

Review Process and Criteria

The Community Investment Committee (CIC) of United Way of Forsyth County will evaluate eligible applicants based on the rubric below.

Category	Possible Points	Excellent	Satisfactory	Poor
Organizational Capacity	15	(13-15) Demonstrated ability to manage small-scale project Tier 2: Strong leadership, systems and infrastructure to implement and absorb long-term capacity investments	(8-12) Moderate Capacity with minor gaps	(0-7) Limited capacity or unclear roles
Alignment with Impact Areas	15	(13-15) strong and direct alignment with one or more of UWNCG's four impact areas	(8-12) moderate alignment with some gaps	(0-7) weak or unclear alignment
Project Design & Feasibility	20	(18-20) Clear, well-developed plan with achievable goals and a realistic timeline Tier 2: Comprehensive plan with long-term impact and internal change mechanisms. Clear, long-term vision for impact and strategy to scale services or reach	(10-17) reasonable plan but missing some clarity or feasibility	(0-9) unclear or unrealistic approach
Evaluation & Outcomes	15	(13-15) strong measurement plan with SMART goals and clear methods Tier 2: Advanced evaluation plan with use of findings	(8-12) basic outcome tracking plan	(0-7) weak or missing evaluation strategy
Sustainability Plan	10	(9-10) detailed plan for sustaining the work after the grant period Tier 2: Detailed, actionable strategy for sustaining infrastructure or expanded capacity after funding ends.	(5-8) some sustainability strategies described	(0-4) No clear plan beyond the grant period

Budget & Justification	15	<p>(13-15) budget is detailed, justified and aligns with project activities</p> <p>Tier 2: Budget aligns with strategy, includes justifications and supports organizational growth.</p>	(8-12) budget generally aligns but lacks detail	(0-7) budget is vague, excessive or not aligned with project narrative
Inclusion & Equity Lens	10	<p>(9-10) project clearly addresses inclusion, equity and access</p> <p>Tier 2: Demonstrates innovative and equity-focused approaches that address systemic barriers.</p>	(5-8) moderate explanation of inclusion, equity and access	(0-4) lacks a clear plan for inclusion, equity and access

TOTAL POSSIBLE POINTS: 100
