



Peel Region
Evaluation Platform

Six Myths of Evaluation

Myth #1: Evaluation unnecessarily diverts resources from program delivery.

A well-planned and executed evaluation can have an invaluable effect on the services and programs delivered by our nonprofit. Evaluations don't need to be overly complex and can be planned to fit organizational size and needs.

Myth #2: Evaluation automatically determines whether or not programs will be eliminated.

Evaluation is intended to help organizations learn and grow. Showing how our program can improve is a signal that the evaluation process has been done well. After all, even the most successful program should undergo some level of change and refinement over time to continue to meet community needs.

Myth #3: Evaluation is too complicated and time-consuming.

Evaluation can be a straightforward process if it's planned with our organization's needs and goals in mind. There are many resources and tools available to help with this. Moreover, 'practise makes perfect'. If the process is built into operational activities so it can be replicated, evaluation can become more straightforward and efficient.

Myth #4: Evaluation is a new set of activities that require substantial resources.

Many activities that are used in evaluation are ones that are already a part of program management. This includes tracking numbers of participants or collecting feedback after workshops or training.

Myth # 5: There is a right way and a wrong way to do evaluation.

There is no 'one-size-fits-all solution' approach to evaluation. Competence and confidence in evaluation can be built by starting simple and reflecting on what we've learned from the process each time.

Myth # 6: Evaluation is just a formal way to tell us what we already know about our organization.

Evaluation objectively assesses various aspects of a program or organization. It's done in this way in order to provide a fresh viewpoint on what works, why and to what extent. It can provide insights on emerging needs. Built into operational planning, it helps our nonprofit stay current on needs apart from the institutional knowledge that come and go during staff and board transitions.

