Logic Model

The Community Foundation for Greater New Haven

VALLEY COMMUNITY FOUNDATION

Goals	Assumptions	Target Population	Inputs	Activities	Outputs	Outcomes	Outcome Measures

Definitions

Goals

The Goal(s) of a project are the broad statements about what the project is hoping to achieve—what social issue, problem, or need a program is aiming to address and how the program's desired outcomes fit into the larger community, societal context (i.e., ending homelessness, combating discrimination). When thinking about Goals, please do not think in numerical terms.   A project can have multiple Goals. A project's goals should never be for the project to exist, since such a Goal does not speak to the change that the project aims to achieve.

Assumptions

Many projects or initiatives make Assumptions about the people they intend to reach, the quality and/or intensity of the services offered, and/or the environment in which the program operates. It is important to be explicit about the Assumptions that the program makes, since many programs succeed or fail based on whether the Assumptions are realistic. For example, an organization may assume that there is a definitive need for their program, that the target population will have interest and attend an offered program, that the community supports the program and will contribute to it, that staff are qualified or trained to carry out the program consistently, and that the intensity of the program is sufficient enough so that participants will change their behavior or exhibit the desired behavior. What do you assume to be true in order for your program to be effective and make impact?

Target Population

A project should have a well-defined Target Population. The Target Population includes those people, organizations, or other types of entities that the program intends to engage and affect. Rarely does a program engage everybody in an area and never does a program aim to change everyone. People targeted can often be described by demographic characteristics (age, gender, race/ethnicity, sexual orientation, immigration status, place of residence) and/or social and economic characteristics (income level, employment history, etc.)

Inputs

Inputs are the resources /people/items the program requires to operate successfully. Examples if Inputs include staff working on the program and any specific characteristics they possess that are needed for program operation, building or program space, curriculum, and money and in-kind contributions that the program will utilize.

Activities

A program's activities are the specific actions the program plans to carry out. Usually, a program's activities include how the program will be marketed, how the program recruits participants, how the program engages participants (i.e., through training participants, sharing information, and/or providing support to participants) or will be implemented, and any evaluation activities that will occur prior to, during, and at the conclusion of the program.

Outputs

Outputs are the indicators and evidence that a program's intended activities have occurred and answer the questions, "How Many?" and "How Well?".   Outputs should not be confused with outcomes. Examples of Outputs include the # of trainings, meetings or workshops, the # of people enrolled in the program, and the #/% of individuals who completed or performed well in a program.

Outcomes

Outcomes speak to the quality and quantity of change produced by your program and answers the questions, "How will you define the impact of your program and how are those that were served by your program better off?". Outcomes are typically specified by describing any increases in skills and knowledge, changes in attitudes and behaviors, and changes in circumstances that your program hopes to affect in those being served.

Outcome Measures

Outcome Measures are numerical ways of expressing the aforementioned Outcomes of your project. The Outcome Measures that your organization chooses will depend on the realistic and measureable outcomes of your project, data availability, which information is easily accessible, and which information you feel your organization can easily collect. Not every Outcome in your Logic Model requires an Outcome Measure. The Community Foundation strongly encourages every grantee to think of the smallest number of outcome measures that would "make the case" that change has occurred.   Examples of Outcome Measures include #/% of individuals increasing skills and knowledge, #/% of individuals demonstrating changes in attitudes and behaviors, and #/% of individuals with changes circumstances.

Note: A good Program Logic Model should help you think through the logic and likely effectiveness of your program. The same logic model can be used for a variety of funders. Further, the Program Logic Model can be shared with a variety of stakeholders.