

THREE TYPES OF OUTCOMES YOU NEED TO EVALUATE



PLANNED OUTCOMES

Positive changes you hoped would occur



You will have already designed tools and methods prior to your intervention to capture to what extent you achieved the outcomes you desired at the start. These are the outcomes you believe need to happen first in order to achieve your longer term impact.



UNEXPECTED OUTCOMES

Changes you didn't foresee happening (good or bad)



You will need to ask open-ended questions as part of your evaluation, asking beneficiaries or those related to them about what change has occurred in their lives since your intervention and how much of that change was down to you. You might also find unexpected outcomes through observations reported back to you by staff, volunteers, partners or beneficiaries.



NEGATIVE OUTCOMES

Undesirable or harmful changes that occurred



Charities can do harm as well as good. You might discover negative outcomes as part of your evaluation of unexpected outcomes through open-ended questions or observations. They might be revealed through complaints or concerns raised by beneficiaries or partners. Or ask beneficiaries directly if anything has got worse for them as a result of your work.