Employment and Social Development Canada

Emploi et Développement social Canada

Now and Tomorrow
Excellence in Everything We Do

New Horizons
for Seniors Program

Fact Sheet Series 4

Engaging Seniors, Strengthening Communities

Developing, Measuring and Reporting Project Results

This fact sheet provides ideas on how to develop, measure and report the results of your project. Before submitting an application for funding, your organization should consider the "results" of a potential project during the planning phase.

Results are the outcomes of your project that can be measured by observing the impact of the project activities (qualitative) or numerically with records and statistics (quantitative). They can be observed internally (within your organization) or externally (in the community-at-large). Results are specific and concrete and represent an important measurement tool in assessing the success of a project.

Results help your organization to understand:
- whether your project achieved its goal or not;
- what benefits or changes came out of your project;
- how your project could be improved to achieve its goal(s); and
- how to plan and further develop a future project idea.

Why should you measure your results?
Being able to assess the results of your project activities helps you to:

- determine the strengths and weaknesses of your project so your organization can improve its activities for seniors. What did we do well? What could we do next time to make it better?
- determine how your organization met the needs of its audience. How did seniors and the community benefit?

Reporting results shows good project management and may help if your organization applies for funding for future projects from Employment and Social Development Canada.

How to develop good projects results
While developing your organization's application for New Horizons for Seniors Program funding, three key areas should be considered:

- What is your organization trying to achieve with this project? What is the primary goal? Are there any secondary goals?
- How will your organization reach its goals? What are the project's planned activities?
- How will results be measured? Will a questionnaire be used to assess the success of your project? What will be the target dates to measure and assess results?

Planning your project activities to measure results
A good project proposal will clearly define project activities and expected results. Your application should include a list of expected results for each key activity of the project; this will help you to plan each stage of the project, and will help you to think about the overall purpose of your project.

Canada

The New Horizons for Seniors Program application form asks you to explain the anticipated results of your project. Anticipated results can be stated in many ways. For example: increased number of seniors using public transport in their community;

- increased awareness/knowledge of elder abuse;
- greater understanding of local heritage by community youth.
- proposed renovation allowed current or new activities can be delivered.

How will you measure your results?
Results can be measured numerically through **quantitative** estimates and statistics or descriptively through **qualitative** observations.

Example of a quantitative result:

- 82 percent of participants reported they made new friends as a result of our project.

Example of a qualitative result:

- Seniors who participated in the workshop on volunteerism expressed
  a high-level of satisfaction with the way the information was presented. Seniors are now confident and equipped to become more actively involved in their community.

When do you measure your results?
Ideally, data should be collected **before, during** and **after** your project.

For example:
Before: If your organization wants to see more rural seniors participate in an activity or program, you would need to know how many rural seniors already participate.

During: While running your project, an attendance sheet could be used to track how many rural seniors attend activities.

After: At the end of your project, compare the total number of rural seniors that participated versus the number of rural seniors who were already participating.

When do you report your results?
A final report must be completed and submitted to Employment and Social Development Canada within 30 days of your project's end date.

With whom should you share your results?
We encourage you to share the results of your project with the people who were involved: participants, volunteers, employees, funding partners, and other organizations like yours, as well as with the community-at-large.

Sharing information benefits everyone, and might encourage new volunteers and new members. It will also showcase the accomplishments of your organization.

Clear Results	Unclear Results
☝ Over the past year, **30 more** seniors participated in activities at the ABC Community Centre **as a result of our project**.	☝ This project's activities developed a program that allowed more seniors to participate at the ABC Community Centre.
☝ Seniors developed a reading program for school-aged youth. Students' reading comprehension increased **when compared to their first-term grades.**	☝ Children and seniors participated in an after-school reading program developed by our organization.

For information on the New Horizons for Seniors Program, visit **www.esdc.gc.ca/seniors** or call **1-800-277-9914** and select "0" to speak with an agent.