

# KPI Guidance (1)



KPIs are quantifiable metrics used to measure the performance of an organization, team, or individual in achieving specific objectives.

## STEPS

### Understand:

- The difference between Outputs and outcomes

**Outputs:** Tangible deliverables you produce (eg: a workshop or a website for families)

**Outcomes:** The impact you have  
- Meaningful changes resulting from those outputs (eg: increasing families' ability to manage the military lifestyle)

### Consider:

- What are the tangible deliverables your project is producing?
- What is the impact you are seeking to have for military and veteran families?

### Develop:

- Some KPIs for your project based upon the outputs and outcomes you've considered.
- A good plan for KPIs is to have a mix of outputs and outcomes

### Review to ensure...

- You're aligned with the Grant purpose and eligibility
- You can achieve your outputs and outcomes by 31 March 2026 (end of project)

### Submit:

- Your outputs and outcomes at the Better Together Grant After-Action Report JotForm provided

Make sure your outputs and outcomes are aligned with: SOT mandate, mission, vision and values; Better Together Community Grant eligibility criteria



# KPI Guidance (2)



KPIs are quantifiable metrics used to measure the performance of an organization, team, or individual in achieving specific objectives.

- **Mandatory Outputs**
  - # individuals assisted by location
  - # activities organized
- **Mandatory Outcomes**
  - At least 5 testimonials from program participants speaking to the impact of the program/project
- **Additional Sample Outputs**
  - Increased # of supports and/or services for CAF and Veteran family members with disabilities
  - Operational efficiency: total program costs / # of participants
- **Additional Sample Outcomes**
  - Increased stability of military and Veteran families when facing military lifestyle challenges
    - Eg: % of participants felt the program increased their stability and ability to face military lifestyle challenges
  - Increased health of military and Veteran families facing military lifestyle challenges
    - Eg: % of participants who reported an improvement in their wellbeing following the program / activity
  - Increased connections between military families or Veterans with their local communities
    - Eg: % of participants who indicated they felt more connected to their local community following the program / activity
  - Increased accessibility and safety for members of Ranger community and their families
    - Eg: % of participants who felt an increased level of access or safety following the program / activity

