

# An Applicant Guide to Grant Measures

The Heinz Endowments is committed to learning with and from grantees in order to grow an exemplary, sustainable southwestern Pennsylvania where everyone prospers and belongs.

As part of this commitment, we work with grantee partners to develop meaningful and manageable grant measures which establish a shared vision of grant success and enable joint reflection on progress as well as challenges.

**The most critical function of grant measures is to help us translate grant goals into intentional opportunities for learning and adaptation in the service of greater impact.**

This resource is intended to help prospective grantees and program officers collaboratively identify grant measures which can anchor conversations about partnership goals and priorities.

**Grant measures identify what success looks like for you by the end of the funding period. These should be both **meaningful** and **manageable** for your organization.**

By **meaningful**, we mean *aligned with the work you do and valuable to your organization in that they:*

- move beyond generic completion of activities to specific results of completed activities;
- support your ability to gauge progress toward your programmatic or organizational goals;
- produce actionable insights that can inform decision-making;
- identify areas for improvement to accelerate and increase your impact; and/or...
- help you talk about your impact with other audiences such as community members, your board, and other funders.

By **manageable**, we mean *equitable, responsive and appropriate for:*

- the size or scale of your project, organization, or program;
- the nature of your key activities or programming;
- the size and length of time of the Endowments' investment; and/or...
- your organization's capacity to collect, analyze, measure, and report this data.

## Strong grant measures answer **three core questions**:

### What will be accomplished and/or what changes do you expect to see as a result of completing your key activities?

We know your impact transcends specific grants and funding periods! A grant measure should only identify milestones you anticipate achieving *by the end of this period of the Endowments' funding*. When relevant, estimate the extent of these changes (e.g., percentage increase or decrease, number of new partnerships).

**For example:** *“By September 2029, our cohort-based collaborative governance workshop series will **build participatory grantmaking capacity...**”*

**For example:** *“By September 2029, our pooled resource cooperative will **reduce supplies and materials costs by 20%...**”*

### With or for whom?

In other words, who benefits? Name the intended participants, population, organizations, groups these changes will serve or engage. (e.g., Teaching Artists; people aged 18-21; residents of Hazelwood; municipal government leaders; environmental education groups; community college students).

**For example:** *“By September 2029, our cohort-based collaborative governance workshop series will build participatory grantmaking capacity **for 32 civic leaders from at least 3 different municipalities...**”*

**For example:** *“By September 2029, our pooled resource cooperative will reduce supplies and materials costs by 20% **for at least 6 participating arts organizations...**”*

### How will you know?

This refers to what you will collect and monitor as evidence of these results (e.g., event attendance; program completion; participant surveys or other forms of feedback; internal or external evaluation efforts). We encourage you to consider the extent to which data of interest already exists (e.g., collected for an annual report, tracked as part of internal metrics, through a third-party evaluation, other required reporting) that you could leverage for this purpose.

**For example:** *“September 2029, our cohort-based collaborative governance workshop series will build participatory grantmaking capacity for 32 civic leaders from at least 3 different municipalities, **as indicated by completed action plans submitted to our facilitators.**”*

**For example:** *“By September 2029, our pooled resource cooperative will reduce supplies and materials costs by 20% for at least 6 participating arts organizations, **as documented in annual budget-to-actual summaries shared with the cooperative.**”*

Your program officer will collaborate with you on developing grant measures as part of the grant application process. Please reach out with any questions along the way!