**Finding funding – jargon buster**

It’s important when fundraising to write effective proposals and sell your project to a funder in language that the funder can understand. Here are some key words and phrases that funders use quite often.

**Baseline data** – facts about the characteristics of a target group or population and its context, ideally gathered before the start of a project.

**Capital funding** – money for one-off purchases (e.g. equipment, building costs, materials).

**Core funding** – direct funding for the central support costs of your organisation including central overheads, often salaries, management / administrative staff costs

**Development funding** – money for the internal infrastructure costs of an organisation to enable it to grow and develop.

**Earned Income** – money that can come from membership fees, selling expertise, services, or products, rent (from other organisations using your premises), investments.

**Evaluation** - is sporadic (done mid-term or end of project) to assess the achieved results against expected ones.

**Full cost Recovery** – this means that when you have costed a service you have included all the direct and indirect costs that can be reasonably attributed i.e. a proportion of rent, management salaries, IT and phones, evaluation and monitoring etc.

**Impact** – broader or longer-term effects of a project’s activities, outputs and outcomes.

**Inputs** – resources put into a project to carry out an activity. Inputs may be human, material or financial, or can be expressed as time.

**Intermediate outcomes** – steps along the way to end outcomes. They are often smaller changes that need to happen before the final, desired outcome can be reached.

**Loan finance** – securing a loan as an alternative to a grant – This is usually sought when there is clear potential for future earned income or there is a need to cover a gap in funding that is already secured.

**Monitoring** – the routine, systematic collection and recording of information about a project, mainly for the purpose of checking its progress against its plans.

**Outputs** – all the detailed activities, services and products you do or provide.

**Outcome indicators** – pieces of information that show whether expected outcomes have occurred. They can be qualitative or quantitative.

**Outcomes** – the changes, benefits, learning or other effects that happen as a result of your work.

**Project funding** – a discrete and defined piece of work with a beginning middle and most important for the funder, an end, after which they no longer have to support you. A project has its own stand-alone budget but can be related to the larger organisational budget.

**Pump-priming** – start up grants for new, innovative projects (sometimes known as seed, or seedcorn, funding)

**Qualitative** – qualitative information is descriptive and is presented in words.

**Quantitative** – quantitative information is given as numbers.

**Revenue funding** – expenses and costs that occur on a regular basis i.e. rent, salaries.

**SLAs or Service level agreement** funding (contracting out) – an agreement, usually with statutory organisations, to fund a voluntary organisation to provide an agreed service over a period of time to a specific client group or service users

**Targets** – a defined level of achievement that an organisation or project sets itself to achieve in a specific period of time.