

**PORTSMOUTH GRANT MAKERS**  
**COMMON GRANT APPLICATION FORM – EVALUATION OF PROGRAM/PROJECT**  
Beazley Foundation  
The Portsmouth Community Foundation  
Portsmouth General Hospital Foundation  
**EVALUATING AND REPORTING ON YOUR GRANT**

**OUTCOMES ARE USUALLY:**

- Changes in knowledge
- Changes in attitudes
- Changes in behavior
- Changes in skills

Outcome evaluation measures the results of your efforts. Holding 20 sessions is NOT an outcome. 10 clients with a documented change in behavior, knowledge, attitude, or skills IS an outcome.

Outcomes are usually measured by available data, questionnaires, surveys, interviews, and observation. There must be some baseline data in order to compare and document outcomes (data BEFORE and AFTER your service is delivered). The BEFORE data should be included in your grant proposal where you have identified the need.

**OBTAINING DATA:**

- Local data is available from The Planning Council at [www.theplanningcouncil.org](http://www.theplanningcouncil.org). Click on the link on the home page to *Investment In Priorities*
- U.S. 2000 census data is available at [www.easidemographics.com](http://www.easidemographics.com)
- Virginia Atlas through Virginia Center for Healthy Communities at [www.vahealthycommunities.com](http://www.vahealthycommunities.com)
- Your particular field of service might also have scientific-based data; please use the data in your proposal and when reporting your outcomes
- Reporting on expenses should include a comparison of the submitted projected expenses and the actual expenses

**SOME DATA COLLECTION PRINCIPLES:**

- Style must consider literacy – Keep the words simple. You may have to read questions to some clients.
- Local lingo
- Adults do not like to take tests (always include an “I don’t know” as a possible answer)
- When asking for an opinion (i.e., agree or disagree), be careful to not allow an “I don’t know” or a neutral response
- Don’t ask open-ended questions

**TO ENHANCE YOUR EVALUATION:**

- Simply your forms
- Computerize your data
- Encourage staff to generate questions
- Reward accurate and timely data collection by staff
- Give data back to staff
- Make summary reporting routine