



Identifying Outcomes

Use this framework to identify what outcomes your programs or organization is seeking to achieve. If you need additional support contact info@delawarenonprofit.org

Community Need Statement that includes:

a. A brief description of the community-level need the program is designed to address – Example for a Wilmington AIDS program: *“The public health problem of HIV/AIDS in Delaware is largely a product of unsafe behaviors that transmit the virus, namely injection drug users who share contaminated syringes and heterosexuals who have unprotected sex.”*

b. Credible data documenting the extent of the need – Example: *While Wilmington comprises 14% of the New Castle County population, it accounts for 40% of the county’s individuals living with HIV/stage 3 (AIDS) Source: Department of Public Health’s 2016 Delaware AIDS Surveillance Report*

Community Need Statement and Supporting Data

Target Population – The people or community the program services are designed to change.

- The people or community at risk of experiencing the need, and/or
- The people or community experiencing the need or problem

Target Population's Needs – List specific target population (or community) *behaviors, situations, or conditions* that need to change or be improved as a result of the services provided

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Services – Describe the primary services and their purpose or focus thus conveying how they can effectively address the targeted client or community needs.

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Program Outcomes – List the desired benefits for participants or communities during or after their involvement with the program.

- Describe intended changes in skills, knowledge, behavior, or condition that are reasonable expectations of what can result from the services provided.

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