

Funding Guide 9

Applying to Funders

TOOL



Aims, Outcomes and Outputs

When writing a funding application, you will often be asked to identify your aims, outcomes and outputs. It is therefore fundamental that you are able to differentiate between them. **Outcome** and **output** are most often confused, and to add into the jargon mix, outcomes can also be sub-divided into hard and soft. It is important that you understand the difference between these both when writing the bid and when evaluating and monitoring the project.

Outcomes

These are also sometimes called impact assessments. Outcomes measure the difference that has been made through the project.

For example: 'Through this scheme, 50 people have given up smoking.'

Hard Outcomes

These are the tangible differences that have been made as a result of a project which are measurable.

For example: 'Through this scheme, 50 people have given up smoking.'

Soft Outcomes

These are sometimes incidental to the hard outcome but are nevertheless positive differences which have been made during the life of the project.

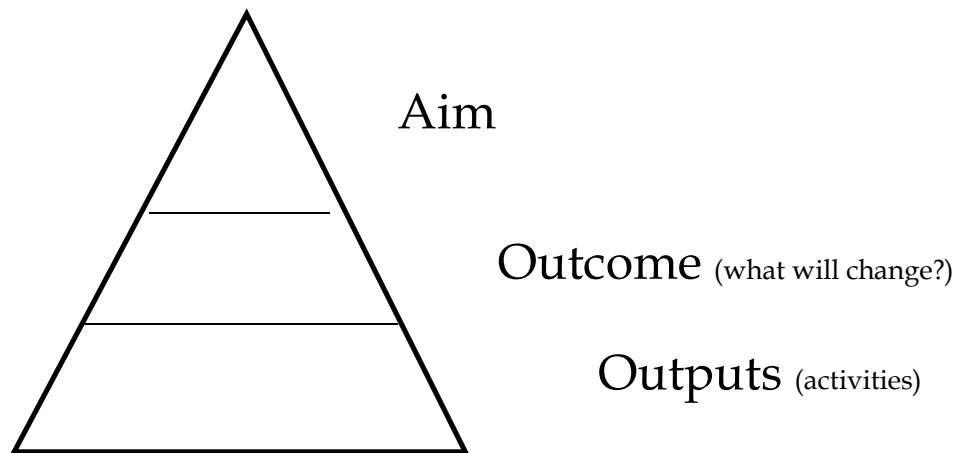
For example: 'Through this scheme, 50 people have given up smoking and have increased self-confidence as a result.'

Outputs

It is sometimes useful to consider in terms of a production analogy, these are the tangible activities that have happened during the project.

For example: 'Through this scheme, 100 people attended a course about the dangers of smoking.'

It might help you to think about this diagrammatically:



Consider the examples in the table below and discuss whether each one is an example of a hard (measurable) outcome, a soft outcome, or an output (activity)

Statement:	Outcome or Output?
1. 500 young people will attend our project.	
2. Young people will have increased confidence.	
3. Young people will be able to work as a team and be more employable.	
4. Creating positive relationships between parents and children, increasing self-esteem and aspirations.	
5. Young people will receive advice on careers.	

6. 36 young people will be more independent as a result of the summer scheme by October 2001.	
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Answers for Table:
1. = Output
2. = Outcome
3. = Outcome
4. = Outcome
5. = Output
6. = Soft Outcome