

A shorthand guide to the language often used by Funders:

Need – the problems you are seeking to solve through the grant-funded project, back this up with evidence e.g. research, publications, consultations, factual information and letters of support.

Outputs – units, items, activities that are created as a result of the grant e.g. a guidebook, an exhibition running for 3 months, 12 open church Saturdays offering tours and trips up the tower, opening a community café. These are things that can be counted or simply described as something that has been produced.

Outcomes – changes that result from the project (and therefore the grant). Funders sometimes refer to the *difference* a project will make. Words such as *more, less, better, improved* can be useful in describing outcomes. A church project is likely to involve both physical changes (e.g. heritage better managed) and changes for people (e.g. they will have more understanding of the history of the church). All funders want to see positive change for people, so it is important to focus on this in describing the project's impact.

Monitoring and evaluation – checking that the project is achieving what it set out to do and then taking an overview of the results at the end. This should be both quantitative (e.g. counting the numbers of participants) and qualitative (assessing what has changed and how e.g. through feedback from people).

A funding application should link these together, showing how the needs will be met by the project and produce the identified outcome, and how it will be known that these have been achieved.

Here is an example:

- o **Need:** consultation showed that elderly people in the parish feel isolated (23% of population over 65, national average 16%). There are no community facilities where people can meet.
- o **Project:** install a fully accessible toilet and kitchenette in the vestry, plus an informal seating area in the south aisle, plus programming of community activities.
- o **Outputs:** Weekly coffee morning, monthly dementia café, 8-week talk programme designed for over 60s.
- o **Outcome:** older people will feel less isolated and better supported. They will be more active and have improved social networks and well-being.
- o **Evaluation methods:** numbers attending recorded, feedback forms for talks, interviews with a sample of attendees and carers.

(Taken from the Ambassadors' Training Notes supported and delivered by Historic England and the Diocese of Norwich).