



Statement Regarding Outcome Measures

As individual nonprofits and contributors to the public and nonprofit sector, it is vital for each of us to know if and how our activities contribute to helping the Greater Waco community address its challenges and maximize its opportunities.

As a funder, Waco Foundation acknowledges that the outcomes an applicant is likely to propose as part of its grant request will be limited to the immediate or intermediate future, and that the long-term outcomes of today's efforts will generally be beyond the scope of what may be evaluated for a Waco Foundation grant.

We do believe however, that reviewing your organization's inputs, outputs, resources, theory of change and outcomes are still a necessary and valuable part of the service delivery process, particularly if you are interested in growing your work and impact in the community.

When properly crafted, outcome statements can help articulate changes in the knowledge, skills, attitudes, behavior or condition/status of the population you serve; or changes in the status, practice, policies, or procedures that relate to the situation you are trying to address.

There are a number of great resources about outcome measures and evaluation. Here are two we think might be helpful as you seek to navigate how to assess the impact of your efforts:

1. The book, *Trying Hard is Not Good Enough: How to Produce Measurable Improvements for Customers and Communities* by Mark Friedman.

To get help creating and synthesizing your performance measures with others in the Waco area, contact [Prosper Waco](#).

2. *The Basic Guide to Outcomes-Based Evaluation for Nonprofit Organizations with Very Limited Resources*, developed by Carter McNamara, a management consultant in St. Paul, Minnesota. This webpage offers a quick and useful tool for learning more about outcome-based evaluation. This online guide is available to view at: [Free Management Library](#).