




Objectives and Outcomes

Here are examples of how objectives are linked to outcomes in funding proposals for The California Endowment:

Sample Objective(s)		Sample Outcome(s)
<p>Develop and publish a community-generated policy document that addresses health-related zoning issues and the feasibility of relocating polluters away from residential areas. (Year 2)</p>		<ul style="list-style-type: none"> • Fifty percent of community residents (n=300) increase their awareness of strategies to reduce air pollution (by Year 2). • Fifty percent of local and state policymakers (n=20) increase their awareness of strategies to reduce air pollution (by Year 2).
<ul style="list-style-type: none"> • Organize 3 community forums to gather community support by 6 months • Recruit and train 20 homeless seniors to become leaders by year one 		<p>Fifty percent of homeless seniors are engaged in advocating for their needs and services as measured through their participation in advocacy meetings by 18 months.</p>
<ul style="list-style-type: none"> • Assess school vending machine products by 12 months • Assess the nutritional value of the school lunch program by 18 months • Publish report on results of assessments to school administrators by year one 		<p>School administrators create an advisory group to address and improve school nutrition issues by year one.</p>