

Evaluation Climate



- Where do community-based organizations get their money?
- Private donors
- Corporate donors
- Foundations
- Government

Why do these agencies give money?



- Shift in giving philosophy.
 - (1) Private/Corporate donors
 - Investment NOT charity.
 - Money will address, peoples wants, community potential, community aspirations.
 - Your agency DOES NOT have needs, rather, your agency has SOLUTIONS.

Shift in your philosophy of “receiving” is required



- “Men [people] take only their needs into consideration, never their abilities.” – Napoleon
- Consider fund-raising as “the law of the farm, ” you need to cultivate long-term donor relationships. Start by nurturing the soil, laying a foundation for growth.

Shift in giving Philosophy



- Foundations are not interested in providing Band-Aid solutions, rather, supporting community capacity.
- Foundations give to address “root causes” facilitate social change.
- Social Grantmaking.
- 40% of Canadian foundations are involved in some level of social justice.
- “Social Justice” is a loaded term, and is not used “openly”.
- Agencies should keep politics in mind when asking.

Shift in giving Philosophy



- Government agencies give to fulfill needs identified by the electorate.
- The main goal is to be accountable to tax payers.
- Evaluation is a critical component of all giving.
- Challenge for community-based agencies is to strike a balance between what funders want and “in-house” capacity.

What is evaluation?



- A course of action used to assess the value or worth of a program.
- Three types of evaluation.
 - (1) Process evaluation
 - (2) Impact evaluation
 - (3) Outcome evaluation

Two Broad Approaches to Evaluation



(1) External Evaluation

PROS -Objective, rigorous

CONS-Expensive, does not increase “in-house” capacity.

(2) Participatory Evaluation

PROS-increases “in-house” capacity.

-increases chance of changes.

-less costly.

CONS-less objective.

Evaluation Climate



- Now that we've considered the evaluation climate, we can move on to;
 - (1) positioning your agency to conduct an evaluation.
 - (2) learning the stages of evaluation.