



**A Simple Five Step  
Evaluation Guide for  
Community Projects.**

# Community Project Evaluation Guidebook

A resource for local community organizations to use in planning and evaluating their community projects.

Evaluating  
our project: .....

## What is project evaluation & why is it important?

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Project evaluation is a process that helps community organizations understand the progress, success, and effectiveness of community projects so that they can create projects that work best for their communities.

## Who is this guidebook for?

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This guidebook is for you. As a member of a local community organization, you are involved with many community projects that work to better your community. The guidebook has been designed as an easy to follow tool that you can refer to when evaluating your projects. It will guide you through the process of evaluation, step by step, to help you understand the impacts of your community project. When you complete the guidebook you will have information that you can learn from, reflect on, and share.

Your project evaluation will not only help you better understand the impact of your project on your community, but can help other community organizations plan and improve on their projects from your experience.

## How do you use this guidebook?

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The sections and questions found in the guidebook have been designed to guide you through the evaluation process. Fill in your answers to each of the sections, following from step 1 to step 5.

Step 1: Fill in your project goals (what you would like your project to achieve).

Step 2: Fill in your project objectives (how you will achieve your goals).

Step 3: Fill in your short term achievements (choose the time period that you will fill these in. For example, two months after the project began).

Step 4: Fill in your long term achievements (choose the time period for when you will fill these in. For example, one year after the project began).

Step 5: Reflect on your project and evaluation process.

If you are finding that the answers to the questions in the “short term achievements” section are “no”- do not be alarmed. If you find that in your “long term achievements” section you are answering “no”, do not be alarmed either. Although you may not be reaching your original goal, consider whether you may be making an impact on something else!

## What can you do with your project evaluation results?

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You can use the results of this project evaluation to:

- Learn more about strengths and weaknesses of your project.
- Identify ways to improve your project.
- Plan for future projects based on what you learned from past projects.
- Share what you learned with other community organizations.

You can also use the guidebook to re-evaluate your project years later.

# GOALS. What would you like your project to achieve?

## WHO

Who are you creating your project for? For example: children, youth, elderly/ young families, single parents, etc.

How many people do you want to take part in your project? For example: tens, hundreds, thousands.

## WHAT

What activities or programs will your project incorporate? For example: skating lessons in a skating rink project.

## WHEN

When do you want the project to be used? For example: after school, evenings, weekends, mornings, etc.

## WHERE

Where are the people from that you want to use your project? For example: local, within neighborhood, outside neighborhood.

## WHY

What issue in the community are you addressing with your project? For example: crime, diversity, lack of community engagement.

What message would you like your project to send? For example: safety, fun, belonging.

Who would you like to send your message to? For example: community, media, families.

## HOW

Who will fund your project? For example: fundraising, larger organizations, government.

# OBJECTIVES. How will you achieve your goals?

## WHO

How will you get these people to use your project?

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How will you get the number of people that you want to take part in your project to do so?

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## WHAT

How will you make sure that you attract people to take part in your activities/programs?

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## WHEN

How will you get the people to use/visit/take part in your project at the time(s) you would like them to?

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## WHERE

How will you attract people from these locations to use your project?

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## WHY

How will you address the issue through your project?

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How will you send your message?

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How will you make sure your message gets to the people you want to hear it?

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## HOW

How will you get your funding? For example: grant application, fundraising activities.

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# SHORT TERM ACHIEVEMENTS. What is happening so far?

## WHO

Are the people you created your project for using it? Explain.

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Are the number of people using your project as many as you want? Explain.

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## WHAT

Are the activities and programs running and being used by the people you created them for? Explain.

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## WHEN

Are people using your project at the time(s) you want them to? Explain.

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## WHERE

Are the people using your project from the locations that you wanted to attract? Explain.

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## WHY

Is the project affecting the issue that you want it to? Explain.

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Is the message you want your project to send the one that is being sent? Explain.

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Is your message being sent to the people you want it to? Explain.

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## HOW

Have you been able to get the funding that you want? Explain.

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**LONG TERM ACHIEVEMENTS.** What are the final results of your project?**WHO**

Was your project used by the people you created it for? If not, did it benefit other people?

Was your project used by the number of people you wanted? If not, is the number still satisfactory?

**WHAT**

Did the activities and programs run their full schedule? Did the people you created them for use them? If not, did they benefit other people?

**WHEN**

Did the people use your project at the time(s) you wanted them to? If not, did they use them at other time(s)?

**WHERE**

Was your project used by the people you wanted to attract to use it? If not, did people from other locations benefit from your project?

**WHY**

Did your project make an impact on the issue in the community that you wanted it to? If not, did it impact another issue?

Did your project send out the message that you wanted it to? If not, did it send out another message?

Was your message sent to the people you wanted it to reach? If not, did it reach other people?

**HOW**

Did you get the funding that you wanted to get? If not, did you get funding from another source?



