

# Evaluation: What do Funders Want?



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# Agenda



- Current trends
- Trends by type of funder
- How do you know what they want?
- General guidelines
- Electronic resources



## The Umbrella of Evaluation

Evaluation approaches  
(or philosophies)

Evaluation types (see  
list)

Evaluation methods:  
quantitative,  
qualitative, mixed

Evaluation designs

Evaluation techniques

- Accountability and compliance
- Accreditation
- Cost
- Developmental
- Formative
- Implementation
- Summative

# Current trends



- Evidence-based
- Results based accountability
- Systems level
- Fidelity
- Experimental
- More rigor
- More!

# Evaluation designs

- Experimental – random assignment
- Quasi-experimental (comparison group)
- Time series
- Pre - post
- Post only
- Case study
- Process

# Trends by Type of Funder



- Foundations, United Way, and County – tend to focus on tracking participant outcomes in a pre/post design
- National foundations – tend to want a more rigorous design, depends on their values
- State – always includes tracking participant outcomes in a pre/post, sometimes includes a more rigorous design
- Federal – always includes tracking participant outcomes in a pre/post, usually includes a more rigorous design

# How Do You Know?



- Control or comparison group
- Outcomes or benchmarks
- Measure success and continuous improvement
- Others you've heard or seen?

# General Guidelines



- Outcome, objective, or evaluation question
- Indicator or measure
- Data tool or instrument
- Data collection procedures
- Data analysis
- Conclusion
- Use

# Resources



- **Innovation Network** . Innovation Network provides knowledge and expertise to help nonprofits and funders learn from their work to improve their results. [www.innonet.org](http://www.innonet.org)
- **The Urban Institute Outcome Indicators Project** . The Outcome Indicators Project provides a framework for tracking nonprofit performance. It suggests candidate outcomes and outcome indicators to assist nonprofit organizations that seek to develop new outcome monitoring processes or improve their existing systems. [www.urban.org/center/cnp/projects/outcomeindicators.cfm](http://www.urban.org/center/cnp/projects/outcomeindicators.cfm)
- **The Evaluation Center (Western Michigan University)**. The Evaluation Center website contains an evaluation bibliography, instruments, models, and tools. [www.wmich.edu/evalctr/](http://www.wmich.edu/evalctr/)
- **Outcome Measurement Resource Network**. The network provides a guide to resources for measuring program outcomes for health, human service, and youth-and-family-serving agencies. It includes examples of outcomes and measures as well as case studies. [www.liveunited.org/outcomes/](http://www.liveunited.org/outcomes/)

## Resources (continued)



- **CDC Evaluation Working Group.** This is a program dedicated to supporting evaluation in public health. The website includes their core product, a [Framework for Program Evaluation](#), as well as an extensive collection of evaluation-related links, including standards, organizations, publications, manuals, and reports in its [resources section](#).  
<http://www.cdc.gov/eval/framework.htm>
- **AHRQ Evidence-based Practice Centers.** Provides a review of clinical, healthy care services, and technical programs.  
<http://www.ahrq.gov/clinic/epcindex.htm>
- **What Works for Health.** Comprehensive listing of health care programs, expected outcomes, and evidence to date.  
<http://whatworksforhealth.wisc.edu/>
- **A Guide to Measuring Advocacy and Policy** prepared for the Annie E. Casey Foundation by Organizational Research Services.  
[www.organizationalresearch.com/publications/a\\_guide\\_to\\_measuring\\_advocacy\\_and\\_policy.pdf](http://www.organizationalresearch.com/publications/a_guide_to_measuring_advocacy_and_policy.pdf)
- **A Handbook of Data Collection Tools:** Companion to A Guide for Measuring Advocacy and Policy. Available online at:  
[www.organizationalresearch.org](http://www.organizationalresearch.org)