


# LOOKING FOR **THE RIPPLE EFFECT**

Capturing the outcomes and impact of settlement service provider organizations



**“This training gave me more tools to evaluate programs and explain their impact more clearly. It also helped me become more strategic and see evaluation in a more global and structured way. I now better understand how to connect our activities with the real changes happening in participants’ lives and how to communicate this impact to funders and partners.”** -2025-26 participant

**AN ONLINE LEARNING OPPORTUNITY ABOUT OUTCOMES-BASED EVALUATION**

Settlement service providers affect the lives of individual newcomers and their families. They also have a large impact on communities, systems, and society.

## **How can you best tell your impact story?**

This online, modular professional development opportunity will give you the information, skills, and confidence to develop a realistic outcomes-based evaluation plan for your programs and services.

## 12-WEEK SESSIONS BETWEEN SEPTEMBER 2026 AND APRIL 2027

Looking for the Ripple Effect is a professional development resource for Settlement Service Provider Organizations in British Columbia, Ontario, the Atlantic Provinces, and the Prairie and Northern Territories who offer IRCC-funded direct and indirect services.

Participants can access the online modules individually or as part of a cohort. Over the course of three months, participants can work through the modules in sequence or select specific topics of interest in random order. Along with written content, there are brief audio recordings, downloadable templates, and opportunities for live discussions.

### About Eupraxia Training

Eupraxia Training is a small consulting group located in Winnipeg, Manitoba. Principal consultant, Margerit Roger, M.Ed., has worked with community-based organizations, post-secondaries, industry, labour, and provincial and federal government departments to develop and evaluate programs in and for the social purpose sector. She uses social impact analysis as a way of strategically describing an organization's "ripple-effect" on individuals, families, communities, and systems.

### Questions?

Contact us at [info@eupraxiatraining.com](mailto:info@eupraxiatraining.com).



### What you will be able to do

- Create a stakeholder map and compare definitions of "success"
- Create a Theory of Change chart to guide your planning and evaluation activities
- Identify core outcomes to describe effects and benefits of your work
- Select or develop tools to gather feedback from clients and partners
- Make a program or service evaluation plan
- Create a strong value argument for your programs and services

### 10 Modules with Diverse Activities

- Readings
- Downloadable templates
- Supplementary material and weblinks
- Optional guided exercises
- Live group or individual discussions
- Supplementary resources
- Feedback opportunities from an experienced program planner and evaluator

### Accessibility and Flexibility

- Available in French and English
- No cost to eligible participants
- Per level: 12 to 15 hours of work spread out over 12 weeks
- Work individually or as a cohort
- Work self-paced or participate in scheduled group discussions

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## Modules in Two Levels

### Preparing for Outcomes-Based Evaluation

**Module 1:** Getting Started (Expand the definition of “success” for programs and services)

**Module 2:** Stakeholder Mapping (Create a stakeholder map and matrix)

**Module 3:** Theory of Change (Answer five questions to create a Theory of Change chart)

**Module 4:** What Changes and Why Does it Matter? (Identify key domains of change)

**Module 5:** Live Outcomes Lab (Brainstorm outcomes for a program stream as a small group)

### From Fundamental Concepts to Strategy

**Module 6:** Looking for the Ripple Effect (Choose the strongest outcomes for tracking and monitoring)

**Module 7:** Tools and Timelines (Develop tools and timelines for collecting feedback)

**Module 8:** Working with Data (Analyze and interpret your data)

**Module 9:** Creating an Impact Argument (Report on outcomes in reports and proposals)

**Module 10:** An Annual Evaluation Strategy (Document your strategy)

### Purpose of the Modules

The hope is that after working with the modules, Settlement SPOs will feel more confident about strategically gathering outcomes and impact data. The hope is further that SPOs will produce more powerful impact stories for use in proposals, communications, and narrative reporting. These impact stories can include collective impact, GBA Plus, and Indigenous evaluation perspectives. The work of the settlement sector is vitally important not just to individual newcomers and their families but to communities, systems, and Canada’s future.

## Target Audience/Eligibility

Settlement sector organizations with IRCC-funded direct and indirect services are eligible to register. The modules have been developed for managers and other staff with evaluation responsibilities, but frontline program staff also benefit, especially from the first five modules. Organizations can register up to four participants. Larger organizations wishing to register more than four participants can be accommodated by special arrangement.

## Start Dates

**English:** September 28, 2026 and January 7, 2027 (M1-5, M6-10)

**French:** September 28, 2026 (M1-5) and January 7, 2027 (M6-10)

## Completion Requirements

This is an open, supported, professional development opportunity. You can choose to read the content in any sequence without submitting any assignments. However, you can earn a Letter of Participation or Certificate of Completion if you submit certain assignments and participate in a live brainstorming session. Please email [info@eupraxiatraining.com](mailto:info@eupraxiatraining.com) for more information.

## Registration

Registration for Fall Term opens on August 31, 2026

Visit [pd.eupraxiatraining.com](https://pd.eupraxiatraining.com) for registration details and more information including the option to work alone or as a cohort.