

## Glossary of Terms

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### Type of Funding

- **Capacity Building:** creating more higher quality and/or more sustainable services (research, assessment, expansion, resource development, organizational development, etc.)
- **General Operating support:** day-to-day costs of running the organization (office space, staff salaries, marketing materials, etc.)
- **Program support:** a specific program within the organization

### Outcomes

Outcomes are the observable results of programs that are created and funded in hopes of making a difference in the world. What is the work trying to accomplish?

### Performance Measures

Which data/information will be collected and how (surveys, test scores, media attention, awards, longitudinal studies, etc.)

### Goals

High level statements that provide overall context for what the program is trying to achieve and should be measurable statements of activities proposed in the grant request.

Goals can be listed as outputs.

Outputs -Direct products of the activities proposed - usually measured in terms of volume of work accomplished – for example, number of people served.

Examples:

Goals *without* baseline data:

1. To serve 1,300 people in 2026.
2. To raise \$100,000 in additional funding by 12/31/2026.

Goals *with* baseline data:

1. To increase the number of children and adults served from 1,300 to 1,600 by 12/31/2026.
2. To increase the number of courses offered per year from 5 to 10 by 12/31/2026.
3. At least X% of participants diagnosed with depression will show a Y% or better improvement in their test scores at 6 month follow-up.