

Note: This goal and objective development summary applies only to Packard Foundation funding in Pueblo, Colorado.

DEVELOPING A PROPOSAL GOAL AND OBJECTIVES

What are goals and objectives?

A **goal** is an overarching principle that guides decision-making. Goals express the intentions of the work broadly and abstractly and are usually difficult to measure. For example:

- *Reduce poverty in Pueblo County*
- *Improve school readiness*
- *Reduce suicide levels in Pueblo County*

Objectives are narrow and specific and explain how the goal is going to be accomplished. A powerful objective is **specific, measureable, attainable, relevant, and time bound (S.M.A.R.T)**. For example:

- *Implement a GED program for parolees by July 2018.*
- *Certify 200 early childhood teachers to administer the Ages and Stages Questionnaire by the end of the year.*
- *By July 2018, contract with local mental health providers to provide a full-time mental health therapist in every high school in the District.*

For **General Support grants**, the goal should be the main organizational goal for the year and the objectives should reflect the work to achieve that goal. In some cases, this goal may be the same or similar to the organization's mission. Grant applicants should identify one goal and up to three objectives. For example:

Goal: Provide emergency assistance to homeless families of Pueblo County

Objectives:

- *During the grant year, provide 500 homeless families with nutritious emergency food supplies that will sustain each family for up to two weeks.*
- *Assist at least 150 people to enroll in Medicaid and SSI over the course of the year.*
- *Assist at least 100 families to complete the paperwork for the rental assistance program through Social Services.*

For **Program or Capital grants**, the goal should reflect the main goal of the program/ project. Grant applicants should identify up to three objectives that will reflect how the work will be accomplished. For example:

Goal: Complete the renovation of the school theater

Objectives:

- *By June 1, 2018, all design elements for the project will be completed by the architect, reviewed by engineering, and approved by the City.*
- *By December 30, 2018, the renovation of the facility will be completed*