Grant Application – Metrics Table

Shell is proud to partner with effective non-profit organizations and to communicate your positive impact with internal and external stakeholders. Please complete the tables below to help us share your organization's story and demonstrate measurable impact through our social investment.

External organization name and contact *Enter details of lead partner organization*

Program Outcomes *For each activity, please provide related goals and proposed __measurable__ outcomes. Be sure to provide metrics that report on both process (e.g. number of events hosted, materials distributed, people reached, etc.) AND outcomes (i.e. increase in student test scores, acreage restored, etc.).*

> Related Activities **-** *List the activities that will be undertaken in order to achieve stated goals*
> Goals - *State the specific objective(s) your program aims to accomplish during the grant period*
> Metrics/Outcomes – *Identify quantifiable deliverables to measure progress toward the program goals*

Activities	Goals	Metrics/Outcomes
Example: • Conduct series of teacher professional development courses in environmental science.	Example: • Increase youth understanding of environmental issues.	Example: • # of teachers trained • # of students impacted • % increase in student understanding (measured by pre- and post-test evaluation)

Organizational Reach *Please complete the following fields with the most current information for your organization, and prepare to update this information in the end of grant year evaluation.*

_____ **# of Board Members:**

_____ # African American	_____ # ... Male
_____ # Hispanic/Latino	_____ # ... Female
_____ # White/Caucasian	
_____ # Asian/Pacific Islander	
_____ # Other Race	

Does your organization operate on:
   ___X___ Calendar Year (January – December)
   _____ School Year (August – July)

_____ # of Individuals Served (If Applicable):

_____ % African American	_____ % ... Age 0-12	_____ % ... Male
_____ % Hispanic/Latino	_____ % ... Age 13-19	_____ % ... Female
_____ % White/Caucasian	_____ % ... Age 20-39	
_____ % Asian/Pacific Islander	_____ % ... Age 40-64	
_____ % Other Race	_____ % ... Age 65+	

_____ $ **Operating Budget** (FY2011)   _____ $ Total Operating Funds Raised (YTD)

_____ % Private Foundations   _____ % Government
_____ % Individuals   _____ % Corporations
_____ % Other

Please provide current data on your organization where appropriate:

_____# of Teachers receiving Professional Development
　　　# Math Teachers _____
　　　# Science Teachers _____
　　　# Other Teachers _____
_____# Students impacted
_____# of Schools served
_____# of Community members educated
_____# of visiting art patrons served

_____# Homes impacted (i.e. enhancements, etc.)
　　　# Homes painted _____
　　　# Yards landscaped _____
　　　# Homes weatherized _____
_____# Meals provided
_____# Miles walked
_____# Miles biked
_____# Pints of blood donated
_____# Internships provided
_____# Activities to promote community sustainability
　　　# School supplies donated _____
　　　# Lbs of food donated _____
　　　# Workshops conducted _____

_____# Miles/acres preserved/protected/planted/conserved
_____# Lbs/tons of debris picked up
_____# of species preserved/saved
_____# Studies published
_____# of times studies are cited in peer review journals
_____# of meetings with key influencers
　　　# meetings with elected officials _____
　　　# meetings with business & civic executives _____

_____# Shell impressions (print, radio and electronic media)
_____# estimated media reach/circulation
_____# of E-mail Subscribers
_____# of Mail Subscribers
_____# Events with Shell branding
_____# or % of participants with increased awareness about Shell efforts/energy message

Other:
List additional quantifiable metrics as appropriate
_____#
_____#

Shell Volunteers *Please describe the activities that volunteers will be engaged in over the next grant year, and prepare to report on the number and hours of volunteers/Shell volunteers engaged in the end of year report.*

Volunteer Activities	Total # of Volunteers (include Shell)	# of Shell Volunteers	Total # Volunteer Hours