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CANADA

The State of Evaluation

Winnipeg, March 2019

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RBC Foundation



Background

The narrative project

The narrative

Desire to find new ways to talk to Canadians about the contributions charities make to society.

Shift conversation away from dominant focus on factors such as:

- administrative overhead
- executive compensation
- rankings / race to the bottom
- advocacy / foreign funding

Towards broader perspective focusing on impact and what charities accomplish.





Online Depictions of Impact

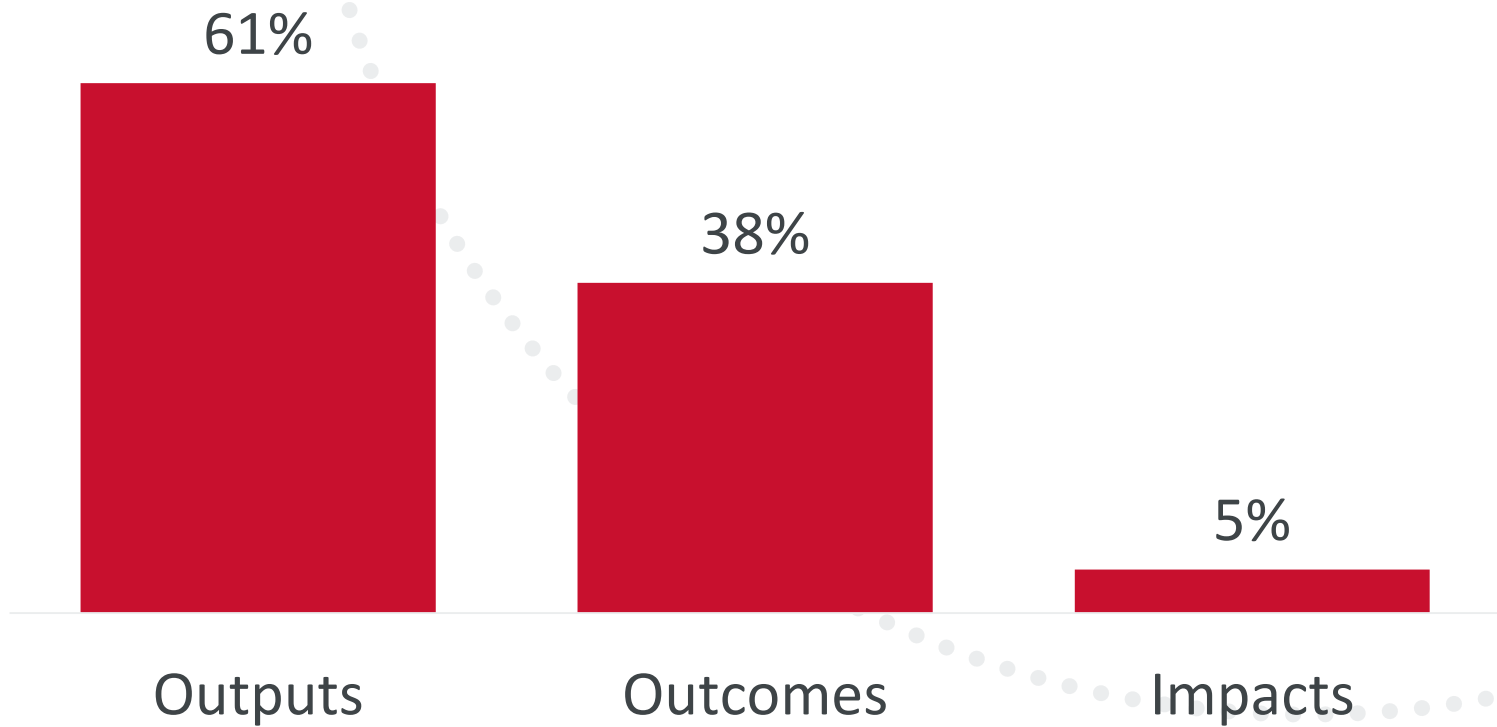
Effect types

Outputs: what is produced or offered by an organization (i.e. workshops, services, products, programs)

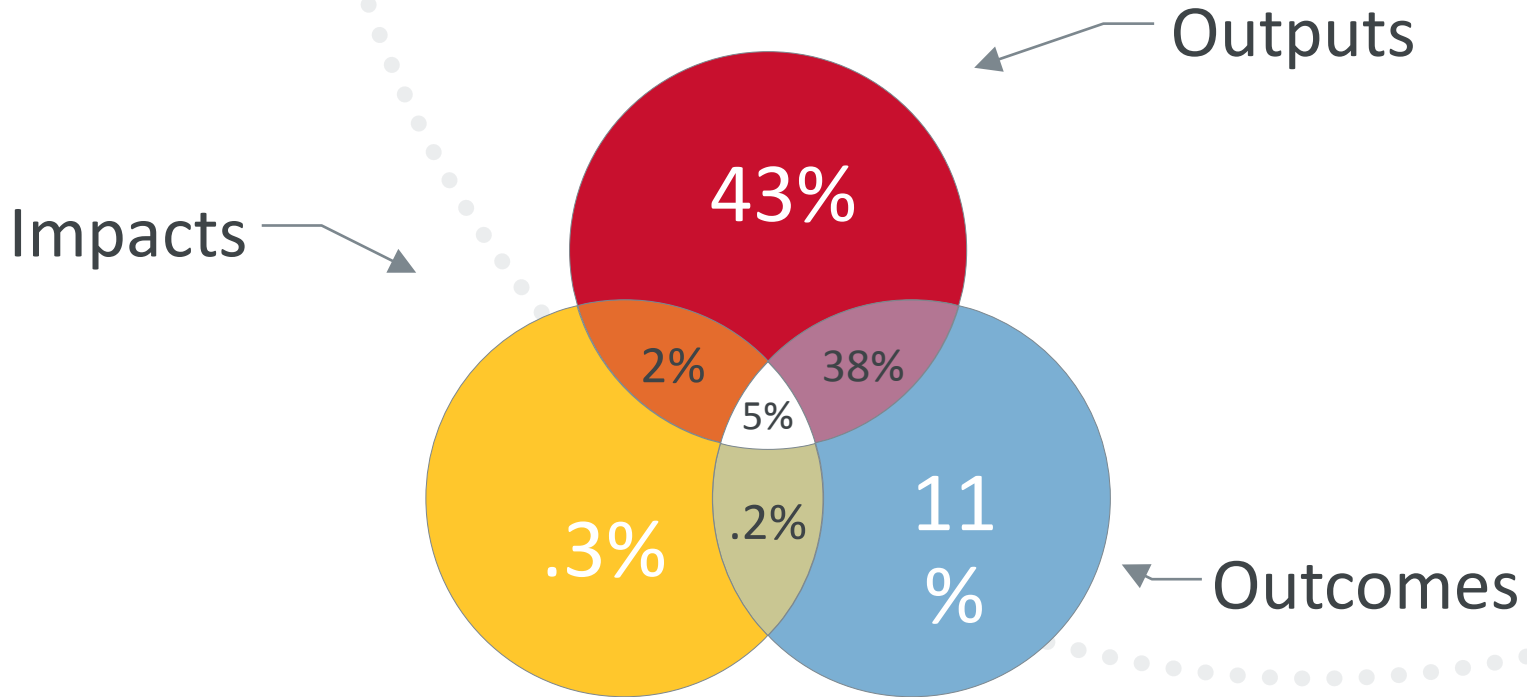
Outcomes: results achieved as a result of organizational outputs (i.e. new skills, desirable behavioural changes, improved living conditions)

Impact: results achieved at a societal or regional level as a result of intervention (i.e. program participants benefit society or economy)

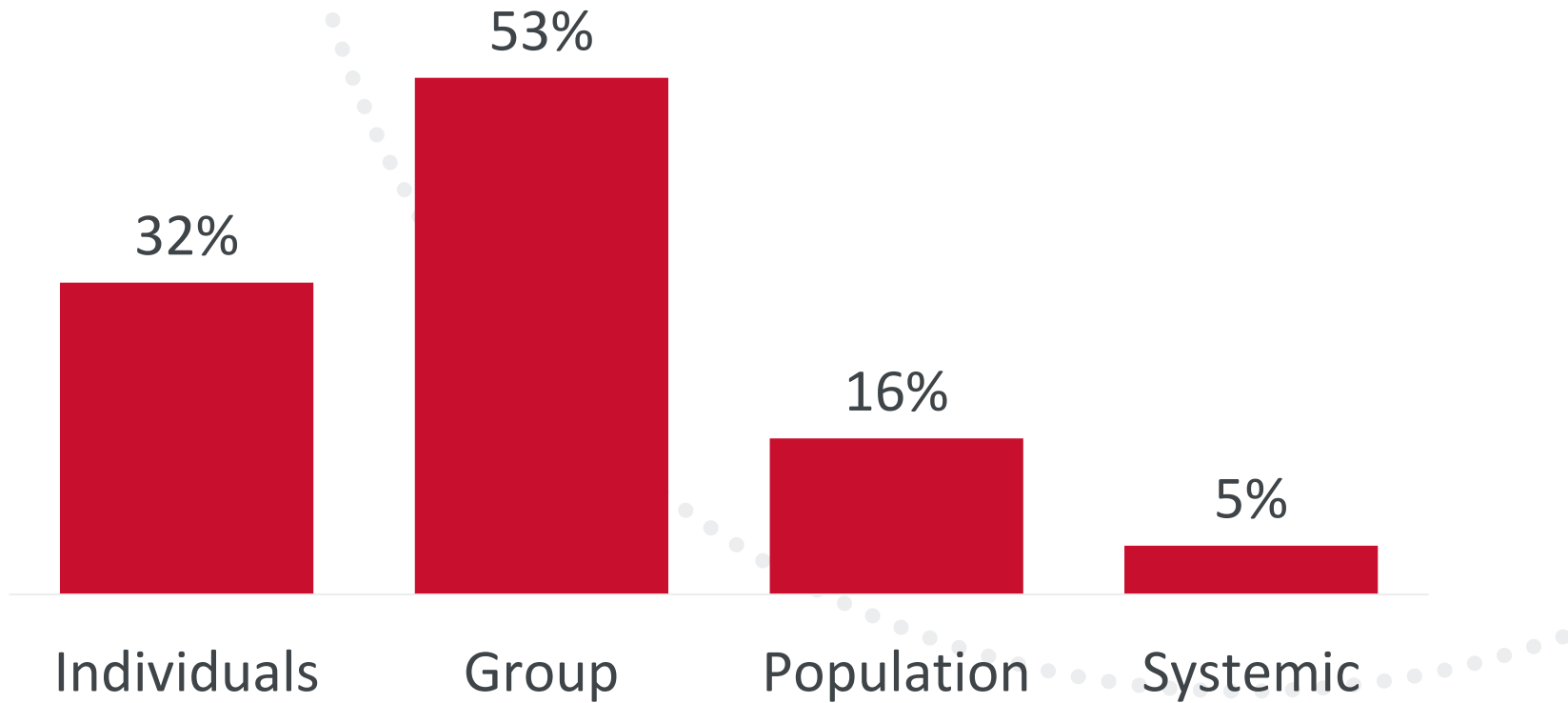
Public depictions of impact - types



Hierarchy of public depictions



Public depictions of impact - targets

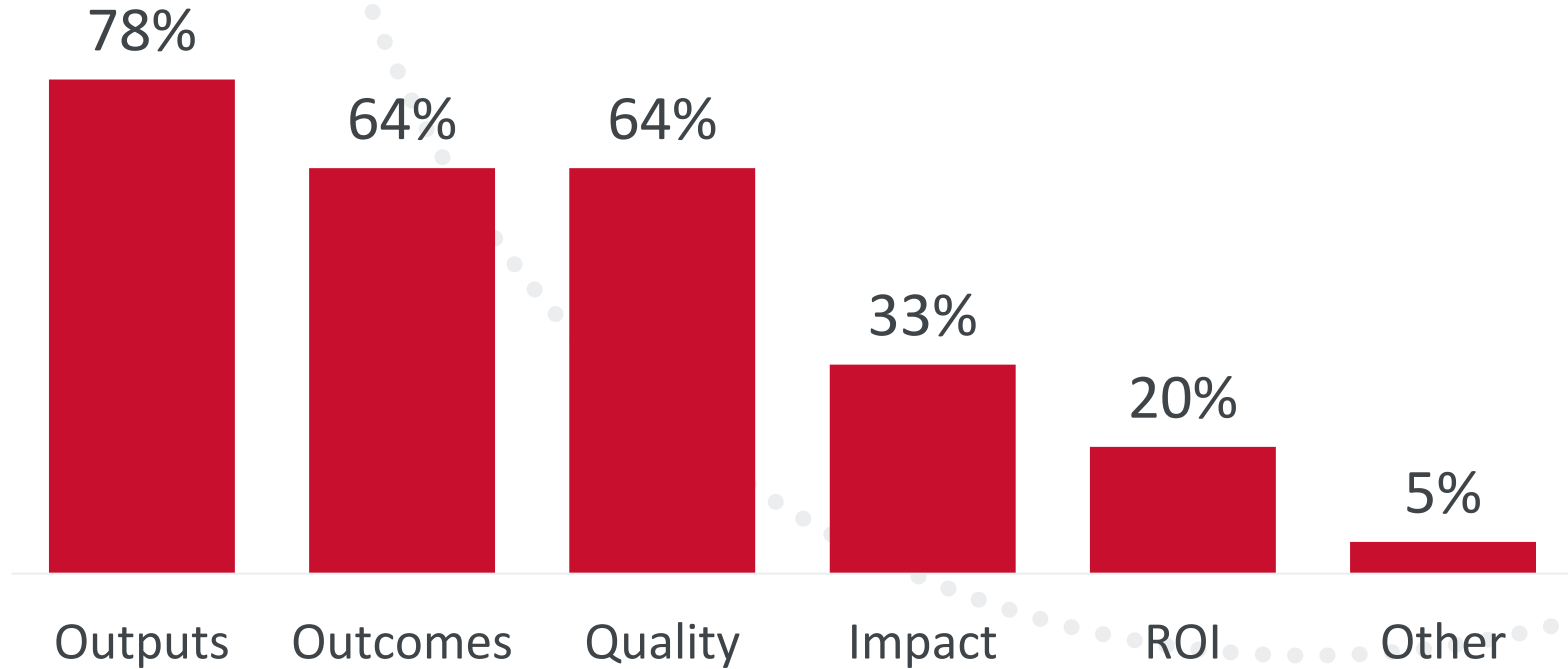




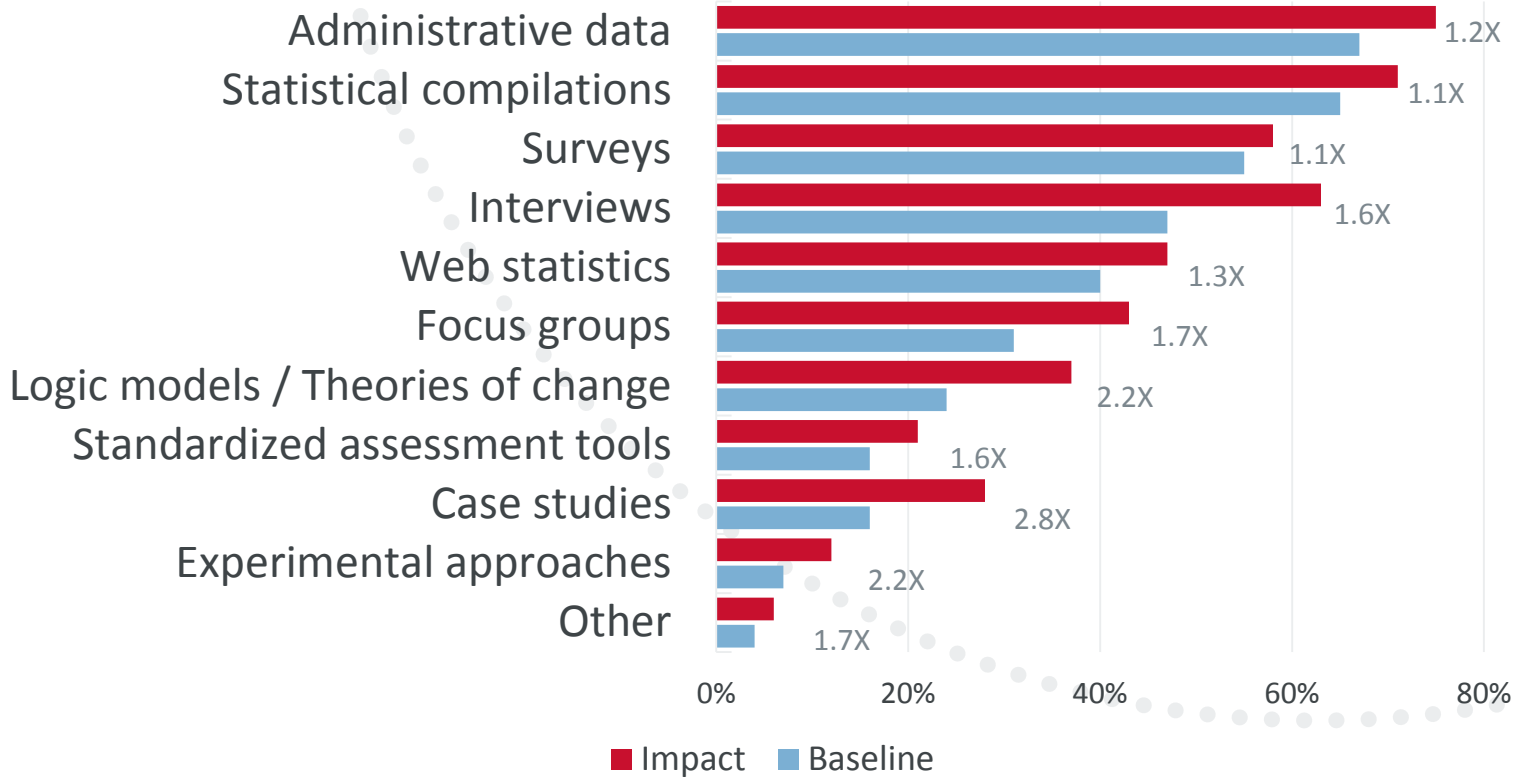
Survey Findings

State of Evaluation

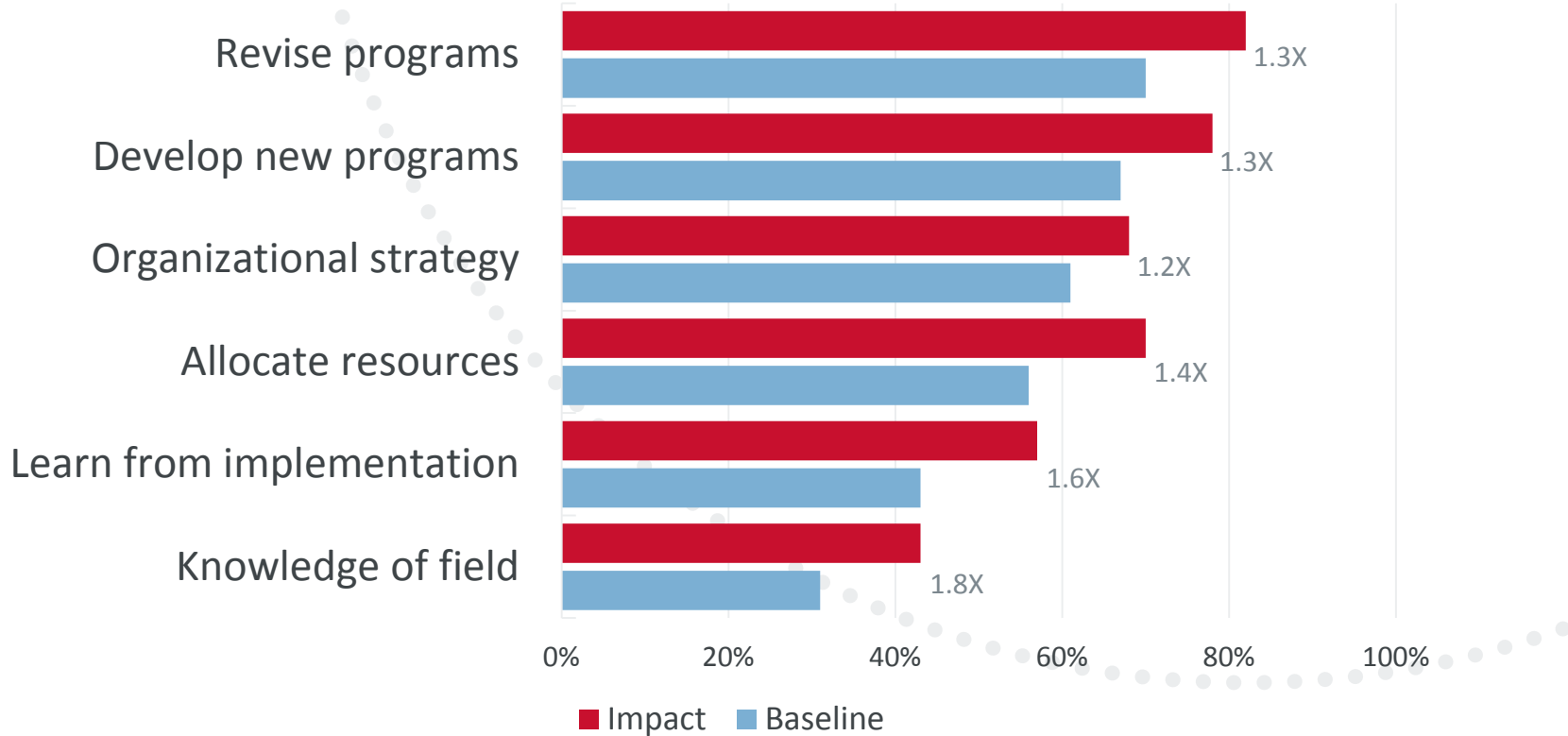
State of evaluation survey - aspects



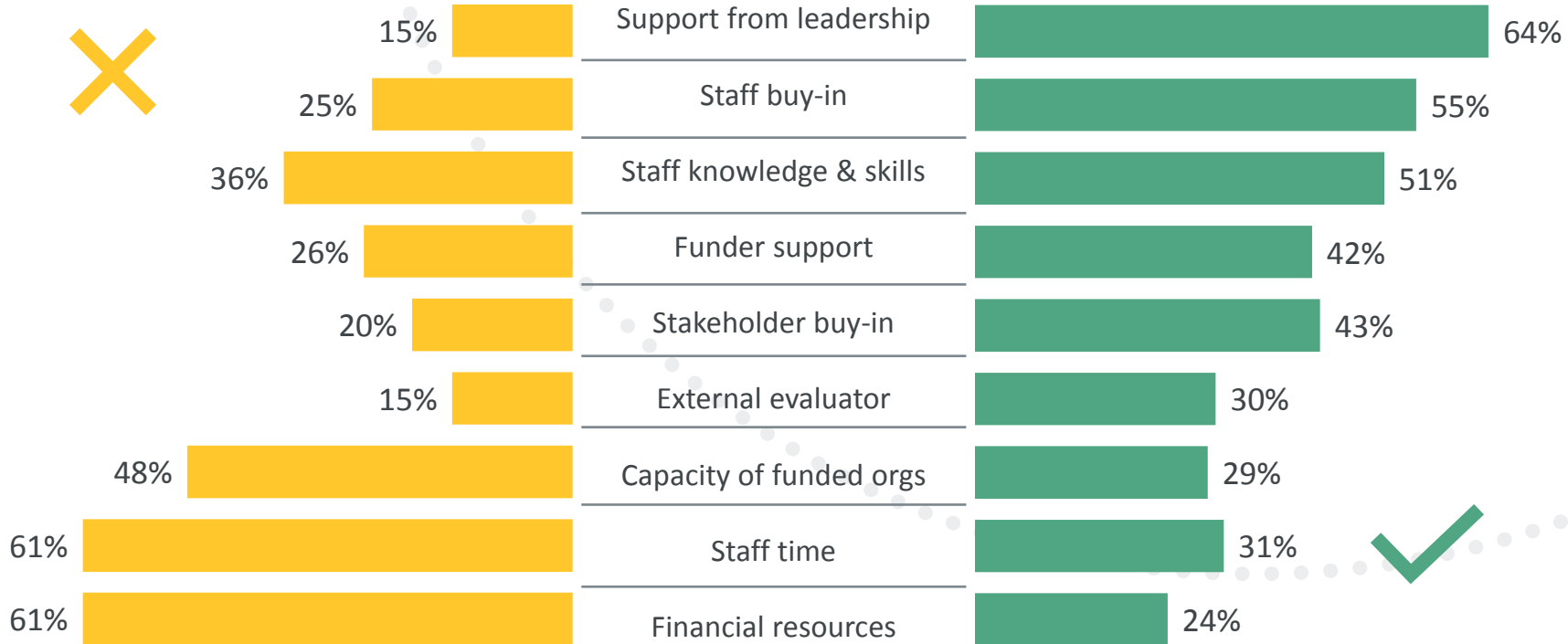
State of evaluation - measures



State of evaluation – use of results



Enablers & Barriers



Role of Funders

20% said they had external funding dedicated to evaluation

Funder	Dedicated Funding for Evaluation
Government	19%
Foundations	13%
Corporations	5%

Role of Funders



■ Agree
 ■ Disagree



Find it useful to discuss findings with funders



Work collaboratively to determine what / how evaluate



Work with funders to determine how to use findings



Evaluation driven more by funder needs than own experiences



Funders see admission of failure as learning opportunity



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