**Potlatch Fund Outcome Map Description**

**(April 30, 2010)**

1. Purpose of the Outcome Map is to illustrate core elements of the programs, key strategies, outcomes of various kinds, goals and the relationships among these elements.
2. It shows some (not all) of the key relationships among current core strategies and evolving strategies. The map shows existing activities (most of which have been active for many years) and some that are now developing or could be developed in the near future (next 5-10 years).
3. How to read the map symbols and flow:
   1. Core Elements are the operating principles and activities that have been adopted as guides for core practices implemented by the staff, partners and participants to make Potlatch Fund work smoothly and in keeping with its core principles and vision.
   2. Strategies and key activities are in the ovals. They represent the ways that Potlatch Fund does its work (the real and the ideal).
   3. Outcomes are in the rectangles. Some are changes in participants (changes in knowledge, attitudes, and behaviors) and many are in the areas of grant wtiting, program management and leadership skills. Some are changes in collaboration with Native organizations and communties and with funders and their knowledge of each other. Some are through grantmaking. Others are organizational changes (e.g., increasing Potllatch Fund’s capacity to be effective)
   4. Goals are in the hexagons. Goals are long-term changes that the outcomes contribute to but are too broad and influenced by too many factors and actions to be directly measurable. Nonetheless, they are the vision of the future that drive much of the work and therefore need to be stated.
   5. Some outcomes are linked in what we call “outcome chains” or “so that chains,” meaning that one outcome leads to one or more longer-term outcomes (as one reads down the columns).
   6. Strategies lead to outcomes across what look like silos, but there is more of a holistic flow from strategies to outcomes to goals than is implied here. The colors of the outcomes are linked to the strategies, but some of strategies are related to other types of outcomes. Some key relationships across outcomes are indicated by arrows linking across outcome categories.
4. The major strategies are:
   1. Capacity building and Tribal/Native orgranizations (e.g., trainings; workshops, leadership development activiites and technical assistance)
   2. Grantmaking (e.g., community building, Native Arts, The Canoe Journey, Leadership, Philanthropy, Cedar Tree Project)
   3. Public Awareness / Commuication (e.g., articles, newsletters, recofinition of exemplary actions, wesite, blogs)
   4. Leveraging/Networking/Brokering (e.g., connections between funders and Tribal communities, alumni networks, funder tours and the Gala)
   5. Organizational Development (regular and special projects like improving the Potlatch evaluation systems)
5. The outcomes leading primarily from these strategies and activities are noted in boxes of similar color.
6. The collective achievement of these outcomes will further progress by Potlatch Fund and its Native and funding partners toward the goal of building “Strong sustainable Native communities.