

## About Innovation Network

### What We Do

*“What difference are we making?”* People working for social change all ask themselves this question. Organizations that know the answer have the power to make informed decisions and create lasting change in the communities they serve.

Innovation Network is a Washington, D.C.-based nonprofit committed to helping other nonprofits and funders answer that question for themselves. We develop and share tools and know-how to help organizations measure results. We provide **program planning and evaluation consulting, training, and web-based tools** to nonprofits and funders across geographic and programmatic boundaries. We share the power of evaluation, so more organizations have the knowledge and skills to:

- Manage internal matters, programs, and services better;
- Tell their story more meaningfully;
- Inform strategic planning; and
- Learn what difference they are making.

### Who We Work With

We have worked with hundreds of organizations directly through our consulting practice. Our website serves nearly 15,000 people worldwide. Our clients work in a variety of programmatic areas, including:

- Advocacy and policy change
- Children and family issues
- Diversity, gender, and tolerance issues
- Poverty alleviation and hunger reduction
- Leadership and workforce development

Recent clients include:

Advocates for Youth • Annie E. Casey Foundation • The Atlantic Philanthropies •  
BoardSource • The California Endowment • Capital One • Coalition for  
Comprehensive Immigration Reform (CCIR) • Congressional Hunger Center •  
Duke Endowment • National Caucus and Center for Black Aged (NCBA) •  
National Council of La Raza (NCLR) • U.S. Human Rights Fund •  
Washington Area Women’s Foundation

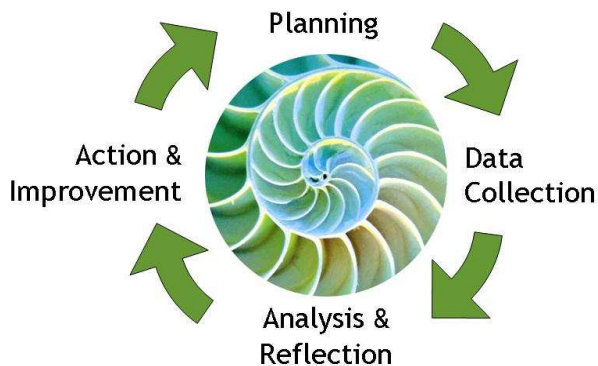


## Our Approach

Three things set Innovation Network's evaluation practice apart:

- **Participatory Approaches:** We have learned a lot about what people think of evaluation. Many nonprofits feel that evaluation is "done to" them. They see it an invasive process carried out by people who don't care about their cause. This naturally creates resistance to the process, and makes evaluation results threatening instead of useful. Participatory approaches help to redress this problem. The people who care about a project—its staff and other stakeholders—are involved in the evaluation from the planning stage through data collection. This increases buy-in to the evaluation, and raises the likelihood that results will be put to practical use.
- **Ongoing Learning:** Nonprofit effectiveness depends on continuous self-reflection and self-assessment. Effective organizations commit to a cycle of measuring, reflecting, and improving. This cycle becomes part of good business management practices, ingrained in the organization's culture. The result is a dynamic organization that knows its purpose and the necessary steps to achieve its goals.

### Ongoing Learning Cycle

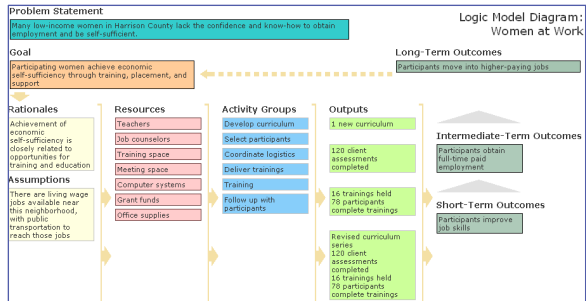


For many nonprofits, becoming a learning organization is daunting. It requires new areas of focus, including defining what to reflect on and assess; confirming goals and outcomes; articulating resources required and activities needed to stay on task; and finally, identifying measures that will help the organization continually plan, evaluate, learn, and improve. We break the Ongoing Learning Cycle down into manageable pieces.

- **Capacity Building:** We focus on building our clients' ability to measure results for themselves. We create custom evaluation tools and processes for clients to use after our engagements, so they can keep on learning.

## Our Services

We tailor our suite of services to fit each client's needs, budget, and learning style. Our projects range from **single-day trainings** to **multi-year in-depth consultancies**. There is no "typical" project, but the following elements are common across several of our engagements:



## Evaluation Planning

- Needs assessment
- Understanding and defining outcomes
- Grantee-to-funder outcomes alignment
- Logic model (also called a "linear path" or "logframe") development

## Data Collection & Analysis

- Key informant interviews
- Survey development, implementation, administration, and analysis
- Focus group development and facilitation
- Literature review and environmental scans
- Reports, presentations, recommendations, and lessons learned

**Online and In-Person Training:** Our training curricula grew out of our fifteen years of consulting experience. Training modules include:

- Logic model development
- Evaluation planning
- Advocacy evaluation
- Data collection
- Data analysis and reporting

## Technical Assistance and Online Tools

- We often provide a bank of technical assistance hours for telephone or online support during and after an evaluation engagement.
- The Point K Learning Center at [www.innonet.org/pointk](http://www.innonet.org/pointk) offers free planning and evaluation tools and resources to help put learning into practice.

## What do you need?

Our clients have diverse evaluation needs, and we work with them to find flexible solutions. We would appreciate the opportunity to learn more about your work and your evaluation challenges.

*Questions? Comments? Contact:*

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