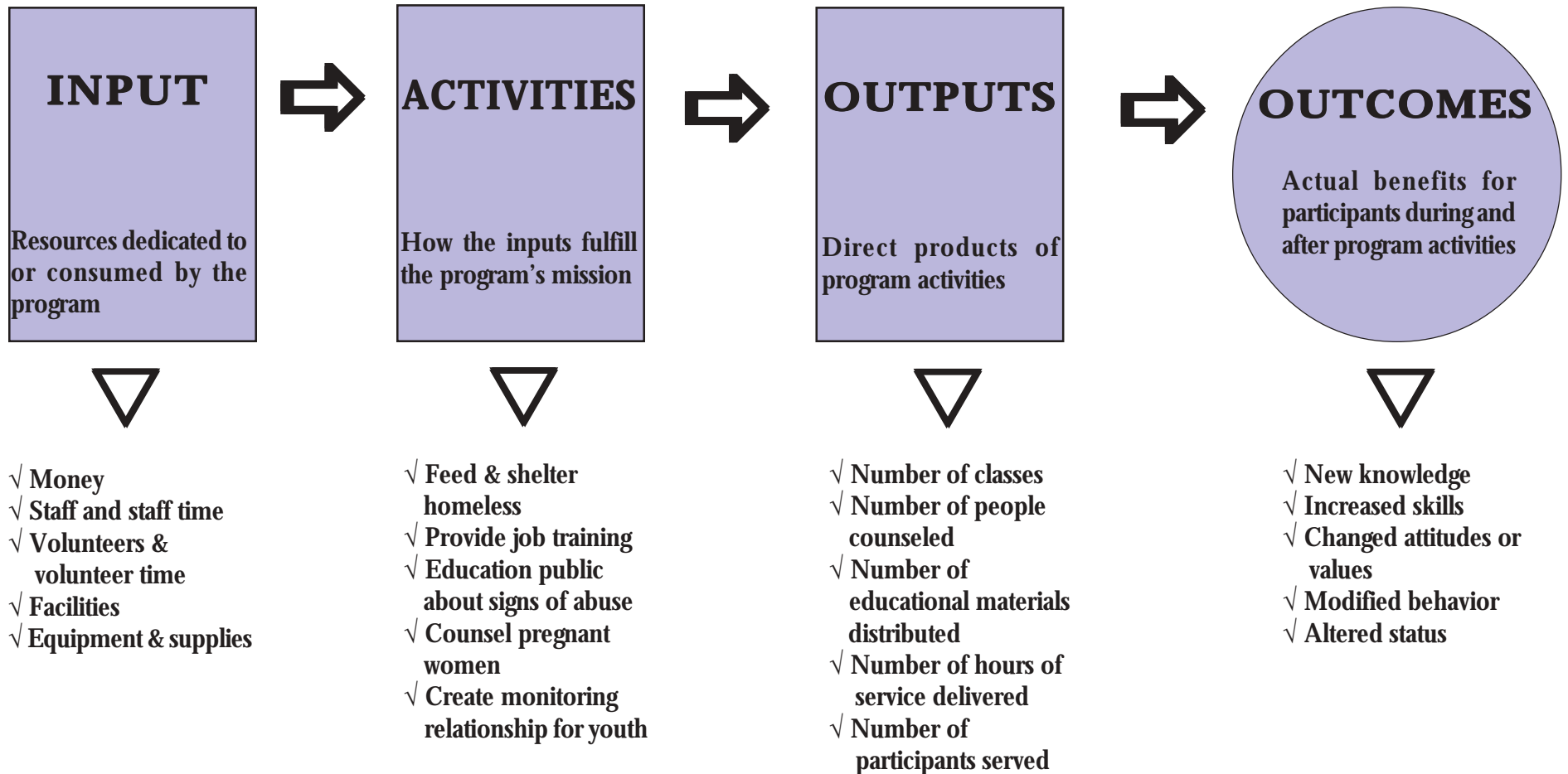


# Outcomes Measurement



"We didn't have this information before. We knew the number of people we'd seen, but didn't really know if the services had made a difference for the client. Today, no one pays you to 'do good.' They pay for effectiveness."

Ellie Gersten, Director  
East Valley Catholic Social Services  
Mesa, Arizona

"If United Way stopped requiring this today, we would keep doing it."

Marilyn Lange, Executive Director  
Village Adult Day Care Center, Inc.  
Milwaukee, Wisconsin

"We really feel we're going in the right direction. It's a lot of work, but well worth it. It provides a clarity to the staff, insures a continuation of funding and from a management perspective, you really need it. Now that we've done it, I don't know how people make it without it."

Nina Waters, Executive Director  
Practical and Cultural Education (PACE) Center for Girls  
Jacksonville, Florida