

United Way 2020-2022 Community Impact Grant Scoring Rubric

Section 1- Program Information, Target Population, United Way Criteria & Population			
Level of Performance	Strong	Fair	Weak/Poor
Score	10-7 Points	6-4 Points	3 Point or Below
<i>Program Description: Is the program goal or purpose clearly identified?</i>	Program description clearly identifies program goals or purpose.	Program description adequately describes the program goals or purpose.	Program description marginally identifies program goals or purpose.
<i>United Way Criteria: Does the program clearly align with United Way program criteria?</i>	Program clearly aligns with selected United Way program criteria.	Program somewhat aligns with selected United Way program criteria.	Program does not appear to align with selected United Way program criteria.
<i>Target Population: Is the target population clearly identified?</i>	Target population is clearly identified, and agency has demonstrated experiencing serving this population.	Target population is somewhat identified, and agency has demonstrated experience serving this population.	Target population is marginally identified, and agency has little previous experience serving this population.
<i>Innovation and Duplication of Services: Is there clear description on program providing non-duplicated services?</i>	Description shows unique/innovative approach to addressing need and is not duplicating other services.	Description shows some innovation in approach and may have duplication but provides complementary services to other agencies.	Description shows marginal innovation/unique approach to addressing issues and is a duplication of services.
Level of Performance	Strong or N/A	Fair	Weak/Poor
Score	5 Points	4-3 Points	2 Points or Below
<i>Workplace Campaigns: If applicable, all partners agree to run a workplace campaign, which should include capturing participation, setting a goal and running a campaign.</i>	Program ran a strong campaign and included information on participation and goals. N/A if new program applying.	Program ran a campaign but did not demonstrate strong participation efforts or goal setting.	No participation in United Way campaign.
<i>Organization's Financial Document Submission: if applicable, all financial documentation should be turned in complete and on time.</i>	Program turned all financials in on time. N/A if new program applying.	Program turned in financials on time or turned in financials past due once or twice with explanation.	Financials consistently turned in past deadline or not at all.

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Section 2- Program Design, Outcome Measures and Evaluation			
Level of Performance	Strong	Fair	Weak/Poor
Score	6-5 Points	4-3 Points	2 Points or Below
<i>Program Core Services: Are they well thought out and clearly explained?</i>	Program core services including resources, activities and participation are well thought out and clearly explained.	Program core services including resources, activities and participation are partially thought out and somewhat explained.	Program core services including resources, activities and participation are not well thought out and not well explained.
<i>Program Activities: Are changes within the program participants clearly identified through program activities/services?</i>	Changes to occur within program participants as the direct result of the program activities/services are clearly defined.	Changes to occur within program participants as the direct result of the program activities/services are somewhat defined.	Changes to occur within program participants as the direct result of activities/services are marginally or not defined.
Level of Performance	Strong	Fair	Weak/Poor
Score	5-4 Points	3 Points	2 Points or Below
<i>Partnerships & Collaborations: Are program partnerships and collaborations clearly defined and used to enhance program delivery?</i>	Program clearly uses partnerships and collaborations to enhance program delivery.	Program partnerships and collaborations are suggested but not clearly defined.	No program partnerships or collaborations are discussed.
Level of Performance	Strong	Fair	Weak/Poor
Score	6-5 Points	4-3 Points	2 Points or Below
<i>Outcome Measures: Are the outcomes measurable actions, realistic and timely? Are they achievable?</i>	Measurable action, realistic and timely outcome measures (program objectives) are listed. Outcomes seem achievable.	Outcome measures somewhat specific, measurable, action oriented, realistic and timely. Outcome appear somewhat achievable.	Outcome measure is not specific, measurable or appear to be achievable.
<i>Data Collection: Is there a data collection plan in place to be used for future program improvements?</i>	A well thought out collection plan is in place to use the collected data for future program improvements.	A data collection plan is listed but it is unclear how the information will be used for future program improvements.	The data collection plan is not well explained, no details are provided to show how evaluation data will be used for future program improvements.

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Section 3- Budget Justification and Narratives			
Level of Performance	Strong	Fair	Weak/Poor
Score	10-7 Points	6-4 Points	3 Point or Below
<i>Budget: Is the budget detailed, complete, and clearly supports the work outlined?</i>	Budget is detailed, complete and clearly supports the work outlined. Revenue/expense seems reasonable.	Adequate budget information. Appears to somewhat support the work outlined.	The program budget is vague and/or incomplete and is unclear how it supports the work outlined.
<i>Detailed Budget Narrative: Is use/purpose of funding detailed and clear?</i>	Each expense line item on budget is clearly identified and shows the purpose of funding.	Most expense line items on budget are somewhat identified and shows purpose of the funding.	Expense line items marginally identified or not identified, and purpose of funding is unclear.
Section 4- Success Story			
Level of Performance	Yes	No	
Score	1 Point	0 Points	
<i>Success Story</i>	Story provided that aligns with	No story provided.	
Total Overall Points for Grant Application: 100 Points			