



1

Roll up your sleeves...

By the end of this session, you will be able to:

- Explain how a **theory of change** offers a big-picture reason for your work, *especially useful for funders and advocacy.*
- Explain the purpose of a **logic model** and write a simple one for one of your food bank programs.
- Identify one area of an **evaluation plan** to focus on.

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Your turn

<p>What words come to mind when you think about evaluation?</p>	<p>What emotions come to mind when you think about evaluation?</p>
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Evaluation

Evaluation is a structured process of gathering and analyzing data to understand how well nonprofit programs or practices work. Its goal is to provide insights that guide decisions, foster learning, and support community-driven change.





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“Evaluation is leadership. What if evaluation could help us see better, think better, focus better, and grow our leaders and our organization better?”

- Steve Patty, author of Getting to What Matters

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Types of evaluation

			
AD HOC EVALUATION	MONITORING	FORMATIVE EVALUATION	SUMMATIVE EVALUATION
A quick, one-time check-in to answer a specific question.	Ongoing tracking of activities and participation.	Used while a program is still being developed or improved.	Done at the end to measure overall impact.

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Evaluation answers these questions.

Do our programs work and to what degree?	How can we be more effective and efficient? <small>Where can we improve?</small>	How are we effective according to our objectives?	How are we impacting people's lives in a long-term positive way?	What does not work?	What specific demographic groups are we serving or not serving?	Who should we be collaborating with?
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Food bank questions



- How do we show that we are more than just people handing out food?
- Are we reaching the people in our community who need us most?
- How do our clients experience our food bank?
- Are our partnerships making our work stronger?
- Where can we improve how we deliver food or services?
- Are we using our resources effectively?

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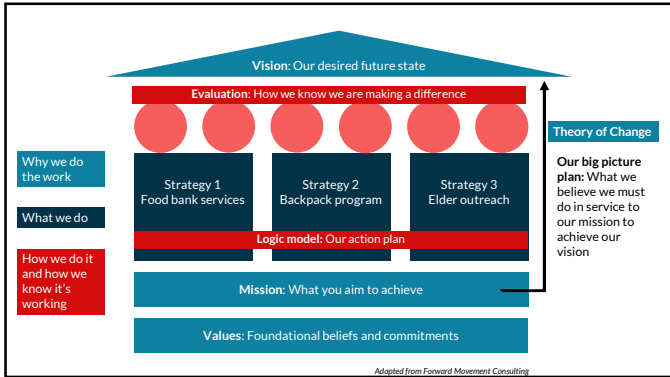
Your turn

Which of these questions would you like to be able to answer better?

Any other question?

- How do we show that we are more than just people handing out food?
- Are we reaching the people in our community who need us most?
- How do our clients experience our food bank?
- Are our partnerships making our work stronger?
- Where can we improve how we deliver food or services?
- Are we using our resources effectively?

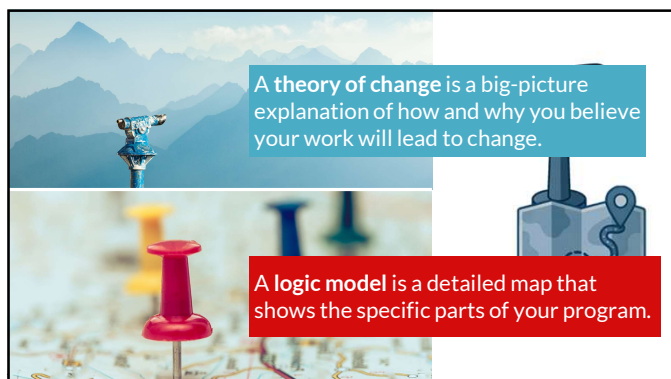
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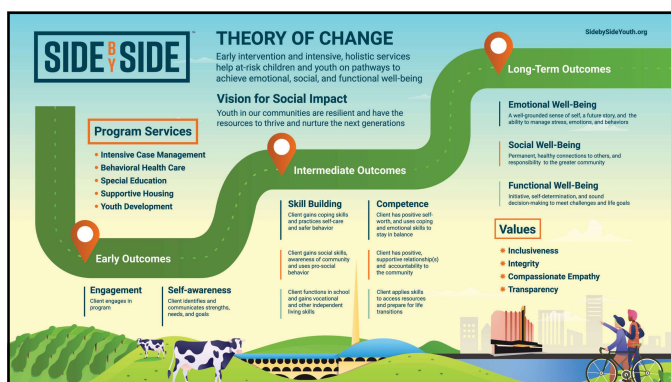
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Theory of Change

A Theory of Change is your **story of impact**—why you believe your actions will create the change you want to see. It includes context, beliefs, and preconditions.

We believe... (state your core assumptions or beliefs).

If we... (describe the work you do),

then... (describe the change you expect to see in people or community).

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Theory of Change

We believe that food is a basic human right and that respect and compassion are essential to building relationships and supporting long-term wellbeing.

If we provide consistent access to nutritious food and treat everyone with dignity, **then** our community members will experience better health, lower stress, and stronger connections to support systems.

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Your turn

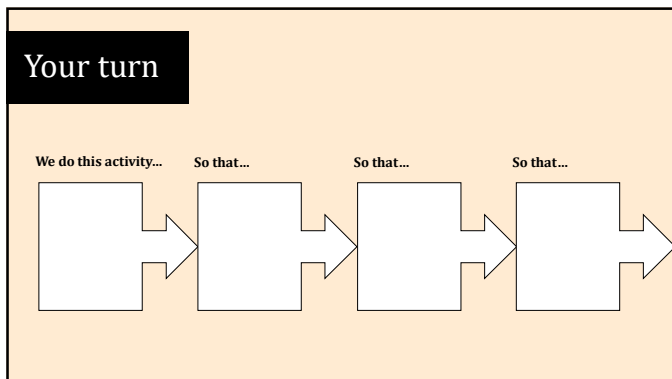
How might you express your Theory of Change?

We believe... (state your core assumptions or beliefs).
If we... (describe the work you do),
then... (describe the change you expect to see in people or community).

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Logic Models

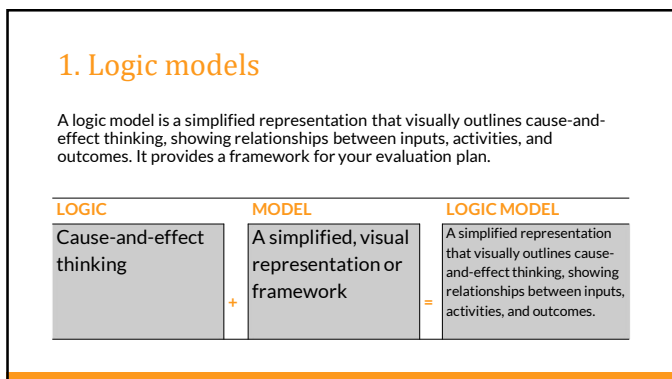
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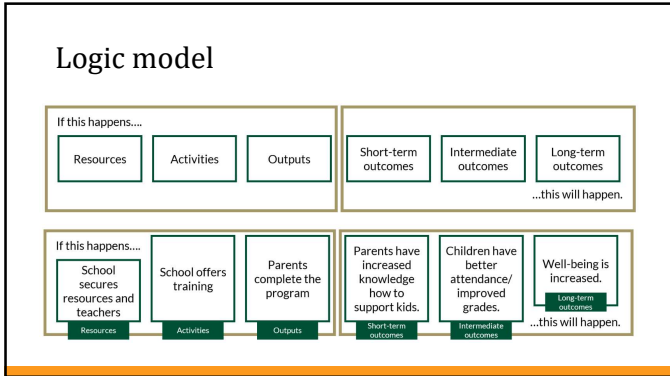
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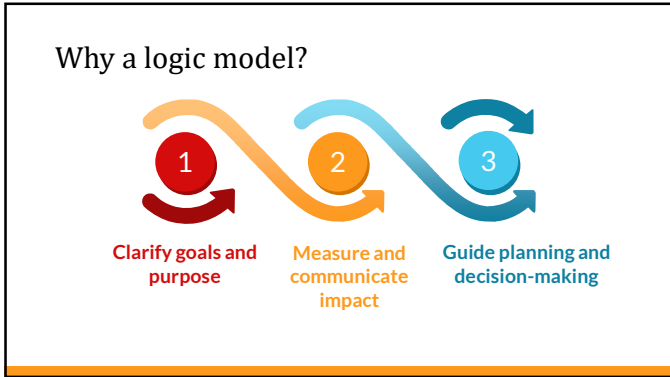
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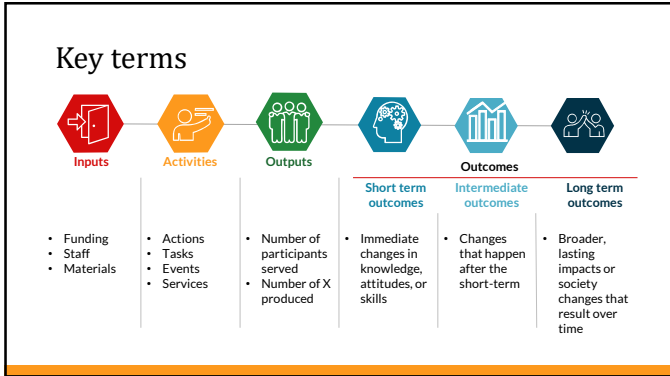
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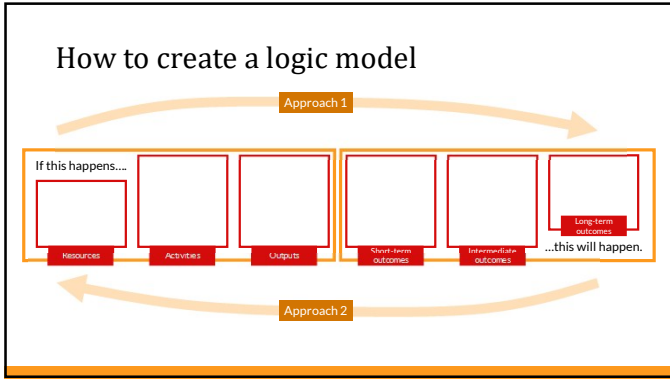
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Your turn

Choose a program or project operating by your organization

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Partners

Logic Model Conversation

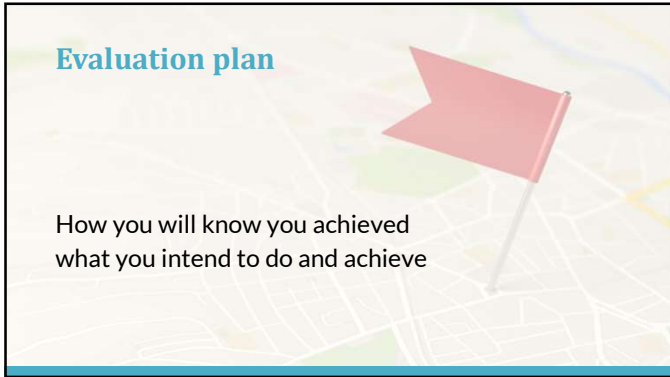
FOR YOUR PARTNER:

- One Strength** – What works well?
- One Missing Piece** – What element might make it better?
- One Question** – What is one thing that you would be curious to know?

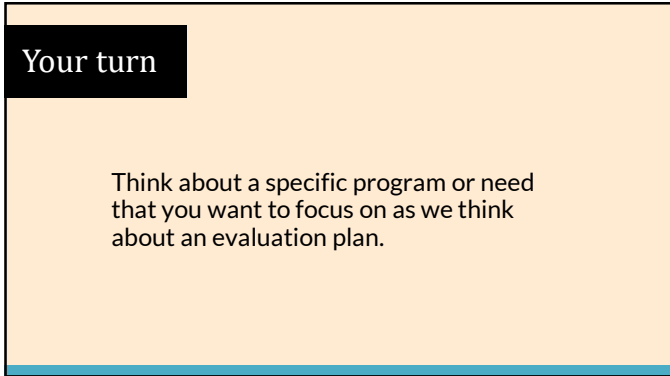
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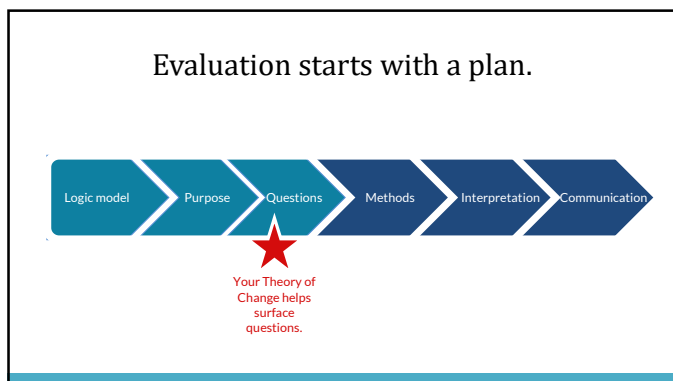
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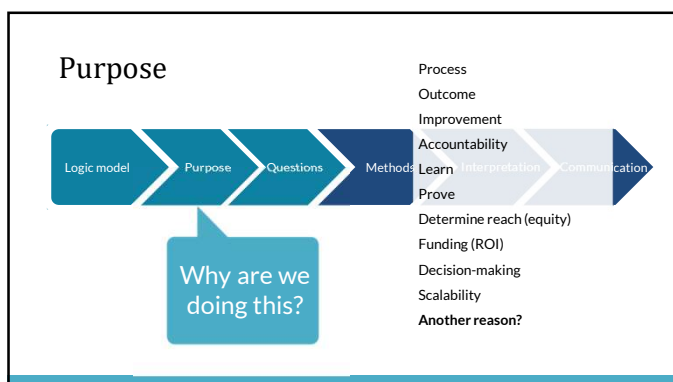
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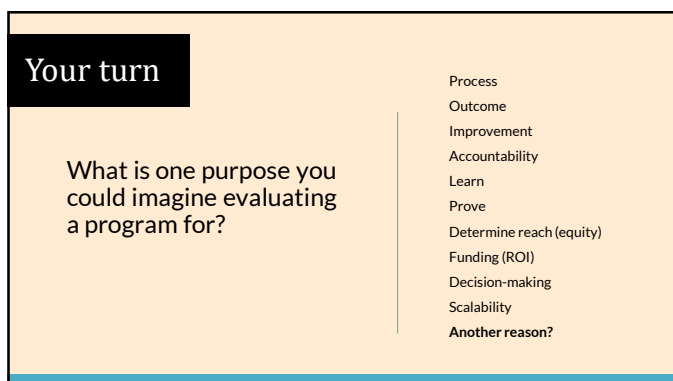
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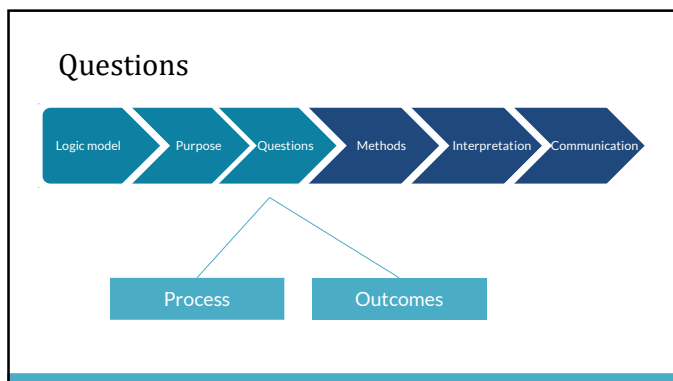
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Questions

Process Evaluation

1. Who participated in the program? Who declined to participate?
2. Did staff members receive **adequate training and support** to carry out the program?
3. What **aspects of the program** worked well and what could be improved?

Outcome Evaluation

1. What were the **changes in awareness and knowledge** among participants as a result of their participation?
2. How did their **intentions/behaviors change** since the program was implemented?
3. What **changes in economic stability** have resulted because of participation in the program?
4. Were there **unintended outcomes** because of employees' and employers' participation in the program?

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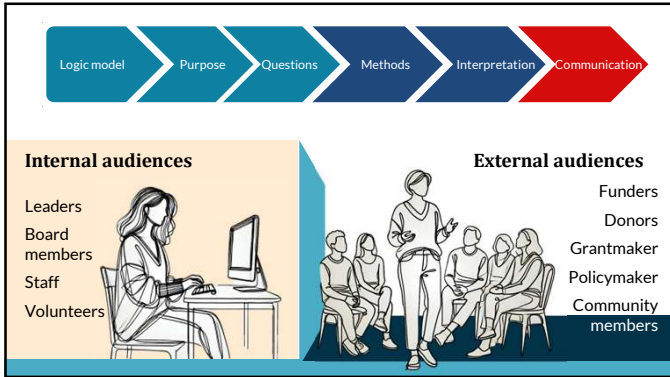
    graph LR
      A[Logic model] --> B[Purpose]
      B --> C[Questions]
      C --> D[Methods]
      D --> E[Interpretation]
      E --> F[Communication]
      D --- G[Ways to see and document what exists]
      D --- H[Tools that build from individual experience]
      D --- I[Group and individual discussions]
      D --- J[Standardized data at scale]
  
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 Ways to see and document what exists Community mapping Observations Field notes	 Tools that build from individual experience Journals/diaries Photovoice Storytelling	 Group and individual discussions Interviews Focus groups	 Standardized data at scale Surveys Questionnaires Online polls Feedback forms
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Your turn

What part of your evaluation plan would you like to spend more time with?

- Logic model (program description)
- Purpose
- Methods
- Interpretation
- Communication

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What is one next step you plan to take?

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Evaluation Made Practical
Tools to tell your story and track your impact

Nancy Bacon
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Nonprofit Learning Center
www.nonprofitlearning.center

Washington Food Coalition

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