

Thinking About Results and Impact

As part of the feminist-led, arts-based social justice movement in our state, how do you think about the difference your art makes to others? Maybe you know you want to make a difference through your art, but don't know how to do that, or maybe you know you're making a difference, but how can you show it? Based on what KFW staff has learned from KFW grantees and from leaders in the field of art and social justice, starting by thinking about **Activities, Results, and Impact** can be helpful.

Activities are concrete actions. What will you actually do? Activities will be the *what, who, and when*.

Results are the observable, quantifiable and measurable end *product(s)* or *processes* caused by the activities. Results include products such as artwork created, capacities or skills developed or behaviors observed while doing your artwork. Results can also include processes such as new collaborations or relationships formed. Results look at *how many* and *how much*. For instance, what are the specific skills or capacities you want to learn, what will be some ways in which you will develop as a feminist social change artist, what kind of art will be created, how many pieces, how many people do you expect to participate or experience your art, etc.

Impact is *how* the results of your activities will advance positive social change or make a difference. Impact includes both individual/personal transformation and larger social change. KFW values both personal and societal transformation, because it is the link between these two where social change occurs. Social transformation takes place when feminist social change art makes some *impact* on others. To think about what impact you want to have, it could help you to think about *social change indicators*.

Social Change Indicators are like signs, or road markers, to show what kind of difference your art can make. Indicators can help you, as a feminist artist, think about how you will make progress towards social change. Indicators can come in a variety of forms: they can be facts, or they can be anecdotal stories that will show that change is happening. Changes can be in awareness and knowledge, attitudes and motivation, behavior and participation, public discussion, individual or organizational capacity or systems, or policies or conditions. Indicators can be short-term or long-term changes in attitudes or behavior resulting from your development as a feminist social change artist. So, before you apply for a grant or begin your activities, think about what you want to do in the context of your art or artmaking and what *your* indicators for social change will include. By observing and recording these indicators, you will be able to show how your feminist art can make a difference.

For more information and examples, visit www.kfw.org/grants/completing-the-application/ and find links for results and impact.