Impact Statement/Story Template

The Issue
Answers -- What’s the problem being addressed by your project/program(s)? Why is it important, and to whom?
• Describe who your clientele/target audience is.
• Provide the rationale for your work. Describe the findings from your needs assessment.

What has been done?
Describes -- how you are responding to the issue, including the goals of your project/program.
• Briefly describe how your research, outreach, activities, and outputs/products address the issue.
• Mention participation - # of clientele reached, # of participants.
• Highlight innovative methods and/or strategic collaborations.

The Outcomes/Impact
Answers – What is difference your work has made? What’s the payoff? Why should we care? Why does it matter?
• Describe your participant outcomes: changes in learning (knowledge, attitude/intent to change, skills), changes in behavior/practices, and/or policy/decision-making.
• Include quantified outcome indicator evaluation data, and briefly explain how outcomes were/will be measured.
• Explain contribution to ANR condition outcomes and public value. Reference existing research/literature to make safe inference.
• Make sure this statement connects back to how your work helped address the issue.