



# Steps to Jargon Busting

A plain English guide to the  
language of funding  
applications

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## Acknowledgement

This resource has been produced as part of the Age NI Steps to Funding project funded by Comic Relief. The programme aims to increase awareness and accessibility to funding opportunities, and build the capacity of older people's groups to secure funding. This resource has been compiled by EJ Havlin, Age NI Age Sector Development Team. Visit [www.ageni.org/stepstofunding](http://www.ageni.org/stepstofunding) for more information. Further resources are available at [www.ageni.org/measuringimpact](http://www.ageni.org/measuringimpact)

# Foreword

Accessing funding can be a challenging process for any group or organisation. In the last four years, with the support of Age NI's Steps to Funding workshop programme, older people's groups all over Northern Ireland have been learning how to navigate the system.



We have supported hundreds of people to learn how to help themselves and access the financial resources they need to make a difference in their local communities. Age sector groups who have participated in our workshop sessions, utilised our case studies and drawn on our wealth of resources have leveraged over £310,000 to support their individual projects since 2012.

Our Jargon Buster is a further resource in our efforts to demystify the funding application process. We hope that our publication will be a further help to older people's groups on their journey to growth, independence and sustainability.

A handwritten signature in black ink that reads "Linda".

**Linda Robinson**  
Age NI Chief Executive

# Baseline

## Context: Application question

‘Give an indication of your project baseline.’

### Translation

The situation before the start of your service/project. It is used to compare the state of things before you started & after you intervened.

### Example

The Group delivered iPad training. Before the first session the participants could operate a desk computer/ had limited computer skills/ had no computer skills. Therefore this provides a baseline for the start of the training.

# Benchmark

## Context: Application question

**‘Please outline your current benchmark against which you will measure the achievements of your service.’**

### Translation

Whatever standard you have already achieved that can be compared to a current achievement with or set a target for. It may be about the quality of a service, how people view the service or can be statistical/numerical.

### Example

When you have organised knitting classes in the past three years, all available spaces have been filled within two weeks of advertising. This will be your benchmark and you would state that you expect this to be the same for a new crocheting class.

# Beneficiaries

Context: Application question

‘Please indicate the number of beneficiaries of the project.’

## Translation

*Direct beneficiaries* are those who gain from involvement in the funded activity.

*Indirect beneficiaries* are those who do not participate in the action/activity provided but gain as a result of the involvement of the direct beneficiary.

## Example

An older person attending a lunch club = direct beneficiary. Their carer does not attend the lunch club but benefits from the older person going = indirect beneficiary.

# Budget

## Context: Application question

**‘Please outline the total budget for the activity which you are applying for this grant.’**

### Translation

The financial plan for your project/activity. A list of everything you will need & an accurate cost for each item.

### Example

The activity is a lunch club. The budget may include rental of a hall, provision of the lunch x number of people eating, charge of a facilitator who will spend 1 hour co-ordinating armchair aerobics before the lunch.

# Capacity building

## Context: Application question

### 'How will this grant support or build capacity?'

#### Translation

The activities, resources and support which strengthen the skills and abilities of people and groups to take action and lead the development of their community. It involves building relationships, delivering services and people taking part in community initiatives through governance.

#### Example

Through the provision of 'introduction to the internet' courses, the participants will increase their skills and build their capacity to maximise opportunities online.

# Collaboration

**Context: Application question**

**'Please outline evidence of collaborative working or joint delivery of this project.'**

<b>Translation</b>	Combining with another group or organisation to deliver something together in the interest of your members or community.
<b>Example</b>	ABC Seniors club is planning to team up with Age NI to provide a 'one-stop advice service' in collaboration with their established lunch club.

# Core Costs

## Context: Application question

**‘Please outline your groups/organisation core costs.’**

### Translation

The costs incurred by your group in order to operate day-to-day. This may include rent, electricity, insurance.

### Example

The ABC Foundation will fund core costs, including salaries and overheads plus specific project costs.

# Designated Funds

## Context: Application question

'Please provide details of your organisations income & expenditure. Any designated funds must be specified.'

### Translation

Designated funds is money which must be spent in a pre-determined way. This is often money which has been awarded by another funder with the stipulation or designation to cover costs linked to a specific purpose.

### Example

The application is to fund a photography project and the budget request includes tuition, equipment hire and mounting an exhibition at the end of project. The group's reserves indicate that they have some money in the bank but this money is designated funds. The designated funds have been awarded to the group by a different funder specifically reserved to deliver a healthy eating programme.

# Exit Strategy

## Context: Application question

**‘Do you have an exit strategy planned for the end of this project?’**

### Translation

The plans you have in place for progression of this project once this funding term ends: maybe to seek additional funding; may be that the project is fixed term and will not continue; maybe that project will earn its own income to keep going.

### Example

When you apply for funding to deliver a local history project, the plan is for the project to run for 12 sessions. Once these sessions are completed the group has no current plans to continue the project but would seek funding from another source should the project lead onto additional activities.

# Full cost recovery

## Context: Application question

**‘Please outline the full cost recovery required by this project. Please include all costs directly relating to the project plus the project’s share of any overheads.’**

### Translation

Securing funding for all of the costs involved in running a project. This means that you can request funding for direct project costs and for a proportionate share of your overheads.

### Example

The ABC group runs a lunch club once a week. It does not run any other work or projects. The lunches, venue hire and any volunteer expenses are direct costs. There are no overheads. If ABC group also ran an exercise club alongside the lunch club then they would incur shared overheads for rent, electricity, insurance etc.

# Governance

## Context: Application question

**'Please outline the management and governance structure of your group/organisation.'**

### Translation

The structures, processes and procedures that control your organisation. Responsibility for governance lies with your boards or management committee.

### Example

The group has a constitution but is not a registered charity. We have a management committee with seven members, meeting every month. The group has an Annual General Meeting (AGM) held to present annual accounts, report on activities & select the management committee.

# Impact

## Context: Application question

**‘What impact will your work/project make to older people in your community?’**

### Translation

The difference that you will make (could be benefits or changes). It aims to highlight the focus and purpose of your work.

### Example

The impact of installing a new kitchen or getting new tables/chairs for a Lunch Club could be the ability to provide a healthy meal and company for isolated older people.

# *In-kind support*

## Context: Application question

**‘Give us details of any contribution that you are making towards the project. Your contribution may be in kind for example, volunteer time or equipment donated.’**

### **Translation**

The support where no money is exchanged. Goods or services may be given in support of your project.

### **Example**

The group has received a computer, printer/scanner to assist the delivery of its activities. This was donated by a local business who were upgrading their machines.

# Marginalised

## Context: Application question

**‘How will your project or activity meet the needs of those who are marginalised in your community?’**

<b>Translation</b>	An individual or section of a community that feels excluded and powerless within wider society.
<b>Example</b>	A luncheon club will provide an opportunity for isolated (marginalised) older person to participate in their community as well as benefit from a nutritional meal.

# Matched funding

## Context: Application question

**‘Please outline how you plan to secure additional funding to match any contribution to deliver this project.’**

### Translation

Securing funding from more than one source to pay for the costs of a project. A funder may offer to award 50% funding based on the other 50% coming from another source (raised by yourselves or from another funder).

### Example

The ABC group wishes to deliver workshops which focus on how to get the most from your mobile phones. They apply to the XYZ Trust for all the funding but are told that the XYZ Trust will support the project with 70% of the total costs providing the final 30% funding is matched/secured from another source – (raised by yourselves or from another funder).

# Milestones

## Context: Application question

**‘What milestones have you identified to track and measure your progress?’**

### Translation

Interim targets (or stepping stones) which show how far you are progressing towards meeting your target goal. Reaching a milestone often signifies the completion of a particular stage of your project.

### Example

The goal may be to produce a group newsletter. The milestones in achieving this may be: 1) agreement on a name 2) collation of the mailing list 3) completion of layout & division of roles/jobs/articles 4) production of 1st issue 5) distribution of 1st issue.

# Outcomes

## Context: Application question

'Please describe your project outcomes or what will be different at the end of your project.'

<b>Translation</b>	The specific changes, benefits learning or other effects that result of your work or project.
<b>Example</b>	The outcome will be that older people in the ABC community will feel less isolated as a result of accessing a range of social activities.

# Outputs

## Context: Application question

'Please describe your project outputs or what you will deliver in order to meet your overall project outcome.'

<b>Translation</b>	The products, services or facilities that result from project activities.
<b>Example</b>	The ABC group delivers a men's health programme with a range of walking football, picture-frame making, gardening and walking activities available which have attracted twelve people to each session.

# Proposed project

## Context: Application question

'Please provide the name of the proposed project.'

### Translation

The name of the project which you are asking to be funded. If there is no project name then give a summary of what you plan to spend the requested money on.

### Example

The proposed project is the 'Well-being Project' and will provide tailored walking maps indicating short walks and distances within our immediate area, plus, wildlife id workshops and supporting materials to encourage exercise. Or, the proposed project is the ABC lunch club which will support the annual running costs of our club.

# Retrospective funding

## Context: Application question

**‘A decision on your application for funding will be taken at the next grant panel meeting. It is very important that you apply well in advance of your planned project as we do not consider funding activity that has already started and costs that have already been incurred - also known as retrospective funding.’**

### Translation

Providing funding for activities that have already taken place.

### Example

The ABC group wishes to secure funding for 4 bus trips in 2015 – 1 at Easter, 2 in the Summer and 1 at Halloween. Total costs for bus hire and entry fees to places of interest will be £1800. The Easter trip has already been organised and will occur before a decision has been received re. funding. Retrospective funding would be required to cover this part of the application, the other trips have not happened yet so would not be retrospective. Most funders will not fund retrospectively.

# Two-stage application process

## Context: Application question

**'The Application process has two stages. Please complete the Stage One application form. We will acknowledge whether you are successful at Stage One and ask you to complete a Stage Two application.'**

### Translation

Completing an initial form briefly outlining what you need funding for, what difference the project would make and how you know the project is needed. It enables the funder to review if you are eligible for funding. If successful, stage one will be followed by a more detailed form which invites you to provide more information.

### Example

Esmee Fairburn Foundation has a two stage application process. Stage one - apply online competing a short description of your group, your planned project and timetable. Stage two - additional written application and assessment by Grants Manager. Details of project need, delivery schedule, organisational governance: Accounts, Constitution, Committee members, previous project delivery experience and impact required.

# Underspend

## Context: Application question

**'Please complete the budget estimating the cost of delivering your proposed project. It is appreciated that events or costs may change requiring you to revise the budget to accommodate these changes. In all cases you are required to contact the funder, including if you incur an underspend.'**

### Translation

Spending less than was budgeted.

### Example

The ABC group has secured funding for their Walking Football United group to attend a competition in Edinburgh in June. Costs include travel and accommodation plus tournament fees. After securing the grant the group received notice from tournament organisers that all tournament fees would be covered by a sponsor. The ABC group knew that they would have an underspend as they would require less funding than originally budgeted. They contacted the funder and were delighted to be able to reallocate the funding and spend the money on new equipment to further develop the walking football initiative locally.







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