



Georgia
Evaluation Resource Center
Because results matter.

Healthcare Georgia Foundation's Evaluation Resource Center (ERC) offers evaluation tools and services tailored to help nonprofit health organizations achieve better outcomes.

For more information, visit
www.georgiaerc.org

The ERC is directed and funded by Healthcare Georgia Foundation.

Evaluation Coaching Offered by Healthcare Georgia Foundation

What is Evaluation Coaching?

Evaluation Coaching is evaluation assistance offered by Healthcare Georgia Foundation and the ERC, free of charge, to applicants or grantees in response to selected funding announcements. Examples include Foundation Requests for Proposals (RFP), and Notifications of Funding Availability (NOFA) such as General Operating and Direct Services.

Why is Evaluation Coaching offered by the Foundation?

In an era of limited resources and competitive funding, health nonprofits must be able to demonstrate results in order to warrant further investments in their programs and organizations. However, many nonprofits are challenged in their ability to capture meaningful data, and use those data to improve effectiveness and communicate impact. The Foundation recognizes this, and provides evaluation support in an effort to help health nonprofits achieve better outcomes. Specifically, evaluation coaching provided by the ERC in response to selected funding announcements helps applicants and grantees to develop and measure meaningful outcomes aligned with the Foundation's mission.

Who receives Evaluation Coaching? And when?

Applicants for selected funding announcements

As part of the proposal development for a specific Foundation funding announcement, all applicants may contact the ERC for one hour of phone-based assistance in defining outcomes, writing your Case Statement, putting together your evaluation plan, and developing a logic model (as required). This service is optional, and is offered with the goal of improving the quality of the evaluation components of any proposal to the Foundation.

Grantees of selected funding announcements

Once a grant has been awarded, grantees of selected funding announcements are required to participate in a post-award Coaching Call with the ERC. During this call, grantees work with the ERC to develop indicators. For General Operating grantees, these indicators measure organizational capacity. For other grantees, including Direct Services Grant Program, these indicators measure outcomes that can be realistically achieved by the end of the grant period.

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How should you prepare for your Coaching Call?

Applicants

To benefit from this assistance, applicants should have already developed their funding proposal, and have drafted their Case Statement, outcomes, logic model (when required) and evaluation portion of their proposal. Sending this to the Foundation's Director of Evaluation in advance of the scheduled call will allow you to receive customized feedback on your proposal.

Grantees

All Foundation grantees participate in a required online Grantee Orientation. During this time, you will hear from the Foundation's Director of Evaluation regarding evaluation expectations of your grant. You will also receive an Evaluation Planning Worksheet. You will be asked to complete this worksheet, to the best of your ability,

and email it to the Foundation's Director of Evaluation prior to your post-award Coaching Call. Using this worksheet, you will work through the evaluation of your Foundation-funded program.

What can you expect during your Coaching Call?

Help with evaluation design

By reviewing your logic model or program outline, the ERC can help you determine what success looks like, and what outcomes and indicators will help you measure progress toward those end goals.

Help with evaluation methods

The ERC can provide you with suggestions for evaluation methods as well as data sources to measure outcomes of interest to you and your stakeholders. While post-program surveys of your participants or patients are important, there may be additional

ways of measuring progress toward critical long-term outcomes that are more meaningful, accurate, valid, and also cost-effective.

A different perspective

It can be easy to become so enmeshed in programs and projects that the big picture is forgotten. Invariably at some point throughout your call, the ERC will ask you – “What would success look like in this area?” That question can help keep you on track as you are developing your proposal to the Foundation, as well as when communicating your program's strategy and results to any stakeholders.

About Healthcare Georgia Foundation

Healthcare Georgia Foundation is a statewide, private independent foundation. Through its strategic grantmaking, Healthcare Georgia Foundation supports organizations that drive positive change, promotes programs that improve health and healthcare among underserved individuals and communities, and connects people, partners and resources across Georgia.

ERC Services and Products

Healthcare Georgia Foundation's Evaluation Resource Center offers evaluation tools and services tailored to help nonprofit health organizations achieve better outcomes.

Coaching and Technical Assistance

As described above, the ERC provides coaching and technical assistance services tailored to each organization and designed to build evaluation capacity.

Training and Peer Learning

Formal and informal trainings are combined with the sharing of lessons learned, challenges,

and successes in evaluation across nonprofit health organizations. These opportunities are offered to groups of grantees participating in the Foundation's strategic grantmaking programs such as Childhood Obesity Prevention Program, School-Based Health Centers, and Taking Care of You – Evidence-Based Approaches to Reducing Adverse Birth Outcomes.

Evaluation Toolkit and Website

The ERC Toolkit is an online, step-by-step, interactive guide to program evaluation. The Toolkit uses Georgia-specific case studies reflecting best practices from a variety of evaluation resources. Access to the Toolkit

is available on the ERC website at www.georgiaerc.org, which contains other evaluation-related publications, videos, and resources relevant to health nonprofits in Georgia.

Evaluator Referral Service

The ERC has developed relationships with Evaluation Partners – highly qualified evaluators, experienced in working with small to medium-sized health nonprofits. Any health nonprofit in Georgia may contact the ERC for assistance in procuring evaluation services from one of the Foundation's Evaluation Referral Partners.

For more information, please contact Maddy Frey, Director of Evaluation, at mfrey@healthcaregeorgia.org

Healthcare Georgia Foundation
grantmaking for health



Our mission is to advance the health of all Georgians and to expand access to affordable, quality healthcare for underserved individuals and communities.

To learn more, visit www.healthcaregeorgia.org

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