

Activity

What the funded organisation did – the activities and services delivered, the work undertaken, the things that happened.

Outcome

The difference or change that happens as a result of the activity or service.

Outcomes can be numbers, such as the number of people who have reduced their debt. Outcomes can also be qualitative, such as improved parenting skills.

Outcome is not everyone's favourite word but it is here to stay. Most funders and funded organisations want to know what difference they make. For reporting purposes it is helpful to set and then report on one or more types of change or difference – in other words outcomes reporting.

Targets

A target is the defined level of achievement which an organisation or project sets itself to achieve in a specific period of time. A funded organisation might set a target at the start and then report on whether and to what extent the target was met. They might set targets for activities or targets for outcomes (or both).

Aim

Usually a statement of why an organisation or project exists and the broad effect that it wants to have or a summary of the overall difference it wants to make. It is helpful to have an **aim** (or aims) at the planning or funding application stage. But an **aim** can be something that might take a long time to achieve.

Output

Usually means the same as **activity** but sometimes can have a more specific meaning. For example the **activity** might be to provide training and the **output**

might be the number of people who attended the training. But a lot of the time **output** and the **activity** mean the same thing. You might choose to use the word **activity** or the word **output** but not both.

Objectives

This is a common word but is used by different funders and funded organisations to mean different things. For example

- The objective is to increase household recycling [this is an **outcome**] OR
- The objective is to run a lunch club [this is an **activity**] OR
- The objective is to reach 100 people with our campaign [this is a **target**].

Impact

Impact can be another word for outcome – difference or change. But some people use it to mean a longer term change. And others use it to mean the exact opposite – the immediate result of an activity. For example: I run a parenting class. The outcome is that parents have improved parenting skills. The **impact** is that in the long run children grow up with fewer problems. OR: I run a parenting class. The immediate **impact** is that parents understand the value of bedtime routines. The outcome is that parents have improved parenting skills.

Milestones

Milestones are usually a well defined step on the way to success. But the nature of milestones can vary. For example if an organisation helps people into work the milestones might be: Recruit unemployed people to project / provide training for them (these are activity milestones). OR: Client completes a personal action plan / client makes a job application / client receives a job offer (indicators of progress towards a successful outcome).