



# OUTCOME MEASURES - WHAT FUNDERS ARE LOOKING FOR

WEST TEXAS RURAL PHILANTHROPY DAYS  
AUGUST 1, 2019

Have a willingness to re-look  
at your programs and your  
outcome measurements!

If it ain't broke...BREAK IT!

Sacred Cows Make the Best Burgers

By Robert Kriegel

The image features two thick black L-shaped brackets. One is positioned on the left side, with its horizontal bar at the top and its vertical bar extending downwards. The other is on the right side, with its vertical bar at the top and its horizontal bar at the bottom. These brackets frame the central text.

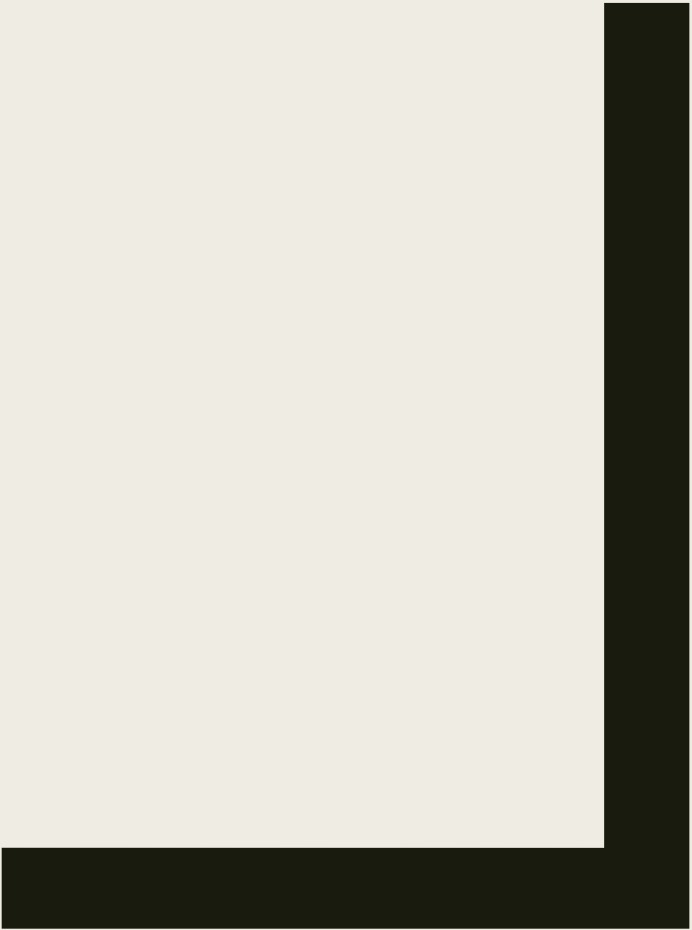
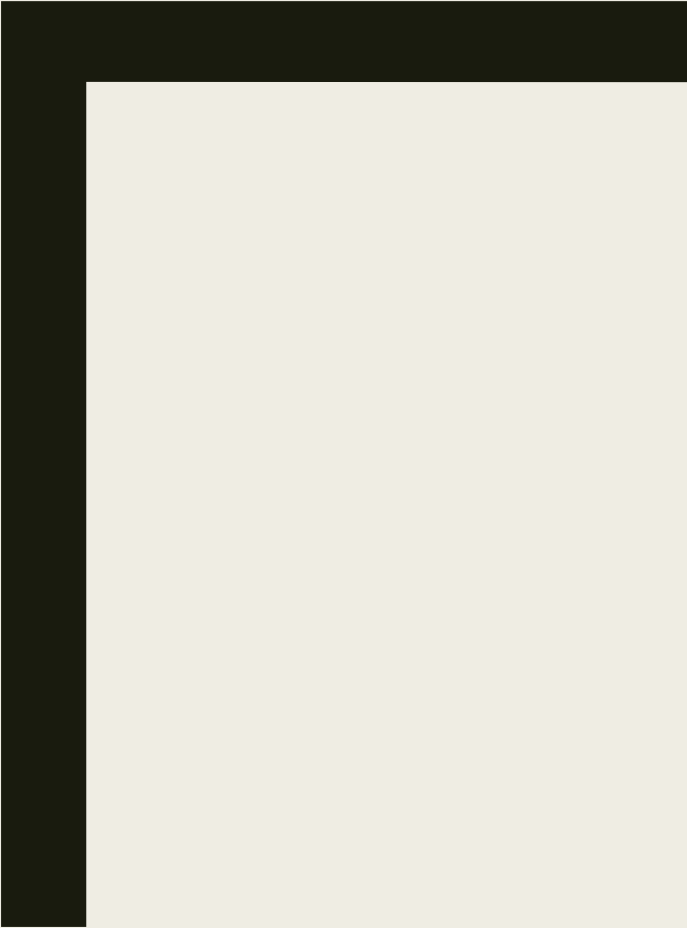
WHY ARE WE TALKING ABOUT  
OUTCOME MEASURES?

- To identify the difference an organization is making in the community
- To recognize the shift in philanthropy from checkbook philanthropy to social investment
- To be prepared for applications with common outcomes and indicators



WHAT ARE WE REALLY  
TALKING ABOUT?

- Outputs (also called activities, services, methods, approaches) - from the perspective of the provider
- Outcomes (also called results, impact, accomplishments) - from the perspective of the recipients, i.e. “What difference does it make?”
- Indicators - a specific, observable, and measurable characteristic or change that will represent achievement of the outcome; data



HOW DO WE  
MAKE IT HAPPEN?

- Identify outcomes, starting with the end in mind
- Identify the best indicators to use and how data will be tracked
- Identify outputs that correspond to each indicator
- Communicate within the organization and complete detailed data recording





SO, WHAT ARE FUNDERS  
LOOKING FOR?



## Alice's Theory

Programs that are making a difference  
and having a positive impact  
that can be demonstrated with  
**measurable and realistic data.**