



root2fruit 2017-18 Renewal Process

By December 4, **root2fruit grantees** who are completing their first and second year of funding should submit the following to schroeder@evanstonforever.org:

- Brief review of 2017 progress toward outcomes, strategies and indicators
- Changes in plans
- 2018 root2fruit planning and evaluation worksheet (see explanation below)
- 2018 budgets:
 - Organizational budget
 - Use of root2fruit funds

In 2018, grants will be made in two payments, the first at the beginning of the year and the second mid-year, given adequate progress toward outcomes, strategies and indicators as well as participation in site visits/grantee meetings. We will distribute 2018 grant agreements to returning grantees in early January.

We would like to remind all grantees that consistent participation in the site visits is an essential element of the program. Lack of participation may jeopardize future funding.

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2018 ROOT2FRUIT GRANTS: PLANNING & EVALUATION

Terminology

Impact – the *long-term* or aggregate changes in the organization you are aiming for; the desired end result. Your impact is the answer to the question: “What does success look like?” Lots of work produces multiple outcomes over time, which equals impact.

- What is the long-term change we wish to see?

Outcomes – the *short-term changes* in the organization; the intended results within the short- to medium-term. Achievement of outcomes contributes to long-term impact. (Often the terms goal, objective, and outcome are used interchangeably.)

Strategies - the specific activities or interventions that will work toward those outcomes (usually includes action steps and a timeline)

- What combination of activities will help us achieve our outcomes?

Indicators - quantifiable indicators that demonstrate progress towards an outcome.

- How will we know we have accomplished our outcomes?

Example

Impact: Food for Kids will be a strong organization with an effective staff, a well-functioning board, and a successful development plan in order to provide weekend meals for 500 families in Evanston.

Outcomes:

Food for Kids will have an achievable development plan.

Food for Kids will have increased professional staff.

Strategies:

1. Develop job description for half-time Development Director and hire for position by April 1 2018.
2. Development Director, collaborating with Board Development Committee, will create development plan, with particular emphasis on increasing major gifts (\$1,000 and above) and foundation grants by July 1, 2018.

Indicators:

1. Development Director will be hired by April 1 2018.
2. 10 prospects for new or increased major gifts will be identified and in cultivation by October 15, 2018.
3. Two new potential foundations will identified and proposals submitted by November 1, 2018.
4. Fundraising revenue will increase by a minimum of 5% in 2018.

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ROOT2FRUIT GRANTS 2017 PLANNING & EVALUATION WORKSHEET

The following worksheet will be used by the Evanston Community Foundation to create your grant agreement and will be the basis for completing your interim and final reports. Review the information in your grant proposal. **Please e-mail this information to Marybeth Schroeder at schroeder@evanstonforever.org by Friday, December 5, 2016.**

Organization: _____ **Submitted by:** _____
Date: _____

Impact: What is the long-term change in our organization that we wish to see?

Outcomes: What will be the short term changes in our organization?

1. _____
2. _____
3. _____

Strategies: What combination of activities will help us achieve our outcomes? (make sure to include completion dates, to help guide interim and final reporting)

1. _____
2. _____
3. _____

Indicators: How will we know we have accomplished our outcomes?

1. _____
2. _____
3. _____

...include more outcomes, strategies, and indicators as needed...

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