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**EVALUATION RUBRIC: Micro Grant Application**

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|  | **3** | **2** | **1** |
| ***What is your mission statement?*** | Mission is fully focused on arts and culture.\*  Mission is clear and concise.  Mission provides a full understanding of the organization’s purpose. | Mission has some focus on arts and culture.\*  Mission is somewhat clear and concise.  Mission provides some understanding of the organization’s purpose. | Mission has little to no focus on arts and culture, with no exception granted.\*  Mission is not clear and not concise.  Mission provides little to no understanding of the organization’s purpose. |
| \*If org has an approved exception, arts and culture mission focus is not required. | | |
| ***Why is your organization needed in the community?***  ***How do you know this?*** | The org’s services fill a clearly defined community need.  This need is identified with significant community input.  The context of the community served is clearly defined. | The org’s services fill a somewhat defined community need.  This need is identified with some community input.  The context of the community served is somewhat defined. | The community need is not defined.  This need is identified with little to no community input.  The context of the community served is not defined. |
| ***What do you do?***  ***Provide a brief description of your programs. Be sure to include information on how frequent your programming is.*** | Programs and services to community are clearly defined.  Full programming details are provided, including frequency, duration, type of programming.  Programs fully align with Mission and Need. | Programs and services to community are somewhat defined.  Some programming details are provided, including frequency, duration, type of programming. Some details may be missing.  Programs somewhat align with Mission and Need. | Programs and services to community are not defined.  Little to no programming details are provided. Many details are missing.  Programs have little to no alignment with Mission and Need. |
| ***Provide the number of people and any demographic information you collect about the people you serve annually.***  ***If you do not track demographics, please tell us why.*** | The community served is clearly defined, including the annual number served.  Detailed demographics are provided for the community served.  If demographics are not provided, there is a clear understanding as to why this is the case. | The community served is somewhat defined, including the annual number served.  Somewhat detailed demographics are provided for the community served.  If demographics are not provided, there is some understanding as to why this is the case. | The community served is not defined.  Little to no demographics are provided for the community served.  If demographics are not provided, there is little to no understanding as to why this is the case. |
| ***What will you use the funds for?***  ***Be sure to include a brief project description and timeline.***  ***Describe any partnerships or collaborations that are specific to the project.*** | The purpose of the funds is clearly defined.  There is a clear understanding of the scope of the project.  The project is realistic and achievable. | The purpose of the funds is somewhat defined.  There is some understanding of the scope of the project.  The project is somewhat realistic and achievable. | The purpose of the funds is not defined.  There is a little to no understanding of the scope of the project.  The project does not seem realistic or achievable. |
| ***Based on your goal above, what will success look like for our organization once you have utilized the funds?*** | Success is clearly defined.  Success is tied directly to the purpose of the funds. | Success is somewhat defined.  Success is somewhat tied to the purpose of the funds. | Success is not defined.  Success is not tied to the purpose of the funds. |
| ***Uploads*** | For evaluators:  Uploads are optional.  If an org does not include uploads, this does not have a negative impact on the evaluation.  The purpose of uploads is to:   1. Enhance the story of the organization, and/or, 2. Supplement the narrative provided   If the upload influences your scoring of any narrative questions, please detail that in the corresponding comment box. | | |

**EVALUATION RUBRIC: Capacity Building + General Operating Application**

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|  | **3** | **2** | **1** |
| ***What is your mission statement?*** | Mission is fully focused on arts and culture.\*  Mission is clear and concise.  Mission provides a full understanding of the organization’s purpose. | Mission has some focus on arts and culture.\*  Mission is somewhat clear and concise.  Mission provides some understanding of the organization’s purpose. | Mission has little to no focus on arts and culture, with no exception granted.\*  Mission is not clear and not concise.  Mission provides little to no understanding of the organization’s purpose. |
| \*If org has an approved exception, arts and culture mission focus is not required. | | |
| ***Why is your organization needed in the community?***  ***How do you know this?*** | The org’s services fill a clearly defined community need.  This need is identified with significant community input.  The context of the community served is clearly defined. | The org’s services fill a somewhat defined community need.  This need is identified with some community input.  The context of the community served is somewhat defined. | The community need is not defined.  This need is identified with little to no community input.  The context of the community served is not defined. |
| ***Provide a brief description of your programs.***  ***How do your programs address the need you have identified in your community?*** | Program services are clearly defined.  Program services fully align with the identified community need. | Program services are somewhat defined.  Program services somewhat align with the identified community need. | Program services are not defined.  Program services have little to no alignment with the identified community need. |
| ***Provide the number of people and any demographic information you collect about the people you serve annually.***  ***If you do not track demographics, please tell us why.*** | The community served is clearly defined, including the annual number served.  Detailed demographics are provided for the community served.  If demographics are not provided, there is a clear understanding as to why this is the case. | The community served is somewhat defined, including the annual number served.  Somewhat detailed demographics are provided for the community served.  If demographics are not provided, there is some understanding as to why this is the case. | The community served is not defined.  Little to no demographics are provided for the community served.  If demographics are not provided, there is little to no understanding as to why this is the case. |
| ***What problem are you solving with this Capacity-Building focus?***  ***How do you know this focus area is in need of Capacity-Building support?*** | The problem is clearly defined.  There is a deep understanding of why this problem exists. | The problem is somewhat defined.  There is some understanding of why this problem exists. | The problem is not defined.  There is little to no understanding of why this problem exists. |
| ***Why is it a priority for your organization to take on this Capacity-Building project at this time?***  ***What steps have you already taken to prepare for or lay the groundwork for this project?*** | There is clear understanding of why this project is a priority.  This is clearly the right time for the project.  The organization has dedicated tangible effort\* towards this project. | There is some understanding of why this project is a priority.  This may be the right time for the project.  The organization has dedicated some effort\* towards this project. | There is little to no understanding of why this project is a priority.  This does not seem to be the right time for the project.  The organization has dedicated little to no effort\* towards this project. |
| \* Examples of tangible efforts may include:   * Staff and/or Board discussion on diagnosing the problem * General outline of goals and potential solutions * Documented learning and research about the problem and potential solutions | | |
| ***What are your objectives in this focus area?*** | The SMART goal framework is complete.  The SMART goal framework is realistic and organized.  Goals clearly tie back to the problem to be solved. | The SMART goal framework is somewhat complete.  The SMART goal framework is somewhat realistic and somewhat organized.  Goals somewhat tie back to the problem to be solved. | The SMART goal framework is not complete or missing significant information.  The SMART goal framework does not seem realistic or organized.  Goals do not tie back to the problem to be solved. |
| ***Which Staff Member will lead this capacity-building work?***  ***How many hours does the Lead Staff Member work each week?***  ***On average, how many hours will the Lead Staff Member dedicate to this Capacity-Building work each week?***  ***How will this Staff Member be supported in this Capacity-Building work?***  ***Which Board Member will partner with the Lead Staff Member in this Capacity-Building work?*** | The Staff Member is clearly defined.  The Staff Member has the appropriate amount of time to dedicate to the Capacity-Building work.  The Staff Member has the appropriate supports to be successful in the Capacity-Building work. | The Staff Member is somewhat defined.  The Staff Member has some time to dedicate to the Capacity-Building work.  The Staff Member has some supports to be successful in the Capacity-Building work. | The Staff Member is not defined.  The Staff Member has little to no time to dedicate to the Capacity-Building work.  The Staff Member has little to no supports to be successful in the Capacity-Building work. |
| ***Which Board Member will partner with the Lead Staff Member in this Capacity-Building work?***  ***Upload a letter from the Board indicating specific support for the Capacity-Building focus area(s) identified in the application.*** | A Board Member is clearly defined.  The Board letter demonstrates a deep understanding of the focus area(s).  The Board letter indicates full support from all Board members. | A Board Member is somewhat defined.  The Board letter demonstrates some understanding of the focus area(s).  The Board letter indicates some support from some Board members. | A Board Member is not defined.  The Board letter demonstrates little to no understanding of the focus area(s).  The Board letter indicates little to no support from Board members. |
| ***Please submit a budget detailing the anticipated costs of your Capacity-Building project.*** | Budget provides complete costs.  Individual line items are clear and total amounts are accurate.  If allocating to both Capacity-Building AND General Operating\* expenses, this allocation is clearly labeled.  If applicable, additional funding sources are clearly labeled\*\*. | Budget provides most expenses. Some expenses are missing.  Individual line items are mostly clear and total amounts are mostly accurate.  If allocating to both Capacity-Building AND General Operating\* expenses, this allocation is mostly labeled.  If applicable, additional funding sources are mostly labeled\*\*. | Budget is missing significant expenses.  Individual line items are unclear and total amounts are inaccurate.  If allocating to both Capacity-Building AND General Operating\* expenses, this allocation is not labeled.  If applicable, additional funding sources are not labeled\*\*. |
| \* General Operating expenses may be no more than 50% of the budget.  \*\*Additional funding sources are requested only if the budget is more than the total award of $15,000. | | |