Athletic Outcomes

Theory of Change Statement: *By providing funding to nonprofit organizations with an athletic, sport, or recreation missions, the Telluride Foundation expects to improve the quality of life of the Telluride Region by encouraging a diversity of competitive and noncompetitive athletic experiences for a large range of diverse participants.*

Outcomes:
1) Participation in competitive and non-competitive athletic, sport, or recreation experiences by diverse populations.
2) Exposure to a diversity of quality athletic, sport or recreation experiences.
3) Local community pride and economic impact.
4) Healthier community.

Indicators	Measurement (1 year period)	Baseline Value	Baseline Source
1) Number who participate in athletic, sport, or recreation activities	# of athlete participants	NC	Grantees to provide starting in 2013
2) Diversity of participation (age, gender, ethnic, income, geography)	Demographics of total athlete participants: *Age = 18 and under/19 and over; *Race = non-white; *Gender = male/female; *Income = qualifies for free & reduced lunch (185% of poverty, or $20,665 for family of 1 or 42,643 for family of 4).	NC	Grantees to provide starting in 2013
3) Percent member/participant retention from previous year	% retention from previous year	NC	Grantees to provide starting in 2013