Outcomes Investing

- Understanding outcomes
- Outcomes vs. activities
- Importance of “dose”
- Sparkplug leaders
- Commitment and support of the lead agency
- Commitment of partners to achieve outcomes
I thought you were going to discuss grant writing

Two tips for writing:

1. Understand what the grantmaker is trying to achieve through the funding - make sure your project is a match

2. Answer the question
Outcomes

- How do you define success – meaning results from your services?
  - Comparison to current participant behavior or condition
  - Reducing negative behaviors or conditions
  - Increasing positive behaviors or conditions

Examples:
- improving grades earned and overall school attendance,
- reducing the consumption of sugar sweetened beverages,
- Increasing daily minutes of physical activity

- Changes in behavior and/or condition in your participants. Not activity!
Outcome vs. Activity

- **Activity**: We held four meetings
- **Outcome**: As a result of our four meetings, 200 children are participating in our program

- **Activity**: We offered physical activity for 30 minutes a day in our after school program and served healthy snacks
- **Outcome**: Of the 100 children in our after school program, 75 increased their daily physical activity level to 60 minutes a day and 93 increased their daily fruit and vegetable intake from 2 servings a day to 5 servings a day.
Dose

- **Intensity**: how often do participants need to engage in your project in order to see the results you would like them to achieve?

- **Duration**: for how long do participants need to engage in your project in order to see the results you would like them to achieve?

- **Example**: Participants will engage in our project three times a week, 60 minutes each time, for a period of one year, and once a month, for 60 minutes each time, for a period of one year.
Sparkplug Leaders

- Committed to outcomes
- History of achieving results (not just degrees and credentials)
- Know how to get others on board
- Energized by the project

- Rather have a great leader and a bad plan than a great plan and a bad leader
Agency support

- Aligned with agency mission
- Agency leadership (Executive Director/President and Board) committed to outcomes
Partner Commitment

- Letter of commitment vs. letter of support
- “I think this is great” vs. “here is specifically what I/my agency is willing to do to help achieve results”
Questions?

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