



# 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.

<b>External organization name and contact</b> <i>Enter details of lead partner organization</i>								
<b>Program Outcomes</b> <i>For each activity, please provide related goals and proposed <u>measurable</u> 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.).</i>  <div style="text-align: center; font-size: small;"> <i>Related Activities - List the activities that will be undertaken in order to achieve stated goals</i>  <i>Goals - State the specific objective(s) your program aims to accomplish during the grant period</i>  <i>Metrics/Outcomes - Identify quantifiable deliverables to measure progress toward the program goals</i> </div>								
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="padding: 5px;">Activities</th> <th style="padding: 5px;">Goals</th> <th style="padding: 5px;">Metrics/Outcomes</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px; vertical-align: top;"> <b>Example:</b> <ul style="list-style-type: none"> <li>Conduct series of teacher professional development courses in environmental science.</li> </ul> </td> <td style="padding: 5px; vertical-align: top;"> <b>Example:</b> <ul style="list-style-type: none"> <li>Increase youth understanding of environmental issues.</li> </ul> </td> <td style="padding: 5px; vertical-align: top;"> <b>Example:</b> <ul style="list-style-type: none"> <li># of teachers trained</li> <li># of students impacted</li> <li>% increase in student understanding (measured by pre- and post-test evaluation)</li> </ul> </td> </tr> </tbody> </table>	Activities	Goals	Metrics/Outcomes	<b>Example:</b> <ul style="list-style-type: none"> <li>Conduct series of teacher professional development courses in environmental science.</li> </ul>	<b>Example:</b> <ul style="list-style-type: none"> <li>Increase youth understanding of environmental issues.</li> </ul>	<b>Example:</b> <ul style="list-style-type: none"> <li># of teachers trained</li> <li># of students impacted</li> <li>% increase in student understanding (measured by pre- and post-test evaluation)</li> </ul>		
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<b>Organizational Reach</b> <i>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.</i>  <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <b>_____ # of Board Members:</b>  <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <div style="display: flex; align-items: center; margin-bottom: 5px;"> <div style="width: 30px; border-bottom: 1px solid black; margin-right: 5px;"></div> <div># African American</div> </div> <div style="display: flex; align-items: center; margin-bottom: 5px;"> <div style="width: 30px; border-bottom: 1px solid black; margin-right: 5px;"></div> <div># Hispanic/Latino</div> </div> <div style="display: flex; align-items: center; margin-bottom: 5px;"> <div style="width: 30px; border-bottom: 1px solid black; margin-right: 5px;"></div> <div># White/Caucasian</div> </div> <div style="display: flex; align-items: center; margin-bottom: 5px;"> <div style="width: 30px; border-bottom: 1px solid black; margin-right: 5px;"></div> <div># Asian/Pacific Islander</div> </div> <div style="display: flex; align-items: center;"> <div style="width: 30px; border-bottom: 1px solid black; margin-right: 5px;"></div> <div># Other Race</div> </div> </div> <div style="width: 45%;"> <div style="display: flex; align-items: center; margin-bottom: 5px;"> <div style="width: 30px; border-bottom: 1px solid black; margin-right: 5px;"></div> <div># ... Male</div> </div> <div style="display: flex; align-items: center;"> <div style="width: 30px; border-bottom: 1px solid black; margin-right: 5px;"></div> <div># ... Female</div> </div> </div> </div> </div> <div style="margin-top: 10px;"> <b>Does your organization operate on:</b>  <div style="display: flex; align-items: center; margin-bottom: 5px;"> <div style="width: 30px; border-bottom: 1px solid black; margin-right: 5px;"></div> <div><input checked="" type="checkbox"/> Calendar Year (January - December)</div> </div> <div style="display: flex; align-items: center;"> <div style="width: 30px; border-bottom: 1px solid black; margin-right: 5px;"></div> <div><input type="checkbox"/> School Year (August - July)</div> </div> </div> </div>								

\_\_\_\_\_ # 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