

2024-
2025

Gilead Oncology Corporate Giving Program

Grantee Guide to Evaluation



Background

Gilead's Oncology Corporate Giving Evaluation Philosophy

Gilead's evaluation philosophy, much like our giving strategy, is centered on racial and health equity. Evaluation should be designed and implemented in alignment with the values underlying equity work, including a focus on cultural humility and multiculturalism, grantee-selected measures and data collection process, and prioritizing perspectives of the community in the interpretation of data. We know that, in philanthropy, there are powerful and ingrained evaluation practices that as funders we want to continue to uncover, unpack, and speak openly about as we think about how success and impact are defined. As we continue along that path with you, we are committed to an evaluation strategy that is grounded in and informed by the following guideposts.

The Gilead Oncology Corporate Giving Evaluation Philosophy

- 1 Seeks to understand the impact of a strategy on different populations and how that strategy addresses systemic sources of inequity.
- 2 Is designed and implemented in a way that is culturally competent, multiculturally valid, and oriented toward participant partnership.
- 3 Examines who is defining what is important to learn and for whom.
- 4 Engages and solicits input from the community about what they want to measure and what is realistic to measure.
- 5 For shorter grant periods, maintains a focus on process/partnership/capacity/learning goals as opposed to the expectation of significant health or systems shifts.
- 6 Expands opportunities for those most impacted to participate in the interpretation of the data.
- 7 Includes perspectives that have been historically unheard or discounted in data sensemaking.

Specifically, evaluation as part of grants reporting seeks to better understand the levers that reduce health disparities and improve access to quality care for those who have been historically disenfranchised. We know that health outcomes, particularly oncology morbidity, are affected by many factors. Your work is critical as we continue to understand how social determinants impact health outcomes, and more importantly, how we can collectively address those barriers. To that end, Gilead's grantmaking approach and evaluation framework are built upon the following three strategies for reducing barriers to care:

The Gilead Oncology Corporate Giving Program's Strategies for Reducing Barriers to Care



Education

Support community-driven strategies that improve health literacy and increase information sharing about health issues that directly impact the target population, as well as increase the knowledge and skills of providers about implicit bias.



Connection to Care

Deepen community-based and holistic approaches to cancer care navigation in order to increase access to screening, treatment, and survivorship services.



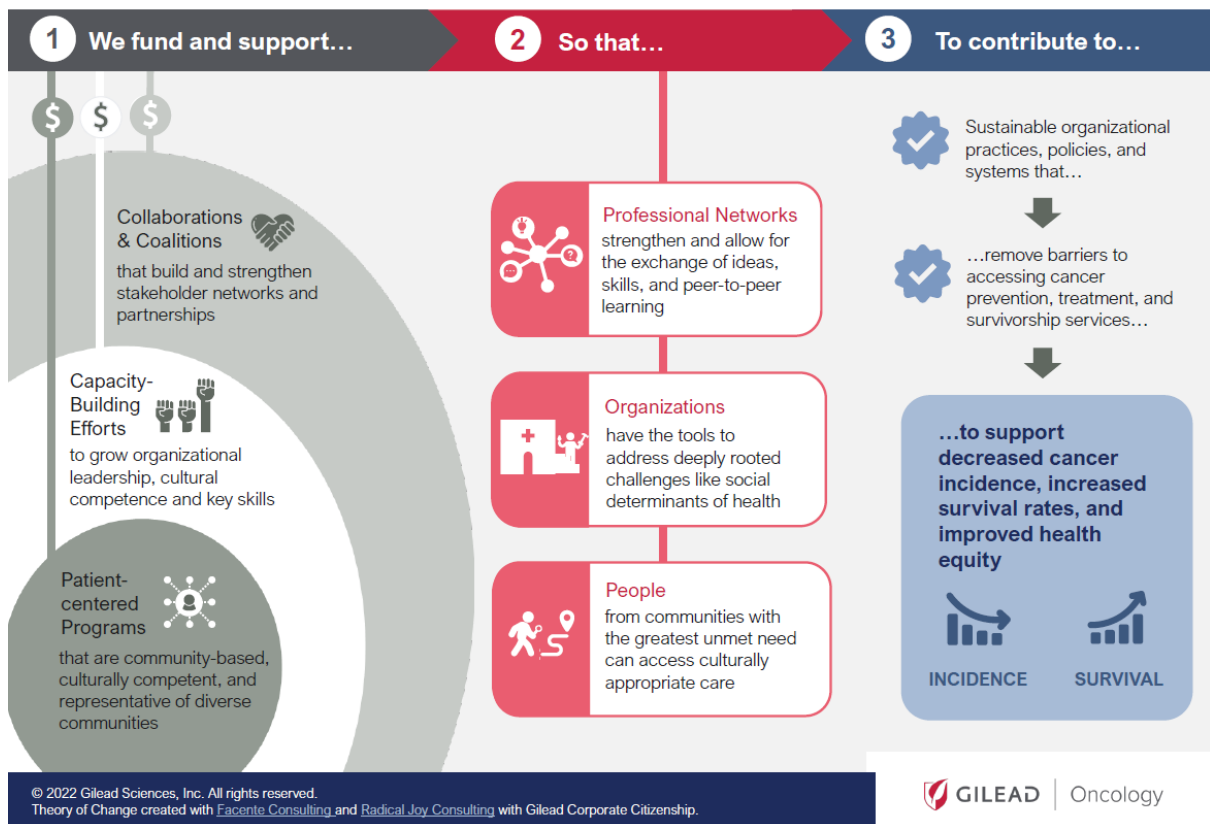
Capacity-Building

Expand community-based leadership capacity and organizational sustainability.

We support three types of grants – collaborations & coalitions, capacity-building efforts, and patient-centered programs – to reduce barriers to care through these three strategy areas.

Below you'll find the Gilead Oncology Corporate Giving Program's theory of change for this health equity-focused giving strategy. You can see why we feel confident that funding and supporting collaborations and coalitions, capacity-building efforts, and patient-centered programs will lead to our goals of decreased cancer incidence, increased survival rates, and improved health equity.

A Health Equity-focused Oncology Corporate Giving Strategy



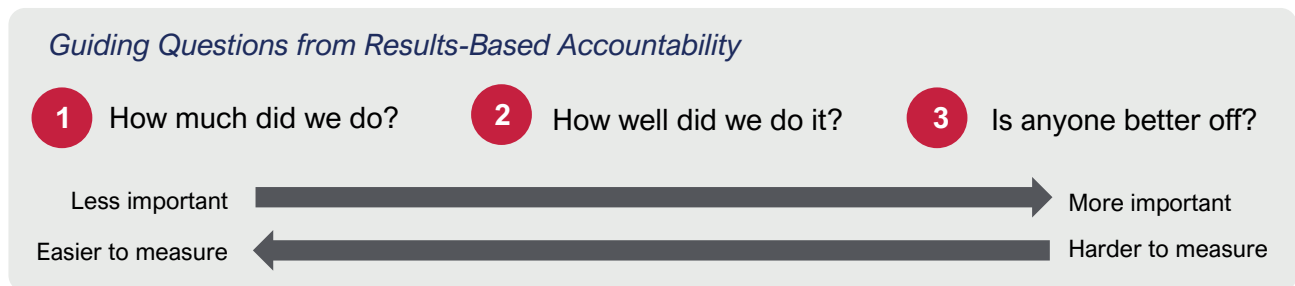
What Is Results-Based Accountability?

All of us do the work we do because we want to make a difference. One way to know if we are truly making an impact, and if that impact is equitable, is through evaluation. The Gilead Oncology Corporate Giving Program uses an evaluation framework called **Results-Based Accountability™**, or RBA. RBA is a “disciplined way of thinking and acting to improve entrenched and complex social problems. Communities use it to improve the lives of children, youth, families, and adults. RBA is also used by organizations to improve the effectiveness of their programs.”¹

RBA encourages us to ask the following three questions about our programs:

- How much did we do?
- How well did we do it?
- Is anyone better off?

These questions get answered using quantitative data (numbers) and qualitative data (stories). These questions exist on a continuum from easier to harder to measure, and more to less important, as shown in the diagram below.



Gilead is using RBA to measure impact across the entire Oncology Corporate Giving Program. The next section provides guidance in selecting measures and implementing the evaluation.

Using RBA to Evaluate Your Program

Why RBA?

Your full participation makes it possible to accurately depict the significant impact of your work as an organization, and allows Gilead to assess the collective impact of grantees' combined efforts. Our hope is that the data that comes from this effort will add value to your program, and your organization overall, by helping to illuminate which aspects of the program worked well and which can be modified to have a greater impact in the future. In addition, participation in the evaluation may provide an opportunity for you to seek additional sources of funding based on your data findings.

This evaluation framework is also a key component of Gilead’s commitment to equitable giving. These evaluation activities ensure that the perspectives of those directly affected by health disparities are prioritized and centered, and help us better understand how well we are addressing the underlying structural causes of those inequities. Also, information gathered through this process helps us all understand the levers we can pull on the local level to achieve better health outcomes. The data tell the story, and the story provides an opening for changes to programs, structures, or collaborations that will improve wellness for communities most impacted by health inequities.

Step-by-Step Guide to Using RBA for Your Gilead-funded Program

1 Learn the basics of RBA, with a focus on the concept of “performance measures.”

RBA resources can be found [here](#). Gilead and Facente Consulting will make additional resources and training available if your organization is required to participate in evaluation.

2 Identify your performance measures using the RBA Framework.

There is no “right answer” for which performance measures to select. Ultimately, you will need to balance multiple considerations and pick the measures that are the best fit for demonstrating program impact and are also within your capacity to implement. **It is critical to select strong measures at the beginning of your program** so that you can begin collecting data as soon as is feasible.

Consider the following:

- **What are the goals of your program?** Select measures that most closely relate to what your program is trying to achieve.
- **What is meaningful?** Consider which measures would best tell the story of why and how your program is so valuable.
- **What will allow you to show improvement over time, and learn what is working and what isn’t working?** With RBA, you will plot data over time, looking to see if trends are going in the right direction.
- **What will demonstrate the impact of your program on populations experiencing health inequities?** Consider using measures that highlight the impact on specific communities.
- **Who is the audience?** Although the primary recipient of the evaluation results is Gilead, think about how you might use the data in other contexts—for example, to apply for a grant, to share with your organizational leadership, or to share with policymakers. Are there particular measures that you would select over others depending on with whom you plan to share results?

- Does your program have the capacity to collect data from program participants through a survey or other tool that you can design, implement, and analyze? Certain types of measures may require collecting information from program participants. You should only choose measures feasible for your program.

3 Collect data over time, explain the “story behind the curve,” and identify and implement areas for improvement along the way, using the RBA Framework.

If required to participate in evaluation, you will track data over time for each of your measures. Each time you plot a new data point, the program team will reflect on the trend, determine the “story behind the curve” (i.e., is the curve going in the right direction and why), and identify any programmatic adjustments needed for improvement. **The “story behind the curve” is just as important as the numerical data you are plotting.** The numbers mean very little without understanding the context.

4 Share your data – both the numbers and the story.

If required to participate in the evaluation, your organization may be asked to share your data in one or more of the following ways:

Impact Report

What is the impact report? The impact report is a brief (1- to 2-page) document sharing your evaluation findings with Gilead. It is designed to be a visually interesting way to highlight key successes and lessons learned. It contains placeholders to share the results from your selected RBA measures, case studies, and/or photos.

How does Gilead use the data from the impact reports? Gilead will share the impact reports and data within Gilead to illustrate outcomes of the Oncology Corporate Giving Program. Gilead will also group the data across programs in order to tell the story of the combined impact of grantees’ efforts.

How can you use the impact report? Although you submit the impact report to Gilead, you may use it for your own purposes, such as to share with other potential funders or organizational leadership.

Quarterly Snapshot

What is the quarterly snapshot? These are short descriptions (a few sentences) of successes/learnings that get shared out to all Gilead Oncology grantees on a regular basis. These are designed to be low-effort and low-stress.

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How do I get help?

Gilead has partnered with Facente Consulting, who will offer both general training and individualized assistance for selected grantees. Several resources are available and can be accessed through [Facente Consulting's Evaluation Resource Page](#). To get more information about the type of help that's available and whether your organization is eligible, please email: gileadoncology@facenteconsulting.com