



News Release

For immediate release

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NORTHSKY AND ROTARY CHARITIES PRESENT PROGRAM EVALUATION WORKSHOP ON JANUARY 23.

JANUARY 6, 2008 --- TRAVERSE CITY, MI --- Effective program evaluation is an internal capacity that every best practicing nonprofit needs. It is essential to program design and delivery and provides a mechanism to measure the impact of programs and services, and how successfully they meet client needs. Evaluation is also a requirement of many funders who seek to compare the goals of a grant proposal with actual outcomes.

In partnership with Rotary Charities, NorthSky Nonprofit Network is hosting a day long workshop designed to provide nonprofit organizations with the tools they need to develop an effective program evaluation plan. Christine Ameen, PHD, of Grand Rapids-based, Ameen & Associates, will lead the workshop. Ameen has over 30 years of experience as a program evaluator, consultant and trainer, and has worked with nonprofit organizations throughout the country.

“We are excited to bring a program of this caliber to northern Michigan and strongly encourage nonprofit leadership to participate in the workshop,” says Marsha Smith, Executive Director of Rotary Charities. “Without an evaluation plan, it’s impossible to truly determine the effectiveness of nonprofit organizations and whether the public’s investment in them is appropriate.”

Workshop participants will obtain an overview of program evaluation and enough specifics to move forward in designing an evaluation plan. They will also receive tools and templates to help implement the plan.

The session will be held from 9 a.m. to 4 p.m. on Wednesday, January 23 in room 112 of Northwestern Michigan College’s Great Lakes Campus. The workshop fee is \$40 and includes workshop materials.

The program is open to all interested parties by registering online at www.northskynonprofitnetwork.org or calling 231.929.3934.

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NorthSky Nonprofit Network supports the work of the nonprofit sector through advocacy, capacity building, and sustainability support. Its mission is to build strong communities by helping nonprofit organizations achieve and sustain excellence. NorthSky is an official satellite office of the Michigan Small Business & Technology Development Center, servicing nonprofit organizations.

The Michigan Small Business & Technology Development Center consists of a network of 12 regional offices and 31 satellite offices statewide. Certified Business Consultants provide counseling and training to small businesses, partnering with local resources to grow and strengthen companies. Northwest Michigan's SBTDC regional office is hosted by Northwest Michigan Council of Governments, with satellite locations at Northern Lakes Economic Alliance in Boyne City, Manistee Economic Council & Chamber Alliance in Manistee, Traverse Bay Economic Development Corporation in Traverse City, and NorthSky Nonprofit Network in Traverse City.

Since its inception in 1977, Rotary Charities has distributed more than \$37 million in the form of more than 600 grants to organizations and non-profits in Grand Traverse, Leelanau, Benzie, Kalkaska and Antrim counties. The public foundation was formed following the discovery in July of 1976 of valuable oil and natural gas reserves on property owned by the Traverse City Rotary Club. Its purpose over the years has been to distribute interest income generated from the oil and gas royalties to organizations throughout the five-county region of Northwest Michigan. More information is available at www.rotarycharities.org.

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