Evaluation Guide for Food-Related Projects (CNEF Application, Question on "Measuring Impact")

This tool will help you develop an evaluation plan and answer the question about "Measuring your Impact" on your Creating New Economies Fund (CNEF) application. Please note: this tool **only applies to food-related projects**.

To use this tool:

1. Determine the general type of food-related programming for your proposed project (JUMP to sections on: **Food Pantry/ Food Distribution**, **Cooking / Nutrition Education**, **Youth Programming**, **Food Sales**, or **Garden/ Growing Projects**) or scroll down to view.
2. Think about the goal of your project (WHY are you doing your project?). See if the goal is listed and look through other project types listed as well. Your CNEF project may include aspects of multiple project types. For example, you might apply for a youth-led garden program or a food pantry with nutrition education classes.
3. This rest of the row will provide you with an indictor (what you will measure) and tools to help you track and collect the data.

Other notes:

- This is only meant to be a helpful guide. Please feel free to come up with your own goals and measures!
- Keep it manageable! You do not need to measure EVERYTHING -- only what's important to you and doable!
- Try and include at least ONE goal from each triple bottom line category (economic, social justice, environmental) so you can demonstrate triple-bottom line change at the end of the project period.

FOOD PROJECT TYPE: FOOD PANTRY/ FOOD DISTRIBUTION PROGRAM

GOAL: What change do you hope to see as a result of your project?	INDICATOR: What will you measure?	DATA TOOL: How will you collect information?	TRIPLE BOTTOM LINE RESULT
Increase food security	lbs of food distributed	Scale; invoice from farmers	Social justice
	Number of families/ individuals served	Registration list; sign-in sheet; counting cars/individuals; track how many boxes are going out the door and calculate people served	Social justice
	# food boxes distributed	Inventory/count and track boxes that are being distributed	Social justice
Support local farmers	Amount of $ going directly to local food purchases	Spreadsheet of purchases; track invoices	Economic, Environmental
	# of local farmers supported	Track invoices and count total number of farms	Economic, Environmental
	# lbs of food purchased directly from local farmers	Track invoices and add to spreadsheet of purchases	Economic, Environmental

Increase consumption of healthy foods	# of people or % of participants who report eating all or most of the food given to them	Feedback surveys	Social justice
	% of participants who say they've increased their consumption of fruits and vegetables as a result of the program	Feedback surveys	Social justice
Improve access to healthy/fresh/local food	lbs of food moved	Invoices (if buying from farmers); harvest logs (if coming from garden)	Social justice
	Number of families/ individuals served	Registration list; sign-in sheet; count cars/individuals; track how many boxes are going out the door and calculate people served	Social justice
Improve access to culturally appropriate food	Number of families who request and are provided with culturally appropriate foods	Surveys; registration or sign-in information	Social justice
	lbs of culturally appropriate food moved	invoices or receipts (if buying from farmers, grocery, or food bank); harvest logs (if coming from garden)	Social justice, economic (if buying from local farmers)
Support minority farmers	Amount of $ going directly to local food purchases from minority farmers	Track bank statements/checks cut to farmers	Social justice, economic
	Number of local farmers supported	Track invoices and count total number of farms	Social justice, economic
Support local farmers with sustainable growing practices (organic, no till, etc.)	Amount of $ going directly to local food purchases from farmers with sustainable growing practices	Track bank statements/checks cut to farmers	Environmental
	Number of local farmers supported who use sustainable growing practices	Track invoices and count total number of farms	Environmental
Participant satisfaction	# or % of participants who utilized most or all of the produce	Feedback surveys	Social justice
	% of participants who rate the program highly	Feedback surveys	Social justice
	% of participants who say they'd participate if the program was offered again	Feedback surveys	Social justice

FOOD PROJECT TYPE: COOKING / NUTRITION EDUCATION PROGRAM

GOAL: What change do you hope to see as a result of your project?	INDICATOR: What will you measure?	DATA TOOL: How will you collect information?	TRIPLE BOTTOM LINE RESULT
Improve nutrition knowledge	Number of participants who demonstrate or report increased nutrition knowledge	Pre + post test; survey for self-reported increase in knowledge	Social Justice
Improve cooking skills	Number of participants who demonstrate or report increased cooking skills	Pre + post test; survey for self-reported increase in knowledge; cooking demonstration or competition/observation	Social Justice
Get kids to try and like new foods	# of kids who try new foods; # of kids who self-report liking new foods	Observation; Yum vs. Yuk Activity	Social Justice
Get kids to choose healthier food options when given the choice	# of participants/ % of participants who demonstrate choosing healthy options over unhealthy options	Observation (test them by giving the choice of two options: one healthy, one unhealthy)	Social Justice
Participant satisfaction	% of participants who rate the program highly	Feedback surveys	Social justice
	% of participants who say they'd participate if the program was offered again	Feedback surveys	Social justice

FOOD PROJECT TYPE: YOUTH PROGRAMMING

GOAL: What change do you hope to see as a result of your project?	INDICATOR: What will you measure?	DATA TOOL: How will you collect information?	TRIPLE BOTTOM LINE RESULT
Expose youth to careers in agriculture and natural resources	# of careers youth are introduced to through the project; # of college trips; # of job shadowing opportunities	Keep track via a program schedule; event tracking spreadsheet	Economic, Social, Environmental
Increase interest in careers in agriculture and natural resources	Number of youth who report increased interest in agriculture and natural resource-based careers; # of youth who choose majors/get jobs in ag or natural resources as a result of the project	self-reflections/ journaling exercises; surveys; interviews	Economic, Social, Environmental

Improve youth confidence in STEM abilities	Number or percentage of youth who report increased confidence in their science, technology, math, and/orenvironmental science abilities	Pre/post survey; self-reflections/ journaling excercises; surveys';interviews	Economic, Social justice
Improve youth job readiness	Number of percentage of youth who report increased confidence in leadership abilities // customer service skills // time management // professionalism; # of youth who create resumes and cover letters	self-reflections/ journaling exercises; surveys; interviews; observation/demonstration of experience	Economic, Social
Improve entrepreneurial skills in youth	Number or percentage of youth who demonstrate ability to calculate revenue and profit // set the right price for a product to make a profit //market a product // keep customers happy, etc.	self-reflections/ journaling exercises; surveys; interviews; observation/demonstration of experience	Economic
Participant satisfaction	Percentage of participants who rate the program highly	Feedback surveys	Social justice
	Percentage of participants who say they'd participate if the program was offered again	Feedback surveys	Social justice

FOOD PROJECT TYPE: FOOD SALES (eg., farmers market, mobile market, food box program,etc.)

GOAL: What change do you hope to see as a result of your project?	INDICATOR: What will you measure?	DATA TOOL: How will you collect information?	TRIPLE BOTTOM LINE RESULT
Improve access to healthy/fresh/local food	lbs of food distributed	invoices (if buying from farmers); harvest logs (if coming from garden)	Social justice
	# of customers	Track # daily transactions; count # individuals at market (clicker or tally counter)	Social justice
Improve entrepreneurial skills in youth	# or % of youth who demonstrate ability to calculate revenue and profit // set the right price for a product to make a profit //market a product // keep customers happy, etc.	self-reflections/ journaling exercises; surveys; interviews; observation/demonstration of experience	Economic

Increase incomes for farmers	Farmer sales; farmer profit	Track bank statements/checks cut to farmers; anonymous survey at end of each market for farmers to report their sales and profit & track profit and losses to determine overall increased farm income	Economic
Support local farmers with sustainable growing practices (organic, no till, etc.)	Amount of $ going directly to local food purchases from farmers with sustainable growing practices	Track bank statements/checks cut to farmers	Environmental
	Number of local farmers supported who use sustainable growing practices	Track invoices and count total number of farms	Environmental
Improve sustainability of programs	Profit generated from sales	Track revenue vs. costs associated with the project	Economic
	Number of grants/ additional amount of money the organization needs to raise to cover its organizational costs	Organizational expenses/ profit generated from sales; grants database to track grants applied for and awarded	Economic
Participant satisfaction	Percentage of participants who rate the program highly	Feedback surveys	Social justice
	Percentage of participants who say they'd participate if the program was offered again	Feedback surveys	Social justice

FOOD PROJECT TYPE: GARDEN / GROWING PROJECT

GOAL: What change do you hope to see as a result of your project?	INDICATOR: What will you measure?	DATA TOOL: How will you collect information?	TRIPLE BOTTOM LINE RESULT
Improve gardening knowledge	Number of participants who demonstrate or report increased gardening knowledge	Pre + Post test; survey for self-reported increase in knowledge; demonstrations/observation	Environmental
Get kids to try and like new foods	# of kids who try new foods; # of kids who self-report liking new foods	Observation; Yum vs. Yuk Activity	Social Justice
Get kids to choose healthier food options when given the choice	Number of participants who demonstrate or report increased cooking skills	Observation	Social Justice

Increase food security	lbs of food moved	Scale; harvest log	Social justice
	Number of families/ individuals in need served	Registration list; sign-in sheet; counting cars/individuals; track how many boxes are going out the door and calculate people served	Social justice
Improve access to healthy/fresh/local food	lbs of food moved	Scale + tracking sheet	Social justice, Environmental
	Number of families/ individuals in need served	Registration list; sign-in sheet; counting and tracking cars/individuals	Social justice, Environmental
Develop/ improve job skills	# or % of participants who report increased confidence in leadership abilities // customer service skills // time management // professionalism // teamwork	Feedback surveys; observation; reflection exercises	Social justice, Economic
Participant satisfaction	% of participants who rate the program highly	Feedback surveys	Social justice
	% of participants who say they'd participate if the program was offered again	Feedback surveys	Social justice