

EXAMPLE

Logic Model – Theory of Change (Produced by the W. K. Kellogg Foundation)

RESOURCES	ACTIVITIES	OUTPUTS	SHORT & LONG-TERM OUTCOMES	IMPACT
<i>In order to accomplish our set of activities we will need the following:</i>	<i>In order to address our problem or asset we will accomplish the following activities:</i>	<i>We expect that once accomplished these activities will produce the following evidence or service delivery:</i>	<i>We expect that if accomplished these activities will lead to the following changes in 1-3 then 4-6 years:</i>	<i>We expect that if accomplished these activities will lead to the following changes in 7-10 years:</i>
<ul style="list-style-type: none"> • IRS 501(c)(3) status • Diverse, dedicated board of directors representing potential partners • Endorsement from Memorial Hospital, Mytown Medical Society, and United Way • Donated clinic facility • Job descriptions for board and staff • First year's funding (\$150,000) • Clinic equipment • Board & staff orientation process • Clinic budget 	<ul style="list-style-type: none"> • Launch/complete search for executive director • Board & staff conduct Anywhere Free Clinic site visit • Board & staff conduct planning retreat • Design and implement funding strategy • Design and implement volunteer recruitment and training • Secure facility for clinic • Create an evaluation plan • Design and implement PR campaign 	<ul style="list-style-type: none"> • # of patients referred from ER to the clinic/year • # of qualified patients enrolled in the clinic/year • # of patient visits/year • # of medical volunteers serving/year • # of patient fliers distributed • # of calls/month seeking info about clinic 	<ul style="list-style-type: none"> • Memorandum of Agreement for free clinic space • Change in patient attitude about need for medical home • Change in # of scheduled annual physicals/follow-ups • Increased # of ER/physician referrals • Decreased volume of unreimbursed emergencies treated in Memorial ER 	<ul style="list-style-type: none"> • Patient co-payments supply 20% of clinic operating costs • 25% reduction in # of uninsured ER visits/year • 300 medical volunteers serving regularly each year • Clinic is a United Way Agency • Clinic endowment established • 90% patient satisfaction for 5 years. • 900 patients served/year