United Way
Calgary and Area

INITIATIVE DESIGN

A good program design should incorporate sound research knowledge and best practices to determine the best fit of elements required for an initiative to be effective. It involves translating the initiative objectives, with a thorough understanding of the social issue and needs of the target population. The goal of the initiative's design is to establish activities which will have the best possible chance of achieving the initiative's goals and create measurable positive change for the target population.

Please circle YES or NO for each question.

(* indicates terms with definitions found in the glossary at the end of the document)

Activities		
Has the initiative design remained the same since the last review?	YES	NO
Is the initiative accessible and open to all (target group*)?	YES	NO
Design		
Does the initiative have a rationale*?	YES	NO
Is there research that informed the rationale*?	YES	NO
Does the rationale* link the research to their choice of program design?	YES	NO
Do the activities clearly address the needs identified among the target group*?	YES	NO
Do the outcomes clearly address the desired impact among the target group*?	YES	NO
Does the initiative have a problem statement?	YES	NO
Are there stated initiative goals?	YES	NO
Does the initiative have a theory change?	YES	NO
Community and Collaboration		
Does the initiative participate in formal collaborative relationships/partnerships?	YES	NO

Notes: