



Evaluation: Paint a verbal picture of the difference you plan to make for the groups who will be affected by your organization/program. Use numbers, percentages, etc. to show how many people in these groups you hope to affect.

Learn more → First, revisit your issue. What’s the situation you are trying to correct or improve? In this answer, you will be showing us that the situation is being corrected or improved by your organization/project. There must be a clear link.

Suggestion: Before you respond to this question, complete the matrix on the next page. Once the matrix is complete, it’s a simple matter to put it into prose that will provide an excellent response to this question.

Beware of the following:

- Vague generalities. We want numbers – even if they are aspirations and estimates. Remember that your final report must show how you actually did, compared to how you hope to do, so be realistic.
- Answering by only talking about the method. Simply saying, “We will do a survey”, is not what we are looking for! We want to know whom you are trying to affect, what that affect looks like, about how many of them will be affected, and how you’ll know. To only say, “We will do a survey”, is only one of the four things we are looking for.
- Failure to mention past evaluations. You have studied past programs to see what does and doesn’t work well. Refer to these evaluations. How have you done in the past? What have you learned? We want to know that you are making use of what you are learning.

FROM ISSUE TO PROGRAM TO EVALUATION

What is the issue?	Therefore what do you/will you do about it?	What group will be changed by this program? (The program addresses this issue).	Describe the change in this group's: <ul style="list-style-type: none"> • Condition and/or... • Attitude and/or... • Knowledge and/or... • Behavior and/or... • Skills 	How many, or what % of this group do you hope will be changed by the end of the grant period?	What method will you use to find out if the change has happened? <ul style="list-style-type: none"> • Count • Survey • Pre-post interview or survey • Systematic observation... • Systematic anecdote-collection • Comparison to a group that didn't have this program...etc
Issue #1	Program	Group 1 ----- Group 2 (if there's a second group) ----- Group 3 (if there's a third group) ----- Group 4	----- ----- -----	----- ----- -----	----- ----- -----
Issue #2 (you may have only a single issue)	Program	Group 1 Group 2 Group 3			