

Evaluations That Work: What the Non-Profit Sector Can Learn from the Ontario Nonprofit Network and Vibrant Communities

A Vibrant Communities Canada & ONN Webinar

*with Andrew Taylor, Ben Liadsky, Adam Vasey,
Melanie Hientz and Elena DiBattista*



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Twitter: Tweet as you learn using #Evaluation or tag @VC_Canada @o_n_n

Your Webinar Presenters



Andrew Taylor

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Ontario Nonprofit Network



Ben Liadsky

Evaluation Program Associate
Ontario Nonprofit Network

Your Webinar Panelists



Adam Vasey

Director
Pathway to Potential



Melanie Hientz

Evaluation and Communications
Manager
Living SJ



Elena DiBattista

Director
Halton Our Kids Network



Evaluations That Work: What the Non-Profit Sector Can Learn from the Ontario Nonprofit Network and Vibrant Communities

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Developing a Sector Driven Evaluation Strategy

June 22, 2016
#RethinkEval

Andrew Taylor
Ben Liadsky



@o_n_n | @ONTjobs



OntarioNonprofitNetwork



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The Sector Driven Evaluation Strategy is about...

- Evaluation is a big systems issue
 - lots of actors, lots of information flow, lots of influencing factors
- Can be a huge asset when we get it right
- Changing the conversation: focus on *why* not just technical *how to*
- Some changes are beyond org-level — we need to work together



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What we are NOT doing

- We are NOT putting together a toolkit (although we will produce some resources)
- We are NOT offering training in how to do evaluation
- We are NOT developing a new methodology or endorsing an existing methodology
- We are NOT designing this strategy alone

ENGAGE

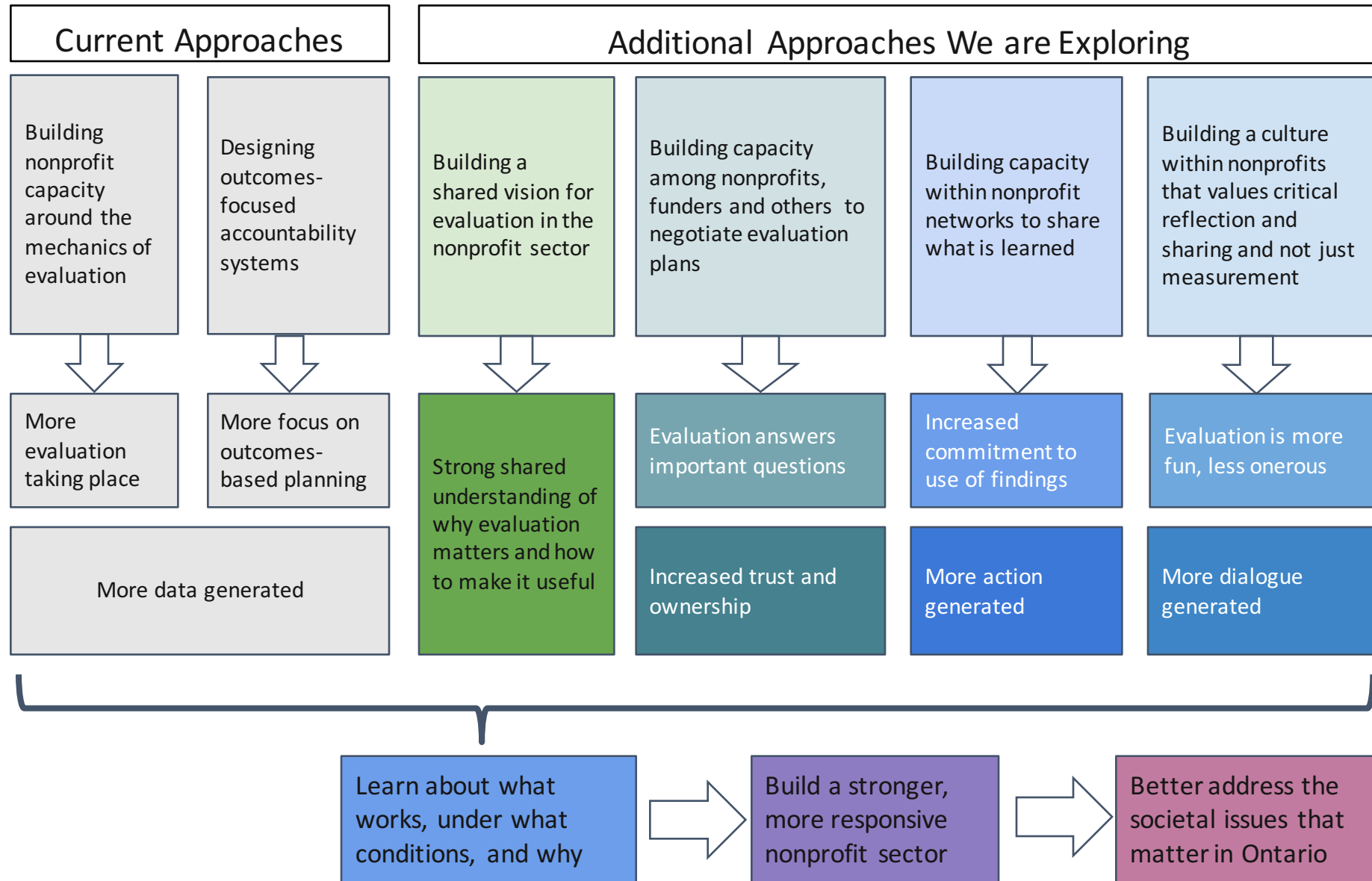
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Building a Nonprofit System That Promotes Useful Evaluation: What More Needs to Be Done?



From our literature review...

5 REASONS WHY EVALUATION DOESN'T LEAD TO ACTION

-  Ineffective communication
-  Asking the wrong questions
-  Approach \neq expectations
-  Investment \neq expectations
-  Prioritizing accountability over learning

LEARNING FROM THE LITERATURE



SECTOR DRIVEN EVALUATION STRATEGY

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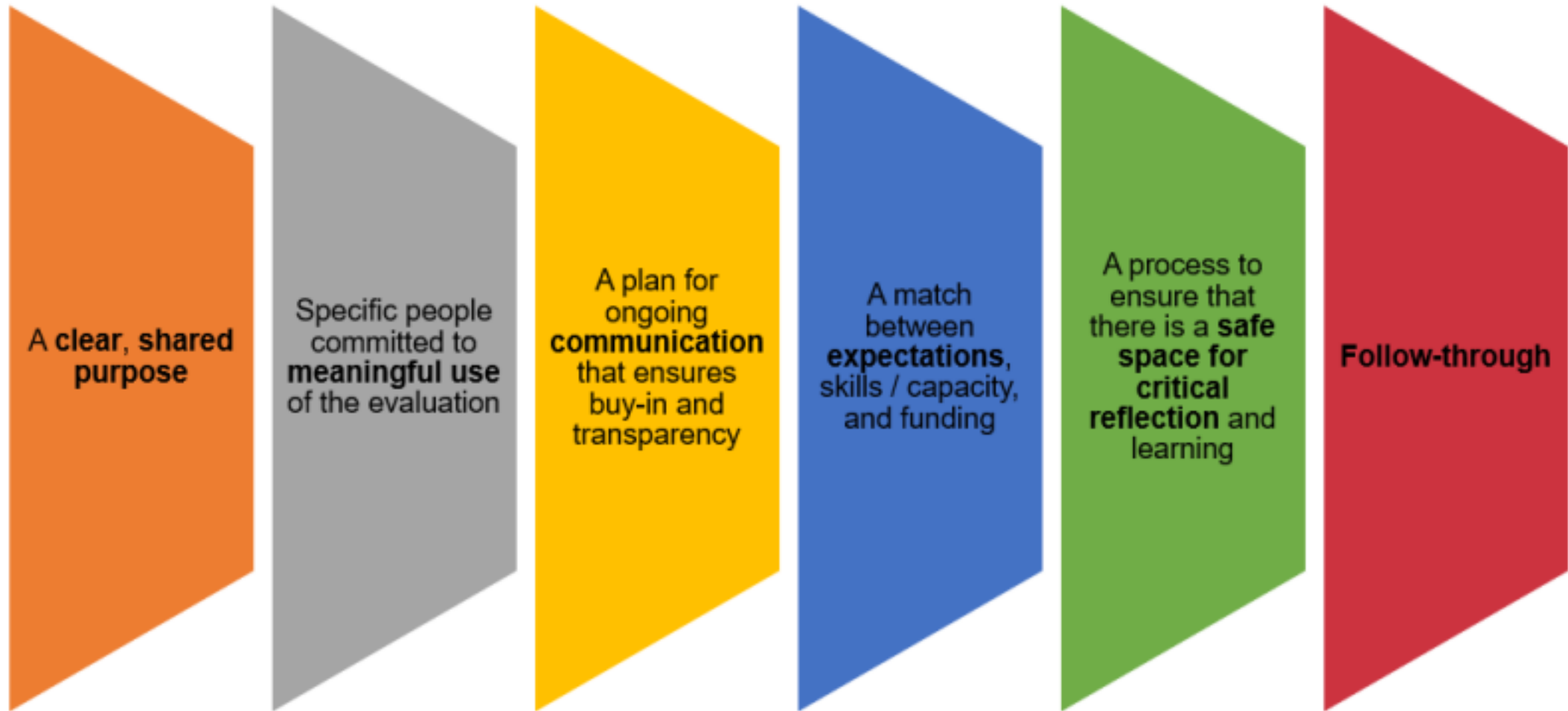
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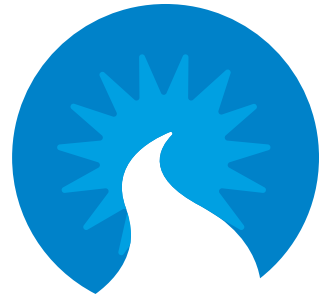
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What Leads to a Useful Evaluation?

Research tells us that the following factors are key to a useful evaluation:





PATHWAY TO POTENTIAL

Poverty Reduction Windsor Essex

Pathway to Potential (P2P) is a network of people and organizations that is focused on the prevention and reduction of poverty in Windsor-Essex.

Phase I - 2013



Phase II - 2014



Project Partners



**PATHWAY TO
POTENTIAL**
Windsor Essex County's
Poverty Reduction Strategy



**United Way
Centraide**
Windsor-Essex County



Primary Program Goal:

- Increase access to and consumption of fresh, healthy, local food by Windsor residents on Ontario Works.

Secondary Program Goal:

- Increase exposure and revenue for local farmers while increasing familiarity and comfort with shopping at a farmers' market



Phase I Redemption Rate: 57.8%

Phase II Redemption Rate: 70%



OUR IMPACT

Transform low-income neighbourhoods into vibrant mixed income communities

Connect low-income residents to employment through education and training

- 200 families on income assistance attain employment by 2017
- 500 families on income assistance attain employment by 2020



EMPLOYMENT

Residents have the skills and supports to meet the needs of employers



NEIGHBOURHOODS
Residents are leaders in changing our future



HEALTH

Building a healthy community, one resident at a time

Improve the health of residents through neighbourhood-based models of care

- A model of care for every low-income neighbourhood with demonstrated Return on Investment by 2020



EDUCATION

Every child succeeds, from cradle to career

- Every family has access to quality early childhood education and is ready for kindergarten
- Every Grade 2 student meets NB's literacy standards (90% by 2017)

- Every student has access to enriched education 12 months of the year
- Every student graduates, equipped for post-secondary pursuits (90% by 2020)

Close the Education Achievement Gap



June 2016



Livingsj.ca

RESEARCH & ANALYSIS

12 Researched Issue Papers

27 Focus Groups

472 Critical Needs → 62 Issue Areas → 4 Priorities

COLLABORATIVE LEADERSHIP =
neighbourhoods + non-profits
+ government + business

The **NEED** for **CHANGE**

POVERTY

29% of our children & youth live in poverty.

1,000 people are on the waiting list for subsidized housing in Saint John.



78% of Grade 2 students meet appropriate literacy levels - 12% lower than government target.

EDUCATION

WELLNESS

30% of adults report challenges in mental HEALTH.

more than **1/3** of children are overweight or obese.



68%

of our youth do not see themselves living & working here 10 years from now.

EMPLOYMENT

Education. Health. Employment. Neighbourhoods. Our way forward. Learn more at livingsj.ca

WHO are we? THE LIVING SJ NETWORK

Multi-sector leadership:
100+ partners representing



Collective **LEADERSHIP** Collective **IMPACT**



WORKING DIFFERENTLY.
Increasing our **IMPACT.**

Education. Health. Employment. Neighbourhoods. Our way forward. Learn more at livingsj.ca



All Children Thrive!

www.ourkidsnetwork.ca



Photo credit: Alison
Hilborn

VISION

All Children Thrive

Halton 7

Children are healthy

Children are learning

Children are positively connected

Children are safe

Families are strong and stable

Schools are connected to community

Neighbourhoods are where we live, work and play



Role of Our Kids Network

- **OKN** collectively works towards the common agenda and the Halton 7
- **OKN as backbone support** ensures that the collective efforts of the network are meaningfully and adequately supported



ACTON EARLY YEARS INITIATIVE

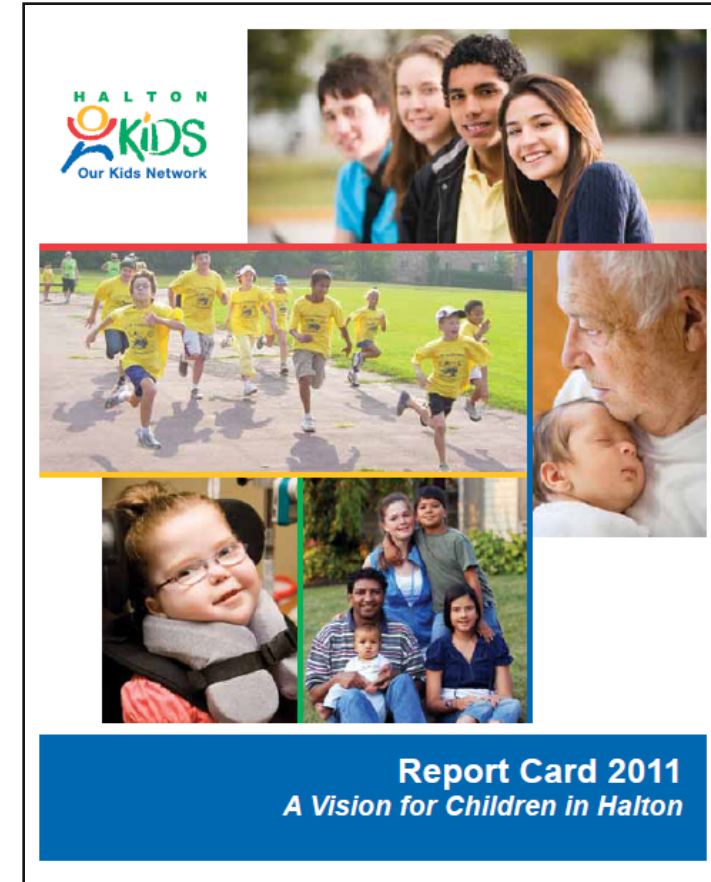
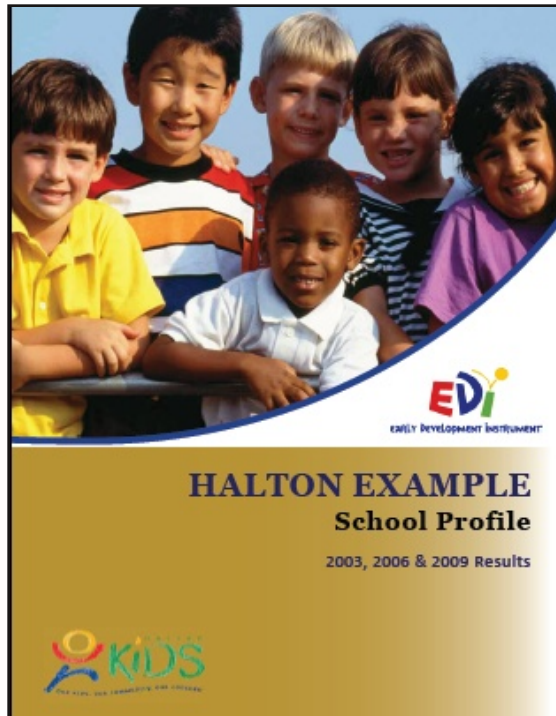
Town of Acton

- Approx. 11,000
- Commuter community
- No public transportation
- Rural
- Top of Halton



EDI in Halton

Completed in
2003, 2006, 2009, 2012



Vulnerability in 5 Year Olds



38%





142

Acton Children



55

Number of
Vulnerable Children
In Acton

27

Vulnerable on 1 domain



17

vulnerable

Physical Health &
Well-Being



- 4** Emotional Maturity
- 3** Lang & Cognitive
- 2** Comm. & Gen Knowledge
- 1** Social Competence

20

Gross & Fine
Motor Skills

- Proficiency at holding pen, crayons or brush
- Ability to manipulate objects
- Ability to climb stairs
- Level of energy throughout the school day
- Overall physical development



Methodology



Observations



Photos



Survey



Interviews



EARLY DEVELOPMENT INSTRUMENT
a population-based measure for communities





What Does Success Look Like?



Key Findings



**Quick
Wins**



**Meaningful
Data**



Urgency



Scale



Passion



“This is a community partnership that wants to change our EDI statistics. Our collaboration has given us the legs to really do it.”

- *Acton Special Education Resource Teacher*





All Children Thrive!

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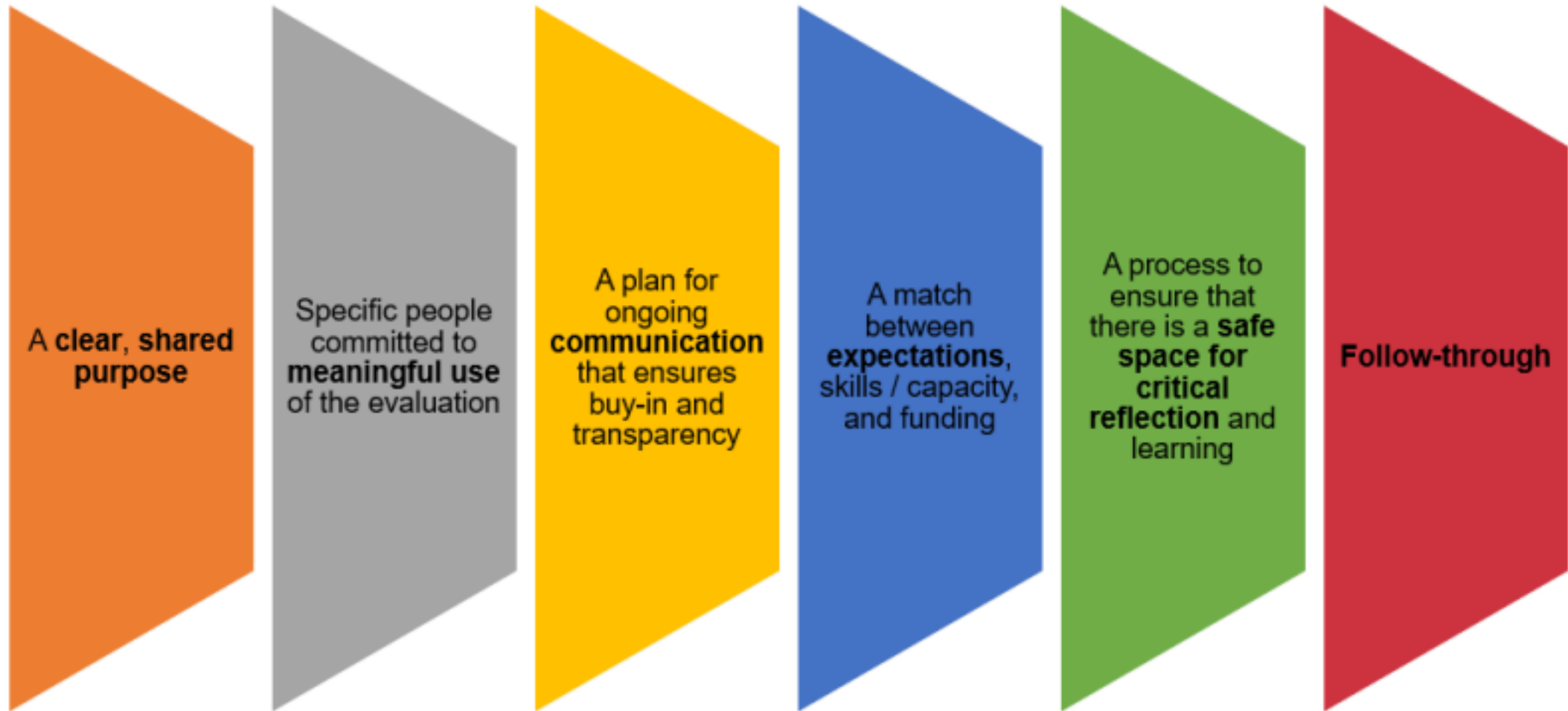


Questions?



What Leads to a Useful Evaluation?

Research tells us that the following factors are key to a useful evaluation:



Stay Connected with Vibrant Communities

Subscribe to:

- Cities Connect poverty reduction e-news:
<http://events.tamarackcommunity.org/cities-connect-subscribe>

Join our online community

- www.vibrantcanada.ca



Stay Connected with ONN

Subscribe to our [Evidence Network News Flash](#) to stay informed of our work

Website: <http://theonnn.ca/our-work/our-structures/evaluation/>

Twitter: @o_n_n #RethinkEval @OntJobs

Linkedin: Ontario Nonprofit Network

Facebook: Ontario Nonprofit Network

Email: ben@theonnn.ca

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Join our Evaluation Community of Practice

- Evaluation Community of Practice (EVAL CoP) calls provide members with a platform to share successes, challenges, and lessons learned with respect to evaluation-related principles, tools and practices
- Two summer working group meetings (July 5 and August 2, 12-1 EDT) will inform poverty- and evaluation-focused topics for the coming year. Regular calls will resume on September 6th.
- Register for this CoP at <http://events.tamarackcommunity.org/evaluating-community-impact-0> or contact alison@tamarackcommunity.ca



CITIES **REDUCING** POVERTY WHEN MAYORS LEAD

EDMONTON, AB | APRIL 5-7, 2016

Toronto, Ontario | September 26-30, 2016

Community Change Institute: Our cities, the places we live, provide amazing opportunities for resilience in these disruptive times. The Tamarack Institute Team has worked over the last year to re-think and re-build our annual five day learning event to respond to this challenge.



Register Now: http://events.tamarackcommunity.ca/ci_toronto

For more information email stephanie@tamarackcommunity.ca



Thank You!

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<https://theonn.wufoo.com/forms/vibrant-communities-onn-webinar-feedback/>

You can also send questions, comments, and feedback to:

natasha@tamarackcommunity.ca