Review project plans, program descriptions, or logic models.
- Focus on how the specific project benefits the community.
- Review outcomes from similar past project grants; update or reuse if appropriate.

1

## DEVELOP OUTCOMES

- Typical applications have 3–6 outcomes (not required); up to 10 allowed.
- Follow system prompts to add multiple outcomes if needed.
- Keep outcome language clear and concise.

2

## DEVELOP MEASURES FOR EACH OUTCOME

- Include measurements, data points, or indicators you already collect or plan to collect.
- Measures may be qualitative or quantitative.
- At least one measure per outcome is required (multiple are fine).
- *Tip: Pull from KPIs, program logic models, or strategic plans.*
- You are not locked into your proposed measurements; they can be adjusted with Foundation staff support.

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## SUBMIT APPLICATION

- Submit your application in GLM with proposed outcomes and measurements.
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# EXAMPLE 1: PROJECT SUPPORT FOR A CAREER PREPARATION PROGRAM

## PROJECT DESCRIPTION



XYZ Organization will equip 130 junior-level high school students with the knowledge and skills that will allow them to successfully enroll in, persist through, and complete college or career/technical education programs.

Through a variety of activities during an 18-month program spanning junior and senior years, including post-secondary plan creation, college visits, FAFSA completion, and college/career path coaching with adult and near-peer mentors, students will be better equipped to select, start, and complete a post-secondary pathway.

## PROPOSED OUTCOME 1

**Outcome 1:** Students will increase the skills and knowledge needed to successfully apply for and enroll in a college or career/technical education program.

### Proposed Measures for Outcome 1:

- Number of students participating in Future Focus post-secondary preparation program (anticipated 130 students)
- Percentages of students completing the program who demonstrate post-secondary success knowledge and skill improvement (responses to pre- and post-survey items about how to complete applications, self-confidence, study and social skills, seeking advising and support services, etc.)
- Percentage of participating students who report they plan to enroll in a college or career/technical education program.

## PROPOSED OUTCOME 2

**Outcome 2:** Participating students will demonstrate good attendance in high school.

### Proposed Measures for Outcome 2:

- Number and percentage of students with good attendance in junior and senior years of high school (attendance data from ABC district).

## PROPOSED OUTCOME 3

**Outcome 3:** Participating students will enroll in and complete their college or career/technical education program.

### Proposed Measures for Outcome 3:

- Number/percentage of students who enroll in and/or complete college or career/technical programs within 3-5 years depending on program (National Student Clearinghouse data)

## EXAMPLE 2: PROJECT SUPPORT FOR A FOOD BOX PROGRAM FOR ELDER RESIDENTS

### PROJECT DESCRIPTION



Organization EFG will start a senior food box program delivering monthly food boxes to elder residents from our pantry. Volunteers will deliver these boxes via vans. The program is available to any elder resident in our community (60 years or older, especially those with medical or mobility challenges) – including those who already visit our pantry or are referred by community partners.

We estimate about 150 residents will receive boxes. The boxes will include nutritious foods like cereal, canned foods (low sugar and sodium options), rice, dried beans, fruits, and refrigerated cheese. Boxes will also include fliers with recipes, healthy eating information, and pantry contact details. The program aims to reduce food insecurity and social isolation among elder residents. Participating residents can volunteer to cook recipes, prepare meals, or have friendly conversations.

### PROPOSED OUTCOME 1

**Outcome 1:** Participants will have improved food security.

#### Proposed Measures for Outcome 1:

- Number of residents receiving food boxes (tally from participant roster).
- Participant responses about their food security and/or food access (informal year-end conversations held by volunteers).

### PROPOSED OUTCOME 2

**Outcome 2:** Participants will feel less alone or socially isolated.

#### Proposed Measures for Outcome 2:

- Number of residents who elect to cook recipes/meals or have conversations with volunteers – including number of meals prepared together or conversations (volunteer tracking of interactions with participants).
- Participant responses about relationships and loneliness/social isolation (informal year-end conversation done by volunteers).
- Volunteer observations and reflections about interactions and relationships with elder residents.

## Final Thoughts

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We don't expect every goal to be hit perfectly. We do expect you to **stay thoughtful, flexible, and transparent** about what's really happening.

### IT'S OKAY IF:



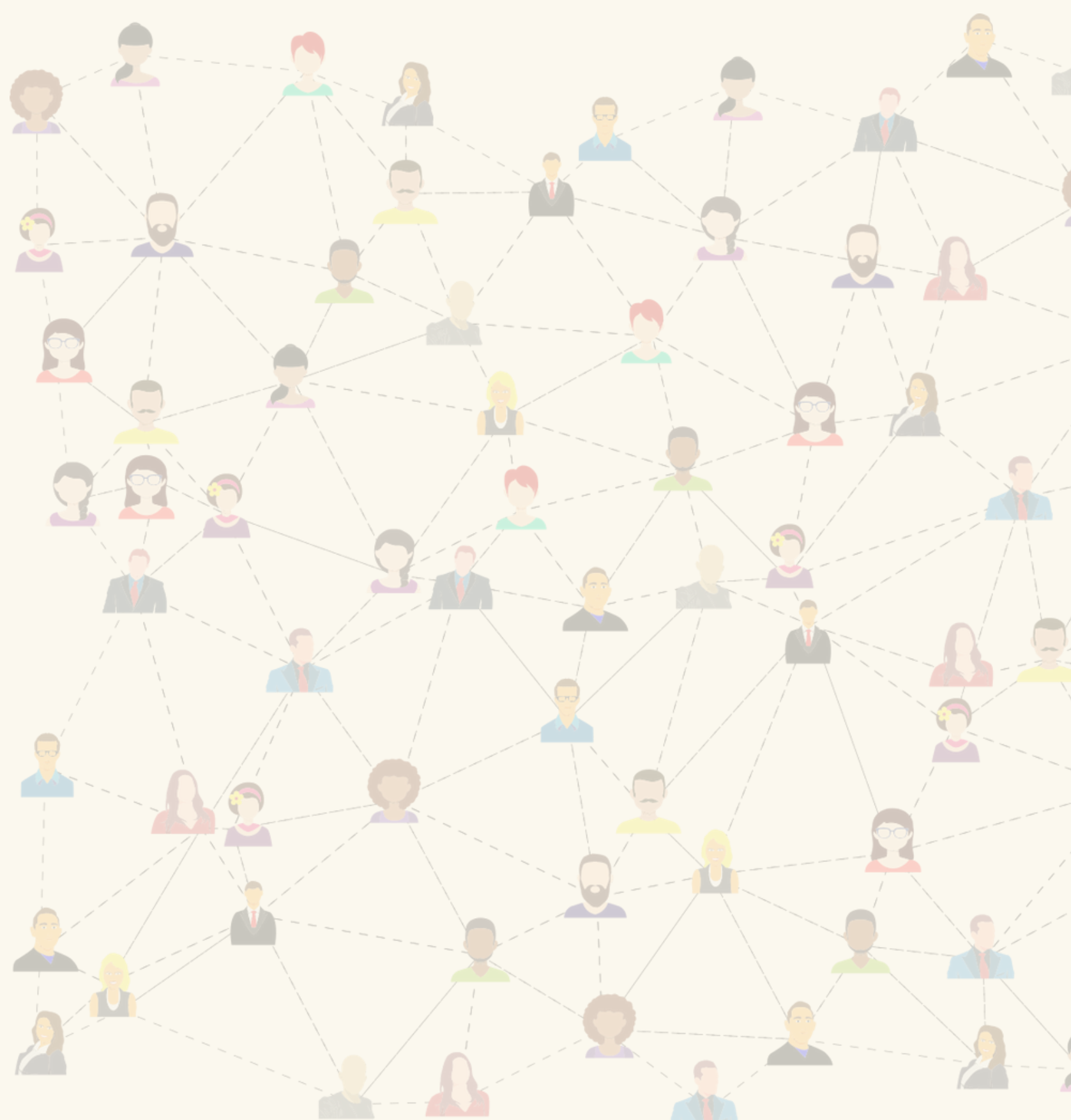
Some outcomes take longer than expected.



You learn things that shift your strategy.



Numbers don't tell the whole story — context matters!



We are **partners in learning**, not just funders of results. Your insights, even when things get messy, help us all get better at building stronger, more just communities.