# Template - Program Profile

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| **1. Purpose** |  |
|  | * **Why** does the program exist? –Rationale/Raison d’etre for the program |
|  | * One or two sentences |
|  | * Sometimes a program’s Vision or Mission (from their strategic plan) can be used |
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| **2. People** |  |
|  | * **Who** has an interest in the program? |
|  | * Groups can include |
|  | * + Participants |
|  | * + Program Staff |
|  | * + Senior Management |
|  | * + Service Providers |
|  | * + Advocacy Organizations |
|  | * + Others active in the program’s space – including other programs |
|  | * It can be helpful to diagram these groups as this illustrates the relationships between them as well. Also to summarize how each group is involved with the program. |
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| **3. Inputs** |  |
|  | * **When** did the program start? What are its key phases (to date/future)? |
|  | * **What** is the program’s budget/funding – and how does it breakdown (at a high level) e.g., by sub-program or program streams and by fiscal year. |
|  | * **What** other resources does the program use e.g., staff, capital (building/equipment), in-kind (volunteers) |
|  | * Sometimes a timeline can be used to show a program’s key phases. Tables can be a succinct way of presenting financial and other input information. |
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| **4. Activities & Outputs** |  |
|  | * **Where** does the program take place? |
|  | * **What** are the key activities the program does? Can they be grouped into components? (Aim for a maximum of about five.) |
|  | * **What** outputs do they have? |
|  | * Sometimes a map can be used to show where the program takes place e.g., regions. Other visuals can be used to illustrate key activities e.g., photos. |
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| **5. Outcomes** |  |
|  | * **What** are the program’s major intended results? How do they contribute to its overall purpose (above)? |
|  | * Identify which outcomes are within the program’s sphere of influence (the program can directly influence) and which ones are outside it. |