



**United Way
Centraide**
Greater Moncton and
Southeastern New Brunswick

Glossary of Terms

Activities – The day-to-day tasks and efforts of the program or organization designed to produce benefits for participants, groups, communities, partners, etc. Activities are what you do with the ‘inputs’ that you have.

Asset based/Strength based – Focusing on building on “the good stuff” that already exists and what is working in a community as opposed to focusing on what is not working and “the problem.”

Collective Impact – is the commitment of a group of actors from different sectors to a common agenda for solving a complex social problem.

*In order to create lasting solutions to social problems on large-scale, organizations — including those in government, civil society, and the business sector — need to coordinate their efforts and work together around a clearly defined goal.

Community Building – is the process of engaging diverse stakeholders, including residents and others, in sustained, collaborative, strategic efforts to strengthen and improve conditions in identified areas. It is built upon the following principles:

- building on the strengths of local individuals, associations, and organization
- Focusing on specific actions and measurable results to improve community life
- promoting relationships and participation by people of all races, genders, ages, and culture
- ensuring local decision-making and ownership
- drawing upon the resources of the larger community
- bridging all sectors to develop healthy children, families, and communities
- sharing experience and knowledge to promote continuous community learning

Community Impact – What is accomplished; it is the benefit a project, series of actions and or strategies will bring to a community.

Developmental Assets® – are considered the essential building blocks of healthy development. Think of assets as the “good stuff” young people aged 12 to 18 need to help them grow up to be healthy, caring and responsible citizens.

Outcomes – Changes in behaviours, relationships, activities or actions of people, groups and organizations

Indicators – Progress marker for an outcome and evidence that change is occurring

Interconnectedness – The quality of being connected or in a relationship with multiple groups or organizations, marked by characteristics such as common language, common

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reference points and common images, and shared learning and shared spaces. It creates the conditions that may precede interdependency

Interdependency – The quality of being mutually reliant in order to address community outcomes effectively, marked by characteristics such as shared goals and strategies, common agendas, shared investment, and shared measurement

Inputs – Human Resources: staff, volunteers, consultant time, etc. or material Resources: supplies, room rental, equipment, etc.

Outputs – Expressed as quantities (“number of...”), outputs are “counts” of program delivery, activities, and participation. Outputs help us understand if a program is being implemented as planned. Usually each Output relates back to one Activity. With each Output we create potential for the Outcomes to occur.

Outcome – Meaningful, beneficial changes experienced by participants, groups or communities associated with your program or organization: changes in knowledge, attitude, motivation, skill, behaviour, condition, status. For United Way it might include: program outcomes, community level outcomes; or organizational development outcomes. **Short-term outcomes** happen first and lead to **intermediate outcomes** and then to **long-term outcomes**.

Short-term Outcomes – The fairly immediate benefits or changes (under 6 months) that individuals or groups are anticipated to experience or display as a result of a project or initiative. Projects will tend to have the most control or influence over short term outcomes. (Examples: “Increased knowledge and skills of health food preparation”)

Intermediate Outcomes – Intermediate outcomes are defined in relation to short- and long-term outcomes. They fall between them (6 months to 2 years) – they do not have that broad, “long time in the future” quality of long-term outcomes but neither do they follow directly from program activities. (Example: “Increased consumption of nutritious foods”, “Creation of new funding for local community gardens”).

Long-Term Outcomes – The more distant benefits or changes (over 2 years) that are anticipated as a result of a program/initiative or strategy. Generally, long-term outcomes are the changes that result from successful achievement of short-term and intermediate outcomes over time. (Example: “Improved overall health and well-being of community members”).

Indicators – Information that helps to determine the degree to which your outcomes have been achieved. Indicators are derived from data that have been collected with the specific purpose of assessing outcomes.

Principles – Our fundamental basis of conduct and management

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Social Determinants of Health – Many factors, commonly called the determinants of health, join together to affect the health of individuals. These determinants are:

- our genetics,
- where we live (Physical Environment—10% of determinants),
- what we do (Health Behaviours—40% of determinants),
- our income and education level, and our relationships with friends and family (Social and Economic Factors—40% of determinants)'
- as well as our access to quality health care (Health Care—10% of determinants).

They all have considerable impacts on our length and quality of life.

Stakeholder Group – Groups who have a primary interest in a particular issue or opportunity as it relates to a Community Impact Strategy. They are marked by their capacity to define the shared issue or opportunity in a strength-based format, and their interest in moving from interconnectedness to interdependency in the development of strategy

Sustainable Livelihood Framework – is a holistic and flexible framework for understanding, measuring, and analyzing poverty and poverty alleviation. Unlike many traditional models which measure poverty by a single factor like low income, a Sustainable Livelihoods approach takes into account a variety of economic, social, political, and ecological factors that impact a person's ability to sustain a livelihood.

A livelihood comprises the capabilities, assets (including both material and social resources) and activities required for a means of living. A livelihood is sustainable when it can cope with and recover from stresses and shocks and maintain or enhance its capabilities and assets both now and in the future, while not undermining the natural resource base.

Theory of Change – A way to describe the set of assumptions that explain both the mini-steps that lead to the long-term goal of interest and the connections between program activities and outcomes that occur at each step of the way.

Unexpected/Unintended consequences or opportunities – Results that may not relate to the primary focus or programs and strategies, but that are tracked for validation of root causes, for relation to broader outcomes or opportunities in the community, or to be supported because they deepen engagement in general capacity in the community

United Way Guiding Practices – Eight practices developed through the work of the Strategic Council that will guide the United Way at an operational level, and that support the Mission and Principles of United Way in the day to day.



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Data – A general term that refers to the concrete information that is collected for a range of different purposes. Data are numbers, averages, percentages, words, categories, stories, and so on.

Tools – The surveys, instruments, focus groups, checklists, etc., used to gather your indicators