

## **Developing GCC Grant Applications for Victims' Services Programs: Examples of Project Goals, Objectives, Measures, and Evaluation Methods**

This document contains examples of potential Project Goals, Objectives, Measures, and Evaluation Methods. However, before developing your own GCC grant application in light of these examples, please read and keep in mind the following recommendations.

- The first two examples (i.e., examples 1 and 2) are relevant for services overall. That is, programs that are seeking funding for several services (e.g., crisis, advocacy and support group) through one grant application may find it helpful to review these examples.
- The remaining examples (i.e., examples 3 through 5) are each relevant for one specific type of service (e.g., Court and legal advocacy; Medical and emergency room advocacy; Advocacy and support; Support group; and Shelter.) Thus, programs that are focusing on just one service type in their grant applications may find it most helpful to review the service example that is most relevant to the grant application that they are developing. Note that all of these types of services are considered Fundamental Service Elements by the GCC.
- The examples presented here are just that; they are only examples. Please do not feel constrained to use the exact wording or content presented here.
- We strongly encourage you to edit the wording and content of these examples to draft a grant proposal that best expresses the needs and plans of your program.
- We also strongly encourage you to tailor these examples to the specific needs and resources of your own program.
- The numbers (i.e., percentages), survey instruments and outcomes are only given here for illustrative purposes. If you choose to use one of these examples in this document, we strongly encourage you to modify the example numbers (i.e., percentages), survey instruments and outcomes so that they are relevant and meaningful for your program and community.
- We also encourage you to “mix-and-match” among the examples provided to develop a grant proposal that is most relevant to your program. For example, you may find a set of Objectives, Measures, and Evaluation Methods in two different examples make the most sense for your project goal and program. In other words,

we encourage you to be creative with these examples and to use them in whatever way is most helpful to you in developing your grant proposal.

- In these examples, we have used mainly “process” measures (i.e., counts of victims served, counts of services offered to victims, counts of intervention activities provided to victims) because most domestic violence and sexual assault programs have the capacity to capture such information. If your program has the capacity to assess and track “outcome” measures (i.e., information about how services result in changes in survivors’ lives, such as changes in survivors’ safety, health, well-being, etc.) and you would like to provide such information as part of your grant reporting, we encourage you to do so. Thus, please include outcome measures in your grant application if your program already has the capacity to assess and track such information.
  
- In addition to these “process” measure examples, we have also included some service satisfaction questions. Programs may wish to assess the extent to which survivors were satisfied by the services they received. To help with such assessments, we have included a “SATISFACTION WITH SERVICES SURVEY” at the end of this document that programs may find useful for assessing survivors’ satisfaction with services if they are not already using such an instrument. This survey instrument was developed with input from violence survivors, advocates, program directors and funders. The survey was also pilot tested in four North Carolina domestic violence and/or sexual assault programs and found to be feasible to administer to survivors and to provide useful information to programs. Before administering the survey there are some guidelines of which program should be aware:
  - The short satisfaction with service survey was designed to be administered by domestic violence and sexual assault service providers. These providers should be agency staff or volunteers. In other words, the survey was not designed as a “self-administered” tool (i.e., it is not a tool that can be handed to survivors who read it and answer the questions on their own).
  - Also, the survey was designed to be administered to survivors exiting “**longer term**” services, such as counseling services, support groups and shelter services.
  - Note that it would be inappropriate to administer this survey to survivors who contact the agency only one time (e.g., those who call a crisis hot-line, or those who are seen once for crisis/medical/legal advocacy services.) Neither is the survey appropriate for survivors who are seen more than once, but only for a very short period, such as survivors who stay in the shelter for one or two days only.

## Examples of Project Goals, Objectives, Measures, and Evaluation Methods

### 1. OVERALL SERVICE EXAMPLE: A DV AND/OR SA PROGRAM AIMS TO CONTINUE TO PROVIDE SERVICES TO ALL VICTIMS WHO SEEK HELP FROM THEIR PROGRAM

**Project Goal:** Crisis, advocacy and support group services are critically important core services provided by our program to victims of both domestic violence and sexual assault. We know this because many victims access these services from our program each year. Our project goal is to sustain our crisis, advocacy and support group services capacities.

- **Project Objective #1:** Continue to provide crisis services to the high number of victims who typically request these services from our program.
- **Performance Measure #1:** Count the number of victims (unduplicated counts) seen for crisis services (both in person and over the telephone) this year and compare it to the number of victims seen for crisis services last year.
- **Evaluation Method #1:** Our crisis advocates will keep track of the number of unique victims who receive crisis services in a computerized data base.
  
- **Project Objective #2:** Continue to provide advocacy services to the high number of victims who typically request these services from our program.
- **Performance Measure #2:** Count the number of victims (unduplicated counts) seen for advocacy services this year and compare it to the number of victims seen last year for advocacy services.
- **Evaluation Method #2:** Our advocates will keep track of the number of unique victims who receive advocacy services in a computerized data base.
  
- **Project Objective #3:** Continue to provide support group services to the high number of victims who typically request these services from our program.
- **Performance Measure #3:** Count the number of victims (unduplicated counts) seen for support group services this year and compare it to the number of victims seen last year for support group services.
- **Evaluation Method #3:** Our support group leaders will keep track of the number of unique victims who receive support group services in a computerized data base.

- **Project Objective #4:** Provide services that are satisfactory to at least 80% of the clients in longer term support group services. (Given the brief nature of crisis and advocacy services, satisfaction surveys cannot be administered for brief crisis/advocacy service.)
- **Performance Measure #4:** Survey of satisfaction with support groups services.  
**Evaluation Method #4:** Support group leaders will invite victims to complete a satisfaction survey at the end of support group services. Information from the survey will be kept in a computerized database at the agency.

## **2. OVERALL SERVICE EXAMPLE: A COMBINED DV AND SA PROGRAM AIMS TO BETTER ADDRESS THE NEEDS OF SEXUAL ASSAULT SURVIVORS**

**Project Goal:** Though the incidence of sexual assault is high in our community, relatively few sexual assault victims seek help at our domestic violence/sexual assault program. Thus, our project goal is both to expand our sexual assault service capacity and to increase the number of sexual assault victims our program serves.

- **Project Objective #1:** Increase the number of sexual assault victims receiving crisis counseling services by 25%.
- **Performance Measure #1:** Count the number of sexual assault victims (unduplicated counts) receiving crisis counseling services this year and compare it to the number of victims seen last year for crisis counseling services.
- **Evaluation Method #1:** Counselors will keep a log noting the numbers of sexual assault victims to whom they provide crisis counseling services. Information from the logs will be kept in a computerized database at the agency.
  
- **Project Objective #2:** Increase the number of sexual assault victims receiving advocacy services by 25%.
- **Performance Measure #2:** Count the number of sexual assault victims (unduplicated counts) receiving advocacy services this year and compare it to the number of victims seen last year for advocacy services.
- **Evaluation Method #2:** Advocates will keep a log noting the numbers of sexual assault victims to whom they provide advocacy services. Information from the logs will be kept in a computerized database at the agency.
  
- **Project Objective #3:** Increase the number of sexual assault victims receiving support group services by 25%.
- **Performance Measure #3:** Count the number of sexual assault victims (unduplicated counts) receiving support group services this year and compare it to the number of victims seen last year for support group services.
- **Evaluation Method #3:** Support group leaders will keep a log noting the numbers of sexual assault victims to whom they provide support group services. Information from the logs will be kept in a computerized database at the agency.

- **Project Objective #4:** Provide services that are satisfactory to at least 75% of clients in longer term support group services. (Given the brief nature of crisis and advocacy services, satisfaction surveys cannot be administered for these service types.)
- **Performance Measure #4:** Survey of satisfaction with support groups services.  
**Evaluation Method #4:** Support group leaders will invite victims to complete a satisfaction survey at the end of support group services. Information from the survey will be kept in a computerized database at the agency.

### **3. MEDICAL AND EMERGENCY ROOM ADVOCACY EXAMPLE**

**Project Goal:** Our project seeks to increase the scope and capacity of our medical/emergency room advocacy services for sexual assault victims.

- **Project Objective #1:** Increase the number of victims receiving advocacy in the emergency room by 30%.
- **Performance Measure #1:** Count the number of victims who receive emergency room advocacy (unduplicated counts) this year and compare it to the number of victims who received this type of advocacy services last year.
- **Evaluation Method #1:** Our medical/ER advocate will keep track of the number of unique victims who received advocacy services in a database.
  
- **Project Objective #2:** Increase the number of victims receiving advocacy and/or accompaniment for follow-up health care exams (e.g., for treatments of sexually transmitted infections, for pregnancy tests) by 30%.
- **Performance Measure #2:** Count the number of victims (unduplicated counts) who receive advocacy and/or accompaniment for follow-up medical exams this year and compare it to the number of victims who received these advocacy services last year.
- **Evaluation Method #2:** Our medical/ER advocate will keep track of the number of unique victims who received advocacy and/or accompaniment for follow-up health care exams in a database.
  
- **Project Objective #3:** Increase the number of victims receiving referrals to needed community services by 30%.
- **Performance Measure #3:** Count the number of victims (unduplicated counts) who receive community referrals services this year and compare it to the number of victims who received these community referral services last year.
- **Evaluation Method #3:** Our advocate will keep track of the number of unique victims who received community referrals services in a database.

#### **4. COURT AND LEGAL ADVOCACY EXAMPLE**

**Project Goal:** Feedback from law enforcement and court personnel shows that there is a critical need for court/legal advocacy among domestic violence and sexual assault victims in our community. Many times, court/legal advocacy services are need quickly in response to a crisis. Thus, our project goal is to increase our program capacity to provide court/legal advocacy quickly to all victims in our community who wish to receive this service.

- **Project Objective #1:** Increase the number of victims receiving information about their court/legal options by 25%.
- **Performance Measure #1:** Count the number of victims (unduplicated counts) who receive information about their court/legal options and compare it to the number of victims who received this type of service last year.
- **Evaluation Method #1:** Our legal advocate will keep track of the number of unique victims who received these advocacy services in a database.
  
- **Project Objective #2:** Increase the number of victims receiving court/legal accompaniment by 25%.
- **Performance Measure #2:** Count the number of victims (unduplicated counts) who receive court/legal accompaniment this year and compare it to the number of victims who received accompaniment last year.
- **Evaluation Method #2:** Our legal advocate will keep track of the number of unique victims who received these advocacy services in a database.
  
- **Project Objective #3:** Our program will respond to all requests for court/legal advocacy within 48 hours.
- **Performance Measure #3:** Count the time in-between a victim's request of court/legal advocacy services and the first meeting with our legal advocate.
- **Evaluation Method #3:** Our legal advocate will keep track of the time between victims' requests of court/legal advocacy services and the first court advocacy meetings in a database.
  
- **Project Objective #4:** During court/legal advocacy services at least 75% of victims will receive help with developing a safety plan.
- **Performance Measure #4:** Count the number of victims (unduplicated counts) who receive help with developing a safety plan during court/legal advocacy services.
- **Evaluation Method #4:** Our legal advocate will keep track of the number of unique victims who receive help with developing a safety plan during court/legal advocacy services in a database.

#### **5. ADVOCACY AND SUPPORT EXAMPLE**

**Project Goal:** The provision of general advocacy and support services is a critically important core service provided by our program to survivors of both domestic violence and sexual assault. We know this because many victims seek these services from our program each year. Our project goals are to (1) sustain our current advocacy and support services capacity, (2) ensure that these services help victims develop a plan a safety plan, and (3) ensure that these services give victims a referral plan to helpful community services.

- **Project Objective #1:** Continue to provide advocacy and support services to the high number of victims who typically request these services from our program.
- **Performance Measure #1:** Count the number of victims (unduplicated counts) seen for advocacy and support services this year and compare it to the number of victims seen for advocacy and support services last year.
- **Evaluation Method #1:** Our advocates will keep track of the number of unique victims who receive advocacy and support services in a computerized data base.
  
- **Project Objective #2:** At the completion of advocacy and support services, 75% of victims will have a developed a safety plan.
- **Performance Measure #2:** Count the number of victims (unduplicated counts) who have a safety plan after receiving advocacy and support services.
- **Evaluation Method #2:** Our advocates will use a database to keep track of the number of unique victims who have a safety plan after receiving advocacy and support services.
  
- **Project Objective #3:** At the completion of advocacy and support services, 75% of victims will have a referral plan to necessary community services.
- **Performance Measure #3:** Count the number of victims (unduplicated counts) who have a community referral plan after receiving advocacy and support services.
- **Evaluation Method #3:** Our advocates will use a database to keep track of the number of unique victims who have a community referral plan after receiving advocacy and support services.

## 6. SUPPORT GROUP EXAMPLE

**Project Goal:** Our project seeks to increase the scope of our support group services for sexual assault victims by (1) offering an increased number of support groups so that more victims have an opportunity to participate in these services; (2) focusing support group services on improving victims' social support; and (3) providing satisfactory services to victims.

- **Project Objective #1:** Increase the number of support groups offered by our program by at least 50%.
- **Performance Measure #1:** The number of support groups held during the grant period.
- **Evaluation Method #1:** The program director and the support group leaders will track the number of support groups held during the grant period in a computerized database. This number will be compared to the number of support groups offered in the two years before the grant period.
  
- **Project Objective #2:** Increase the number of victims receiving support group services by 25%.
- **Performance Measure #2:** Count the number of victims (unduplicated counts) who receive support group services this year and compare it to the number of victims who received support group services last year.
- **Evaluation Method #2:** Our support group leader will keep track of the number of unique victims who received these support group services in a database.
  
- **Project Objective #3:** At the completion of support group services, 75% of victims will have developed a plan to mobilize social support from family and/or friends.
- **Performance Measure #3:** Count the number of victims (unduplicated counts) who have a social support plan in place after receiving support group services.
- **Evaluation Method #3:** Our support group leader will use a database to keep track of the number of unique victims who have a social support plan in place after having received support group services.
  
- **Project Objective #4:** Provide services that are satisfactory to at least 75% of clients.
- **Performance Measure #4:** Survey of satisfaction with support groups services.  
**Evaluation Method #4:** Support group leaders will invite victims to complete a satisfaction survey at the end of support group services. Information from the survey will be kept in a computerized database at the agency.

## **7. SHELTER EXAMPLE**

**Project Goal:** Feedback from our clients and key stakeholders in our community shows that there is a critical and growing need for domestic violence shelter services in our community. Thus, our project goal is to expand our current shelter services capacity and ensure that shelter services help survivors develop safety plans and community referral plans.

- **Project Objective #1:** Increase the number of victims receiving shelter services by 15%.
- **Performance Measure #1:** Count the number of shelter victims (unduplicated counts) seen this year and compare it to the number of shelter victims seen last year.
- **Evaluation Method #1:** Our shelter manager will keep track of the number of unique victims entering the shelter in a database.
  
- **Project Objective #2:** At the completion of shelter services, 75% of victims will have a developed a safety plan.
- **Performance Measure #2:** Count the number of victims (unduplicated counts) who have a safety plan at the completion of shelter services.
- **Evaluation Method #2:** Our shelter manager will use a database to keep track of the number of unique victims who have a safety plan after receiving shelter services.
  
- **Project Objective #3:** At the completion of shelter services, 75% of victims will have a referral plan to necessary community services.
- **Performance Measure #3:** Count the number of victims (unduplicated counts) who receive have a community referral plan in place at the completion of shelter services.
- **Evaluation Method #3:** Our shelter manager will use a database to keep track of the number of unique victims who have a community referral plan in place at the completion of shelter services.
  
- **Project Objective #4:** Provide services that are satisfactory to at least 75% of clients.
- **Performance Measure #4:** Survey of satisfaction with shelter services.
- **Evaluation Method #4:** Shelter staff will invite victims to complete a satisfaction survey at the end of shelter services. Information from the survey will be kept in a computerized database at the agency.

**Additional Helpful Hints for Developing Project Goals, Objectives, Measures, and Evaluation Methods**

- Make certain that there is a “thread of continuity” linking each set of objectives, measures and evaluation methods and that these three aspects of the grant proposal all relate to the overall project goal. In other words, these four elements should all be consistent with one another.
- Be as specific as possible when stating your program objectives, performance measures and evaluation methods.
- Specify only one action or task (what your program will do to help reach the overall goal) in each objective.

