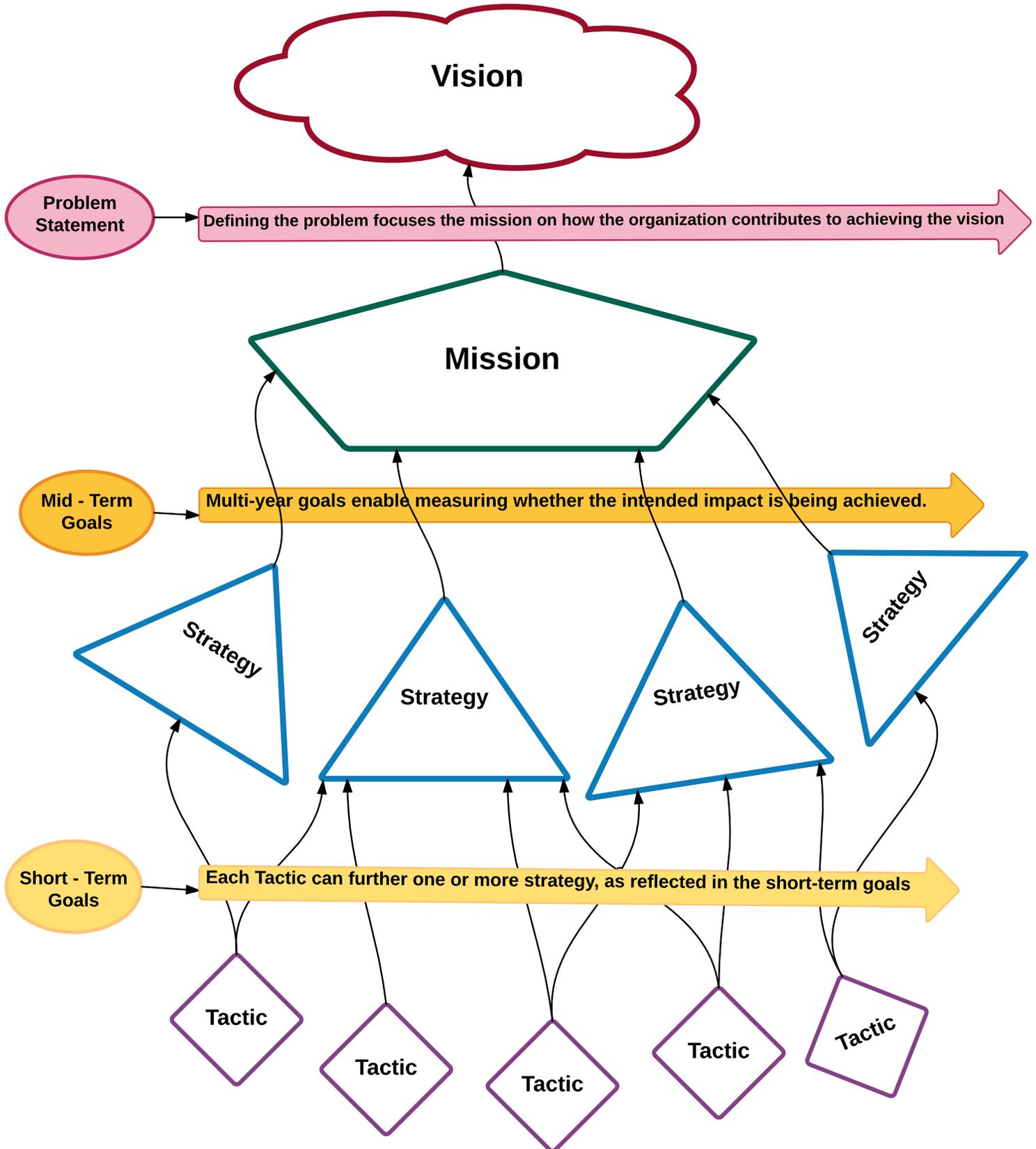


# Theory of Change

Aligning the pathway to change



## Theory of Change

The Theory of Change (TOC) is a description and illustration of how and why a desired change is expected to happen in a particular context. The TOC articulates what the organization wants to be held accountable for, and identifies tactics, strategies, underlying assumptions, changes or benefits working for, external context, where we are working and who we are working for and with.

## Vision

A short statement that is a clear and inspirational description of the future we seek to create. The vision statement is the long-term change resulting from the organization's work. (Time horizon is typically 25-75 years = 1 to 3 generations).

## Problem Statement

What is the problem that we focus on solving to achieve our vision. A concise statement of what problem has to be addressed to achieve our vision.

## Mission

An overview of how we achieve our vision. It answers: What do we do? What makes us different? Who do we serve? What are our values?  
Mission is typically durable for 10-20 years.

## Mid - Term Goals

The changes that occur or the difference that is made for individuals, groups, families, organizations, systems, or communities. Mid-Term Goals are the result of strategies.  
Mid-Term Goals are indicators of success measured over 3-5 years.

## Strategy

High-level, multi-year, multi-pronged mobilization of resources to achieve goals, mission and vision.  
**Strategy = What you do**  
Strategies are typically organized as programs and have a minimum durability of 3-5 years.

## Short - Term Goals

The changes that occur or the difference that is made for individuals, groups, families, organizations, systems, or communities. Short-term goals are the result of tactics. Annual reflection/evaluation on success achieving Short-Term Goals drives adjustments for following year.

## Tactic

Tactics are day to day actions taken and choices made to advance strategies and achieve goals. Tactics are priority activities.  
**Tactics = How**  
Tactics are typically outlined in annual work plans and change yearly as a result of learning and/or changing circumstances.