



APPLICATION PACKET

GLOSSARY OF TERMS

Please note: This Glossary is provided to assist you with your application to Rotary Charities. The definitions provided are based on Rotary Charities criteria and guidelines and may not be transferable or applicable to another foundation's grant criteria or application.

Assessment A process that results in a comprehensive analysis and diagnosis of an organization's current state/situation. Organizational components usually examined include governance and management structure; trends; competition/market; staffing; finances; development efforts; and program/service delivery. Often a precursor to strategic planning.

Organizational Capacity Request Activities that strengthen a nonprofit organization and help it better fulfill its mission.

Organizational Capacity Building Continuum The full range of capacity building strategies for nonprofits could be thought of on a continuum. Rotary Charities provides funding for stages 1-4 through Planning Grants and stages 5-7 through Organizational Capacity Building Grants.

1 Readiness → 2 Assessment → 3 Strategic Planning → 4 Action Planning → 5 Implementation/Changes → 6 Monitor → 7 Evaluation → 8 Sustainability

Capital Request A planned undertaking to purchase, build or renovate a space or building or to acquire land.

Capital Projects Continuum Capital projects generally involve a nine-step process. Rotary Charities provides funding for stages 1-3 through Planning Grants and stages 4-6 through Capital Grants.

1 Assessment → 2 Planning → 3 Feasibility → 4 Acquisition → 5 Fundraising → 6 Construction → 7 Startup → 8 Maintenance → 9 Improvement

Collaboration An interactive relationship between two or more community-based organizations that is based on similar values, purposes and shared responsibilities, characterized by significant communication and coordination among the collaborators.

Constituency People within the 5-county region who have a reason to relate to or care about an organization. Such people typically fall into customary groupings, such as clients, alumni, members, users, parents, donors, etc.

Empowerment A program or strategy that enables participants to help themselves over time by giving them the skills, tools and abilities to function at a higher level.

Fundraising The total process by which an organization increases public understanding of its mission and acquires financial support for its programs. Fundraising activities include the solicitation of gifts from individuals, foundations, corporations and government sources, as well as special events.

High Impact The project, program or facility will positively affect a significant number of people over a long period of time. Or, the expected outcome of the project will result in a significant positive life change for the individuals involved.

Identified Community Need Objective data or reliable public opinion survey information that verifies the need addressed in the proposal.

In-Kind Contribution Professional services provided by those not employed at the applying organization; donated materials, services or equipment that directly relate to the project or program. Only include what the organization would otherwise have to pay someone to provide.

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GLOSSARY OF TERMS (cont.)

Innovation	A new approach, technique or methodology that is believed to produce better outcomes. It is creative, non-traditional and does not present the “business as usual” approach.
Leadership	Providing guidance and direction that influences a positive community response for the improvement of the quality of life in the region.
Operating Support	Grant funds to support the ongoing services, mission or goals of an organization.
Organizational Assessment	A survey or tool administered by an independent party that assesses organizational health and capacity and identifies priority issues for future strategic development.
Outcome	The intended impact or results a program or project is trying to produce.
Partnership	When partners take their work toward a common goal to the highest level of shared responsibility, through an inter-organizational structure that might resemble a joint venture in the business world. Partnership: <ul style="list-style-type: none">• should include shared vision, resources, responsibilities, authority and decision-making;• should involve a free exchange of information and open communication;• should include joint goals and accountability;• typically involves a horizontal, not vertical, structure for communication, decision-making and service delivery;• sometimes involves uncommon partners; often results in cultural changes within the partnering organizations.
Planning Request	Planning activities that an organization must conduct in order to continue to effectively fulfill its mission. May include capital feasibility, program research, strategic planning and organizational assessments.
Pro-Active	A strategy or initiative led by Rotary Charities that fills an unmet community need.
Program Request	An organized set of services designed to achieve specific outcomes for a specified population that will continue beyond the grant period.
Program Grant Innovation Continuum	Creation of innovative programs generally involves a five-step process. Rotary Charities provides funding for stage 1 through Planning Grants and stages 2 and 3 through Program Grants.
1 Planning/Research → 2 Program Development → 3 Program Start-up → 4 Operational → 5 Sustainable	
Project	A planned undertaking or organized set of services designed to achieve specific outcomes that begins and ends within the grant period. (Note: A successful project may become an ongoing program of the organization.)
Readiness	The board and staff of an organization are mutually committed to undertake change, identify opportunities, respond to challenges and implement shared solutions.
Responsive	Rotary Charities traditional grant making strategy, responding to community needs as outlined in grant requests submitted in a standard format and reviewed in organized grant cycles.
Strategic Planning	A process that guides decisions and actions that shape an organization and involves board, staff and constituents. The process emphasizes the future implications of present decisions and usually employs the Strengths/Weakness/Opportunities/Threats (SWOT) analysis.
Sustainability	The capacity for an organization or program to support itself while adhering to its vision, implementing its mission and developing its goals.