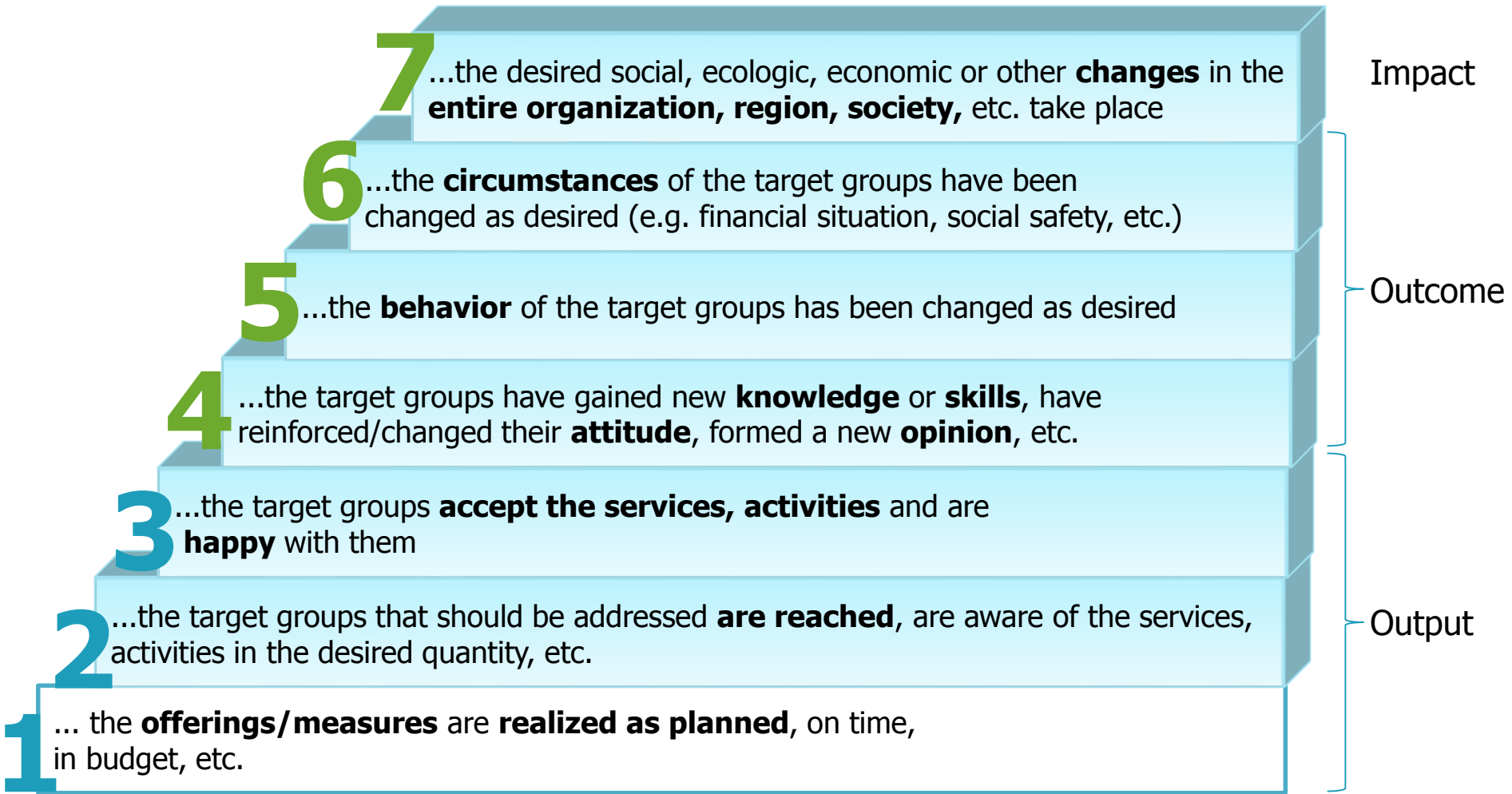




# Which social impact goals exist?





# Develop your own „Theory of Change“

<b>Social Challenge</b> <i>What is the specific social challenge you would like to address?</i>	<b>Target Groups</b> <i>Which groups does your project target?</i>	<b>Vision</b> <i>Which (ideal) social state are you striving for?</i>													
<b>Output Goals</b> <i>What kind of and how many activities or services do you provide the beneficiaries with?</i> <table border="1" data-bbox="608 721 948 822"><tr><td>3</td><td>...the beneficiaries reached <b>accept the services, activities</b> and are happy with them</td></tr><tr><td>2</td><td>...the beneficiaries that should be addressed are <b>reached</b>, are aware of the services, activities in the desired quantity, etc.</td></tr><tr><td>1</td><td>... the <b>offerings/ measures</b> are realized as <b>planned</b>, on time, in budget, etc.</td></tr></table>	3	...the beneficiaries reached <b>accept the services, activities</b> and are happy with them	2	...the beneficiaries that should be addressed are <b>reached</b> , are aware of the services, activities in the desired quantity, etc.	1	... the <b>offerings/ measures</b> are realized as <b>planned</b> , on time, in budget, etc.	<b>Outcome/Impact Goals</b> <i>Which direct changes to your target groups do you expect based on your activities?</i> <table border="1" data-bbox="1464 721 1798 839"><tr><td>7</td><td>...the desired social, ecologic, economic or other <b>changes</b> in the <b>entire organization, region, society</b>, etc. take place</td></tr><tr><td>6</td><td>...the <b>circumstances</b> of the beneficiaries reached have been changed as desired (e.g. financial situation, social safety, etc.)</td></tr><tr><td>5</td><td>...the <b>behavior</b> of the beneficiaries reached has been changed as desired</td></tr><tr><td>4</td><td>...the beneficiaries have gained new <b>knowledge or skills</b>, have reinforced/changed their <b>attitude</b>, formed a new <b>opinion</b>, etc.</td></tr></table>	7	...the desired social, ecologic, economic or other <b>changes</b> in the <b>entire organization, region, society</b> , etc. take place	6	...the <b>circumstances</b> of the beneficiaries reached have been changed as desired (e.g. financial situation, social safety, etc.)	5	...the <b>behavior</b> of the beneficiaries reached has been changed as desired	4	...the beneficiaries have gained new <b>knowledge or skills</b> , have reinforced/changed their <b>attitude</b> , formed a new <b>opinion</b> , etc.
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<b>Indicators</b> <i>How could you observe whether your activity contributed to achieving a specific goals?</i>															