



United Way
Calgary and Area

TOOLKIT GLOSSARY

- **Activities:** Actions taken to achieve the outcomes of an initiative
- **Double-barreled:** Statements that use “and” to combine two different outcomes. These statements should be avoided. i.e. Participants will increase their parenting knowledge and skills. This statement should be broken into two statements - Participants will increase their parenting knowledge. Participants will increase their parenting skills.
- **Indicator:** Evidence that specific measurements have increased, decreased or stayed the same. These measures help to demonstrate whether or not an outcome has been achieved.
- **Initiative:** The program, collaboration, initiative or other entity that receives funding from the United Way of Calgary and Area
- **Outcomes:** Changes in individuals and groups that the initiative will bring about or influence if the planned activities are undertaken in the proposed way.
- **Outputs:** Refers to the volume of services provided or work accomplished by the initiative or service. It’s simply how much of an activity or service that has been provided. i.e. 26 clients, 100 home visits, etc.
- **Rationale:** An explanation of the evidence that suggests why the broad strategies or service type will be successful.
- **Target Group:** A community of people or specific group of persons for whom the initiative is designed to provide service.