

Fundraising

Section nine Glossary of fundraising terms

Aims	One of the words used to describe what an organisation intends to do. Often used with 'objectives' in the phrase 'aims and objectives' – where aims describe 'what' a group intends to achieve, and the objectives describe 'how' the group will achieve them.
Beneficiaries	The group, individual, activity or object that benefits from the work of an organisation.
Business plan	A written plan outlining what an organisation intends to do over a period of time, usually one to three years, and what money and other resources it will need in order to do it.
Capital grant	Money given specifically to buy fixed assets, such as office furniture or computers.
Core costs/ running costs	The basic costs needed to run your organisation, for example, it may include rent, telephones, stationery, salary for a co-ordinator and electricity bills.
Donor	An individual, group or organisation that gives a gift (usually money but can be goods or services) to a charity.
Eligibility criteria	A set of requirements used to find out whether or not you are suitable for something (often money/help).
Evaluation	This involves using monitoring and other information to make judgements on how an organisation, project, or programme is progressing.
Full cost recovery	The principle of ensuring that all of the costs of an activity, including applicable overheads and staff costs, are included in contracts and funding applications.

Fundraising strategy	A written document outlining how an organisation intends to raise a given amount of money over a specific timescale, for an identified project. It is usually based on the organisation's business plan. The strategy brings together individual fundraising plans.
In-kind (gifts, help) support	Something other than money. A company that gives you some second hand computers is giving support in-kind rather than in cash. Volunteers that give their time to an organisation are also giving support in-kind.
Legacy	A gift in a will to a person or organisation. For example, someone might leave money to a cancer charity.
Match funding	Some funders, for example European programmes, will only provide a contribution towards the total cost of your project. The rest of the money must come from other sources. The initial promise of money will only be released once the match funding has been guaranteed.
Milestones	These are particular planned achievements or key events marking a clear stage in completing a project. You usually have a number of milestones within one project which mark stages. For example, three people gaining paid employment within six months of starting an employment project would be a milestone.
Mission statement	Defines what your organisation does, why it exists and how you plan to achieve your vision.
Objectives	The steps on the way to achieving your aims. Some people say that objectives should be SMART : <ul style="list-style-type: none">• Specific - avoid a vague wish-list• Measurable - how can you tell if you have achieved them?• Agreed - within the organisation, with funders• Realistic - can they be achieved?• Time limited - by when?
Outcomes	The changes, benefits or other effects that happen because of the activities/services that your organisation provides. Outcomes tend to be less tangible and therefore less countable than outputs. Outcomes are usually planned and are therefore set out in an organisation's objectives.
Outputs	All the activities, products and services provided by your organisation, usually measured in terms of how many in how much time. For example, 42 advice sessions in eight weeks. They could be the number of ESOL classes taught, or the number of people

attending workshops. They are not the objectives of the organisation.

Payroll giving

A tax free way for people to give to charity. Employees can have their donations taken straight from their gross pay before tax. Payroll giving offers charities a unique way to combine fundraising with building relationships with their donors as well as with the corporate community. See: www.hmrc.gov.uk/payrollgiving/

Restricted funds

Funds received by the organisation for a specific purpose, stated by the funder, which cannot be used for any other purpose.

Stakeholder

Anyone who is affected by the work you do. It may be the police, schools, local authorities, your clients or members.

Stakeholder analysis

Listing and learning (analysing) all the groups and people who are affected by your work.

Unrestricted funds

Funds held for the general purposes of the organisation, to be spent within the stated objectives.

Vision statement

Defines where an organisation wants to be in the future. It reflects the optimistic, ideal view of an organisation's future.

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