Outcomes 101 for Grantseekers

Jen Riley, chief impact officer, Our Community

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We would like to begin today by acknowledging the Traditional Custodians of the lands on which we are working today, and the Aboriginal and Torres Strait Islander people participating in this training.

We pay our respects to Elders, past and present, and recognise and celebrate the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands and waters.

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Jen

- Chief Impact Officer at SmartyGrants
- 20 plus years social sector experience
- Specialised in outcome measurement and monitoring and evaluation
- Ran a grants program at United Way Australia
- Board Director on an NGO
- Mum of two children

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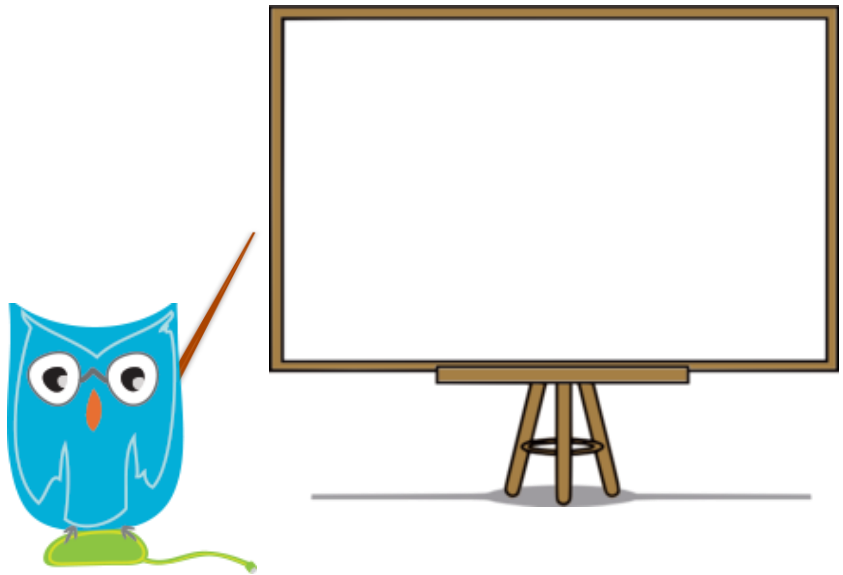
What will we cover :

1. What outcomes are and what an outcomes orientation is.
2. Difference between objectives, outputs and outcomes.
3. Understand the relationship of a theory of change to outcomes and activities.



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Why measure outcomes?

- Being **accountable** for what we say we will do
- **Assess** if anything is changing for the people, environment or other intended beneficiaries.
- **Learn** about what is working well and what we could do better, **continuous improvement**
- **Funders** are asking for it….and some will only ‘pay for outcomes’.

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What are outcomes?

Benefits or **changes** for the individuals or organisations engaged in a project/program/ initiative.

i.e., changes in what people do, think, know or can do, or what their condition

- **B**ehaviour - exercising daily
- **A**ttitude - women are equal
- **C**ircumstances/conditions - employment/housing status
- **K**nowledge - know how to access housing rights
- **S**kills – how to manage a household budget

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Safe Child,
Reduced harm
in accident

OUTPUT
5,000 car seats

OUTCOME
(or the benefit or consequence)

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Increased knowledge,
Reduced debt

OUTPUT
10 literacy classes
20 hours of teaching

OUTCOME
(or the benefit or consequence)

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We need both outputs and outcomes

Outcomes don’t exist with outputs, and outputs require an intended outcome (purpose).

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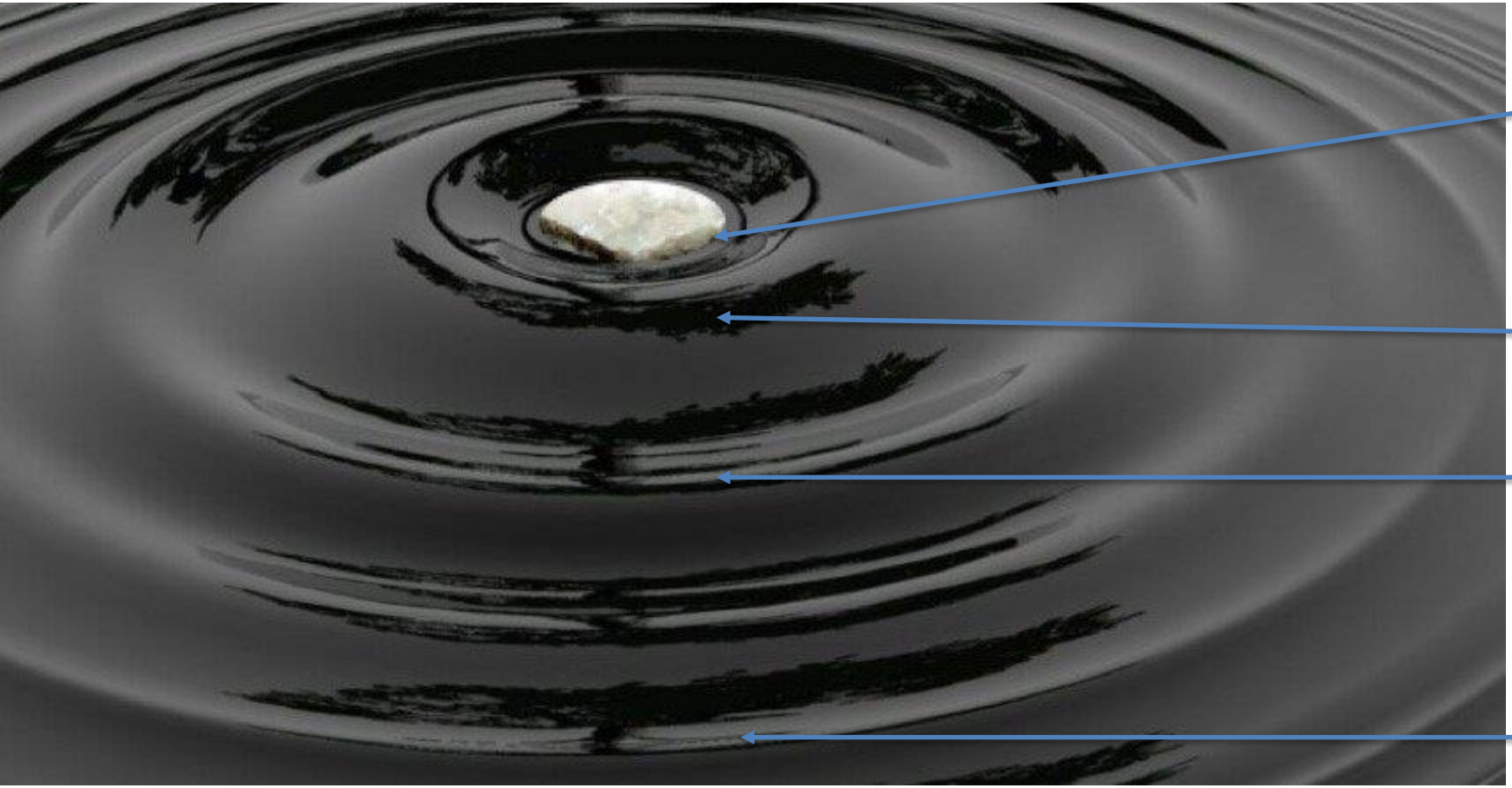

What you do/ deliver (Output)

Short-term Outcome

Medium term Outcome

Long-term Outcome

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Outcomes orientation

IS OBSSESSED WITH THE CLIENT (B.A.C.K.S)

- Requires us to start with the intended beneficiary, what are **their** challenges, their needs, their issues, their constraints, their priorities? What do **they** want to do differently?
- As opposed to what **we** do.
- Is about the experience of the end-user or intermediary.
- This is about thinking about what next – after the activity – what is changing for them.

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What is the output? What is the outcome?

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What is the output? What is the outcome?

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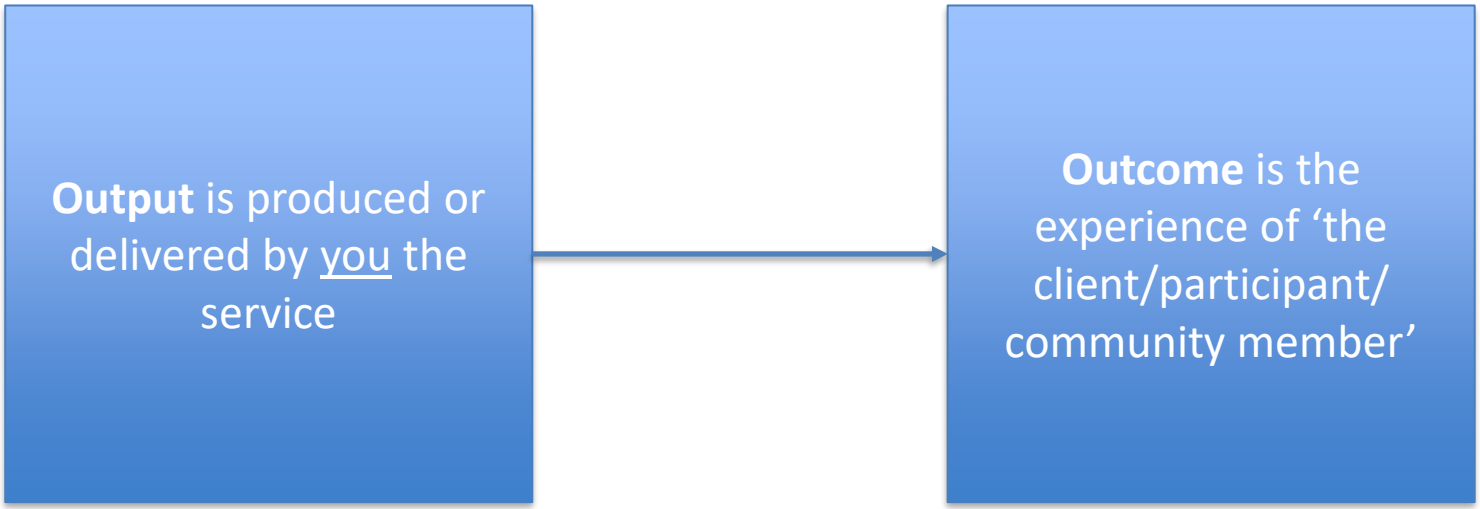
Apply this…. Output or outcome?

- What about attendance?

Does it fall into one of the B.A.C.K.S?

Apply the rule:

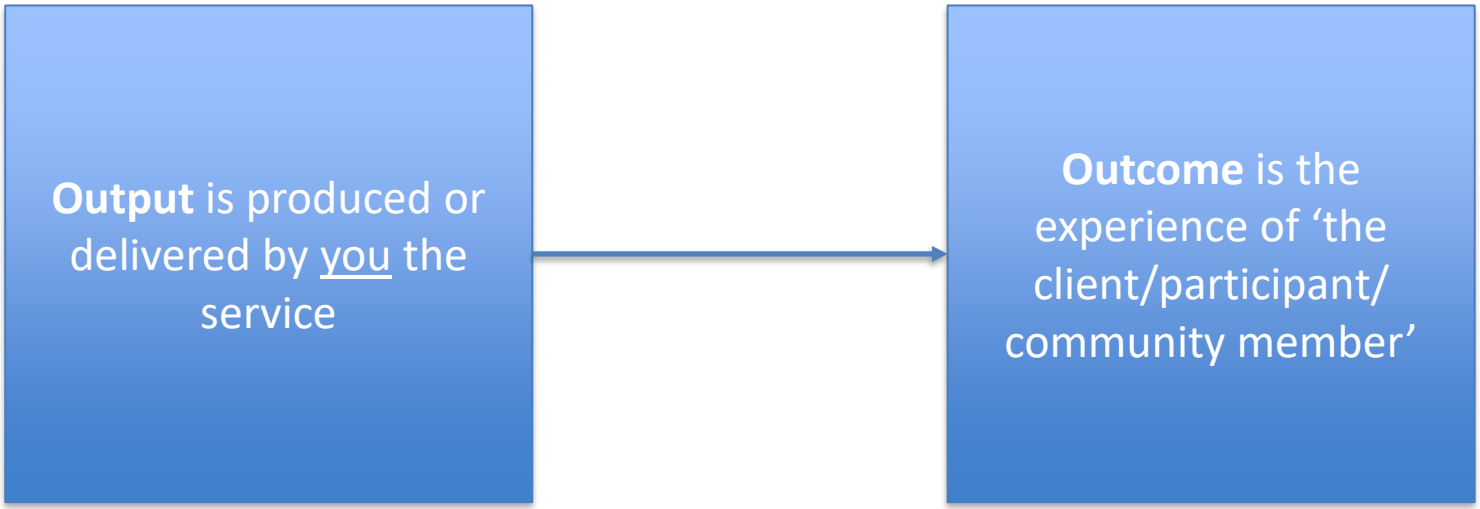


Apply this…. Output or outcome?

- What about <u>access</u>?

Does it fall into one of the B.A.C.K.S?

Apply the logic:



From objective to outcome

We want to increase access for people from CALD backgrounds to attend community events.

Why? To what end?

What benefits do you want the end-user to have?

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“So that more people are connected to each other, spend money and generate income for local business, build sense of community cohesion…”

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"So that more people are connected to each other, spend money and generate income for local business, build sense of community cohesion..."

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The three outcomes…

1. connected to each other,
2. generate income for community,
3. build sense of community cohesion…

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Your three outcomes statements

1. Increase social connection across the community
2. Increase income for local business.
3. Increase sense of community cohesion across the community.

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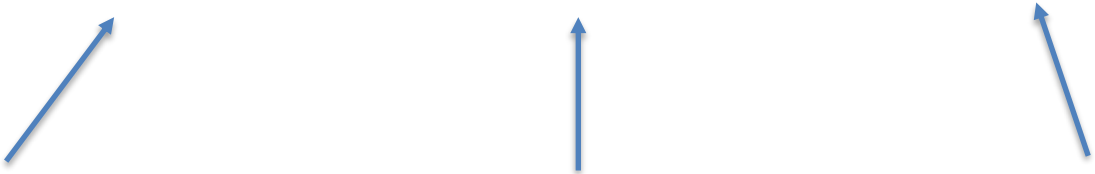
Unpacking the outcome statement

Tip: write in the past tense – what happened?

Increased daily exercise for residents



Outcomes are generally an increase, decrease/reduction…

What is changing i.e. BACKS

For who i.e. residents

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When do outcomes occur?

Very Short Term	Short Term (immediate)	Medium Term (next few weeks)	Long term (next 12 months)	Long Term (10 years)
Attendance at webinar	Improved knowledge about outcomes measurement	Identified outputs and outcomes in your program	Measuring outcomes and learning what is working and not working.	Improved community outcomes for the community
i.e. Behaviour	i.e. Learning Awareness, Skills, Opinions, Aspirations, Motivations	i.e. Action Behaviour-change, practice,	i.e. Action Behaviour, practice, decision-making, policies, social action.	i.e. Conditions Social, Economic, Environmental, Civic

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Another way to conceptualise this

Population level

Reduction in cardiovascular illness

Long term (1 year plus):

Reduction in high blood pressure in residents.

Medium term (3 – 12 months):

Increased daily exercise in residents.

Short term (i.e. immediate to 90 days):

Improved knowledge of healthy lifestyle in residents

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What is wrong with these ‘outcomes’?

“Creates social/economic benefit”

“Promote opportunities for lifelong learning.”

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Who has outcomes?

Primary beneficiaries – those who are intended to be better off as a result of the program. i.e. a children

Secondary beneficiaries – those not directly targeted but may benefit. For example, a country sports program may impact the wider community and contribute to a sense of community cohesion.

Intermediaries – the people or groups that you work through to achieve your program goals, they may also be 'better off' as the result of the intervention.

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End-user outcomes or intermediary outcomes?

Early literacy program for under 5s

Outcome : Increased daily reading with child ⟶ Outcome : Improved early literacy skills

Intermediary : Parent

Primary Beneficiary : Child

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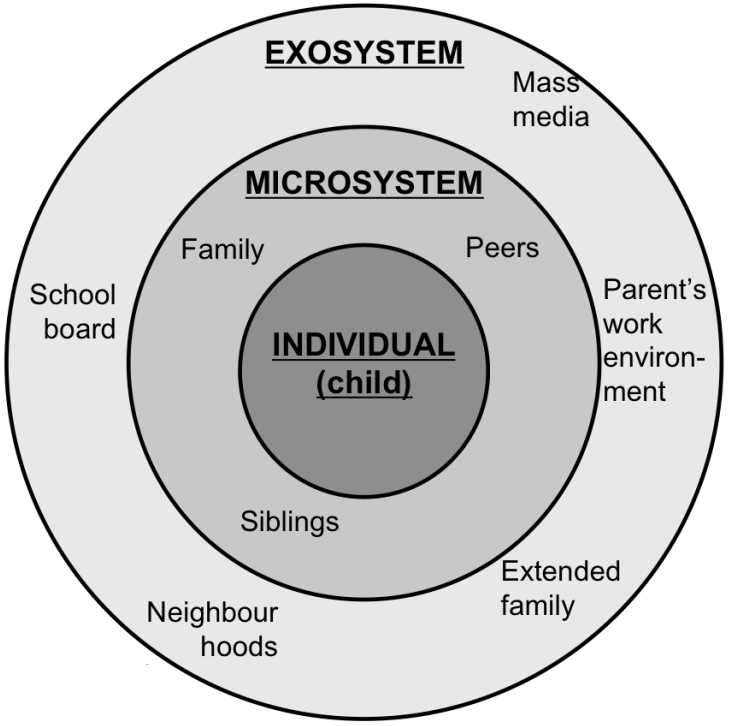
Who has outcomes?

Individuals i.e., children, family members, staff, volunteers, policy makers, funders.

Groups i.e., tenancy groups

Organisations or **population** groups i.e., citizens of Greater Dandenong.



Based on Bronfenbrenner's ecological systems theory (1979)

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Population vs Program Outcomes

Population level outcomes

i.e. Improved mental health **for City of Greater Dandenong**

Program level outcomes

i.e. Improved mental health **for program cohort i.e. the 25 participants engaged in the training course**

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How do we come up with Outcomes?

- Should be part of wider strategic planning and program design process.
- What change do we want to create?
- Where are we now (current state)? Where do we want to be (future state)?

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Yes but how??

We develop a theory or a hypothesis…….of how we will contribute to the change.

We call this a ‘theory of change’ or sometimes people call these ‘Logic models’

- Change theories are well-documented i.e. bandwagon effect, diffusion theory, social modelling etc.
- We can also have our own theories.

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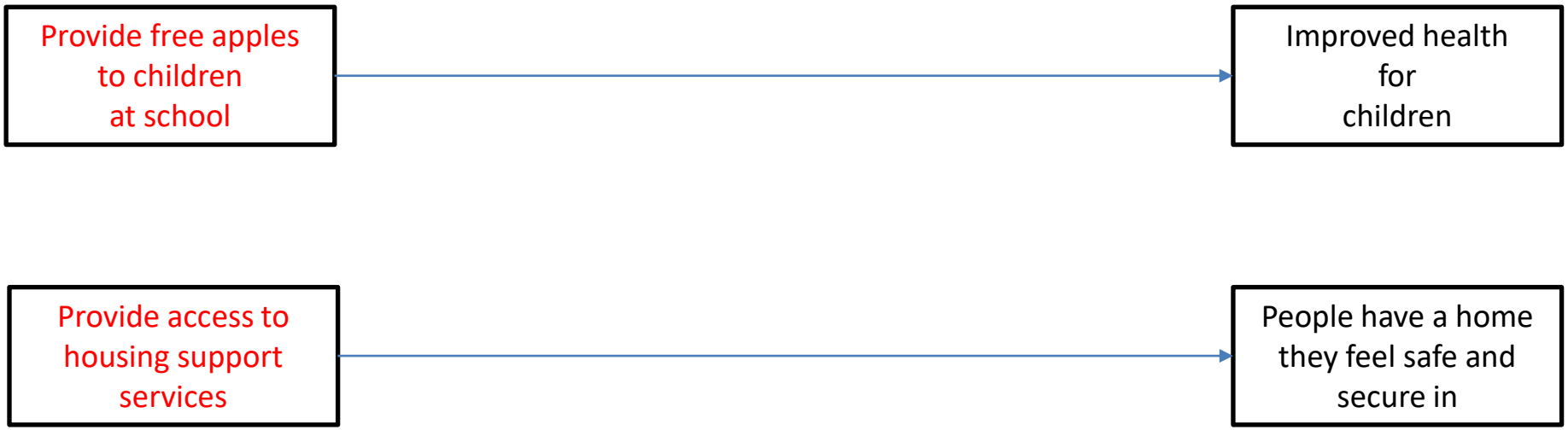

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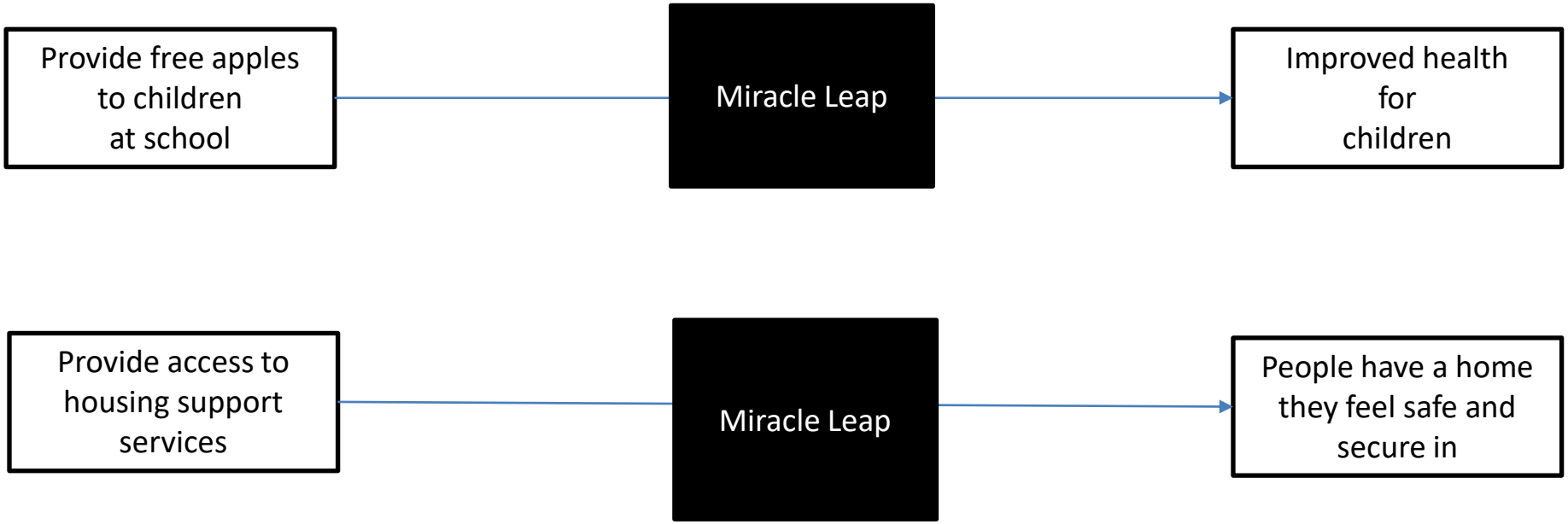

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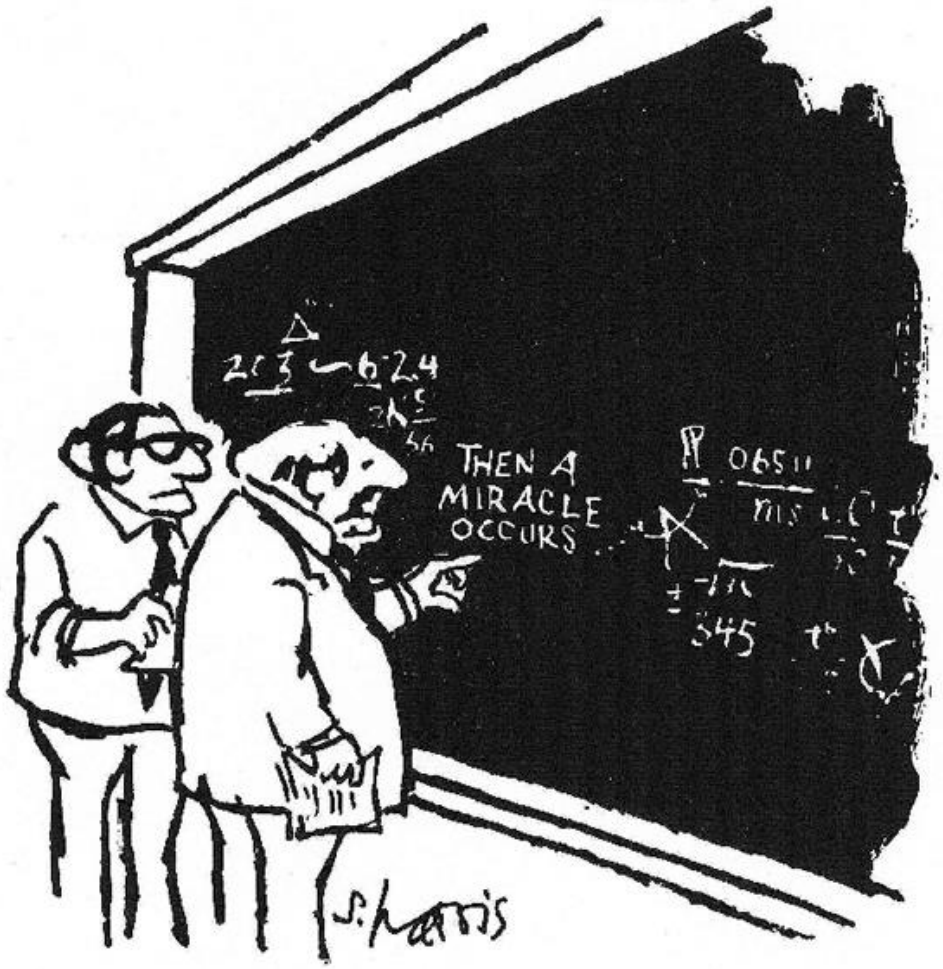
Miracle Leaps



"I think you should be more explicit here in step two."

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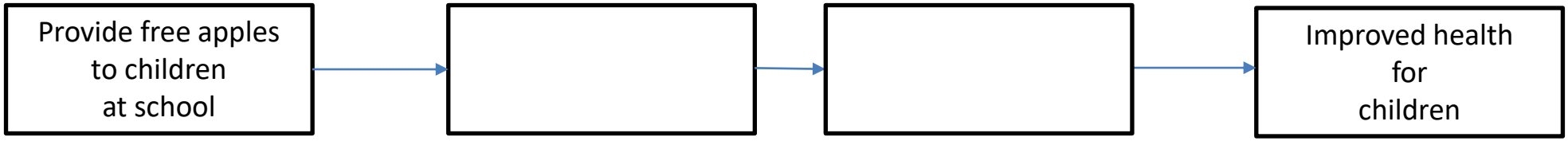

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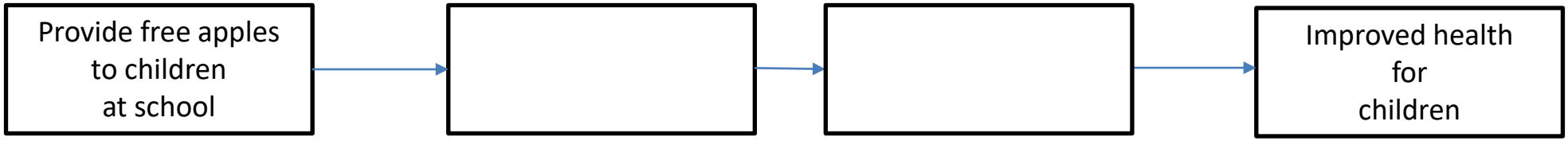

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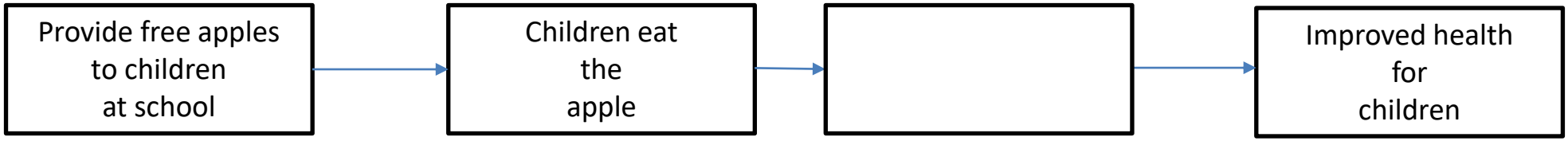

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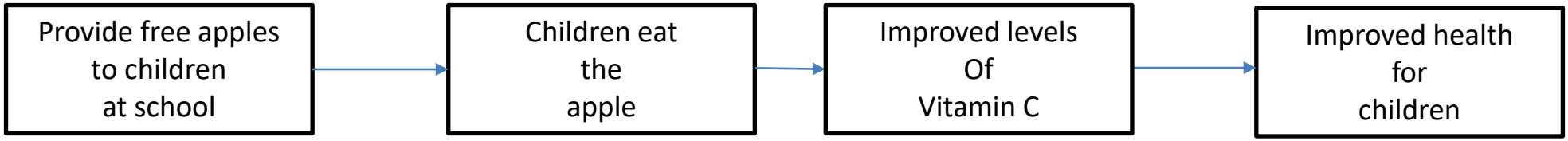

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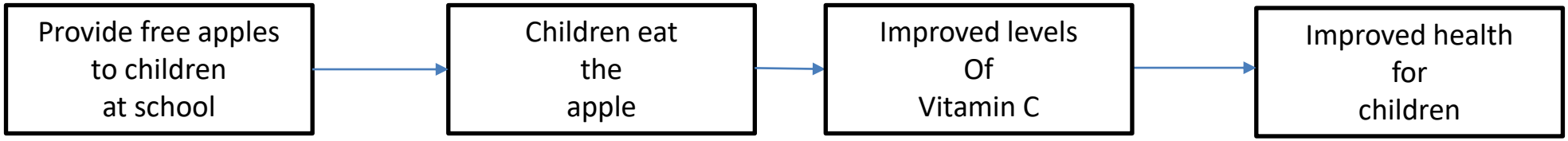

Assumptions:

Children don't throw away the apple

That the fruit is fresh with high levels of Vit C

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Activity	Short term outcome	Medium term outcome	Long term outcome
Provide free apples to children at school	Increased consumption of apples	Improved levels Of Vitamin C	Improved health for children
Metrics	# of apple cores left	Level of vit C in a random sample	% of children who have experienced a health issue in last 6 months

Output

of apples given out

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Applying for Grants

- Want to know what outcomes their investments are contributing to.
- Granters want you to report on *what you do* (activities and outputs) **AND** *the changes* you are helping to create for your beneficiaries.
- You will be required to outline your **intended outcomes** in your applications.
- SmartyGrants now has an ‘Outcome Engine’ and other Granting software have their own “in-built” outcome questions.

What is the Outcome Engine?

1. Series of standard questions that funders can add to application and acquittal forms.

2. The option for Grantmakers to **upload an Outcome Framework** (list of outcomes and measures) into the system.

You need to be ready to fill out outcome questions in grant **applications** (before the grant round opens!)

Outcome default “Standard Section”

Section 2

Outcomes

Please tell us about the outcomes you expect to result from your project. Outcomes are the changes you expect to occur for the beneficiaries of your project. Generally outcomes can be framed as an increase or decrease in one or more of the following:

- Skills, knowledge, confidence, aspiration, motivation (these are generally immediate or short-term outcomes)
- Actions, behaviour, change in policy (these are generally intermediate or medium-term outcomes)
- Social, financial, environmental, physical conditions (these are generally long-term outcomes)

Immediate outcomes occur directly following an activity (e.g. within 1 month); medium-term outcomes are those that fall between the short and long-term outcomes (e.g. between 1 month and 2 years); and long-term outcomes are those we expect to see years later (e.g. 2, 5, 10 or 50 years after the activity).

Your outcome	**Timeframe**	**Alignment with our outcome goals**	**How does your intended outcome link to our outcome goals?**	**Explanatory notes**
Must be no more than 20 words. What changes do you expect will occur as a result of your project (e.g. Enhanced physical fitness)? Please be brief. One per row.	When do you expect this outcome to emerge?	No more than 1 choice may be selected. Which of our outcome goals will your project contribute to? If multiple apply pick the most relevant.	Must be no more than 100 words. Please explain how your intended outcome helps contribute to ours.	Must be no more than 100 words. Add notes if you need to provide more context.
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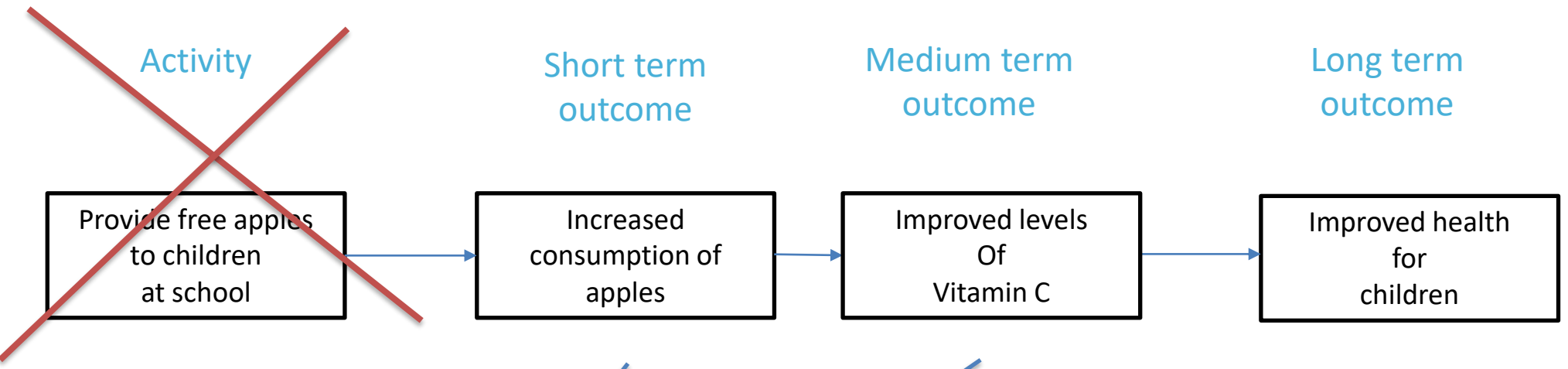
Add More

Must be at least 1 rows

Grantseeker outcomes



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- Skills, knowledge, confidence, aspiration, motivation (these are generally immediate or short-term outcomes)
- Actions, behaviour, change in policy (these are generally intermediate or medium-term outcomes)
- Social, financial, environmental, physical conditions (these are generally long-term outcomes)

Immediate outcomes occur directly following an activity (e.g. within 1 month); medium-term outcomes are those that fall between the short and long-term outcomes (e.g. between 1 month and 2 years); and long-term outcomes are those we expect to see years later (e.g. 2, 5, 10 or 50 years after the activity).

Your outcome	**Timeframe**	**Alignment with our outcome goals**	**How does your intended outcome link to our outcome goals?**	**Explanatory notes**
Must be no more than 20 words. What changes do you expect will occur as a result of your project (e.g. Enhanced physical fitness)? Please be brief. One per row.	When do you expect this outcome to emerge?	No more than 1 choice may be selected. Which of our outcome goals will your project contribute to? If multiple apply pick the most relevant.	Must be no more than 100 words. Please explain how your intended outcome helps contribute to ours.	Must be no more than 100 words. Add notes if you need to provide more context.
* Word count: **0 words**	*	Browse *	*	Word count: **0 words**

Section 2

Outcomes

Please tell us about the outcomes you expect to result from your project. Outcomes are the changes you expect to occur for the beneficiaries of your project. Generally outcomes can be framed as an increase or decrease in one or more of the following:

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Increase positive parenting skills * Word count: **0 words**	*	Happy families Healthy children School ready children *	Positive parenting skills is shown to improve family dynamics * Word count: **0 words**	Word count: **0 words**

Drop down menu, select the best one i.e. Happy Families

Add More

Must be at least 1 rows

Got a question?
Scan me!

ASK FOR BUDGET

10% of your budget for monitoring and evaluating

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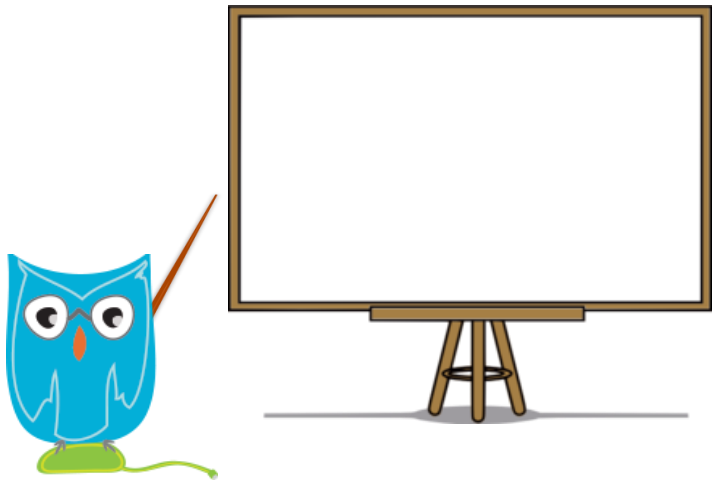
Today's learning outcomes

1. Explain what outcomes are and what an outcomes orientation is.
2. Differentiate between objectives, outputs and outcomes.
3. Understand the relationship of a theory of change to outcomes and activities.
4. Understand how the SmartyGrants Outcome section is set up.



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Thank You

- Scan the QR and ask a question!

- Social Impact Measurement Network Australia
  https://www.simna.com.au

- Interested in NFP training
  https://communitydirectors.com.au/

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