



# New Horizons for Seniors Program

## *Engaging Seniors, Strengthening Communities*



## Developing, Measuring and Reporting Project Results

This tip 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 “anticipated results” of a potential project during the planning phase.

Results are the outcomes of your project that can be measured in different ways. You can gauge project results by observing the impact of the project activities. You can evaluate your project numerically using records and statistics. Results can be observed by those within your organization or by 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 measure 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?)
- 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 from Employment and Social Development Canada for future projects.

### What are anticipated project 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 activities are planned for the project?
- How will project results be measured? Will a questionnaire be used to assess the success of your project? What will the target dates to measure and assess results be?

### 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.

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; or
- proposed renovation allowed current at-risk activities or new activities to be delivered.

### How to measure 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 to measure results

Ideally, data should be collected before, during and after your project so you can document clear and measurable results.

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 to report results

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



## Who you should share results with

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 may encourage participation by 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 improved, as compared to their first term grades.	Children and seniors participated in an after-school reading program developed by our organization.

## More information

For information on the New Horizons for Seniors Program, visit [Canada.ca/funding-new-horizons-seniors-community](http://Canada.ca/funding-new-horizons-seniors-community) or call **1-800-277-9914** and select "0".

### **New Horizons for Seniors Program – Developing, Measuring and Reporting Project Results**

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