

Category	Points Possible	1-2 Points	3-4 Points	5-6 Points	7-8 Points	9-10 Points
1. Foundation Mission Alignment	10	Proposal demonstrates minimal alignment with the Foundation's mission, strategic priorities, or funding goals. Proposal provides limited reference to local data, community conditions, or evidence demonstrating the need for sustaining or scaling the program. Connections between identified needs and proposed activities are minimal.	Proposal demonstrates emerging alignment with the Foundation's priorities, though connections may require additional clarification. Proposal references some local data or evidence, though the connection between community need and the proposed investment could be more clearly articulated.	Proposal demonstrates moderate alignment with the Foundation's mission and strategic goals, with a generally clear rationale for fit. Proposal uses relevant data or evidence to describe community needs and provides a reasonable rationale for sustaining or scaling the program.	Proposal demonstrates strong alignment with the Foundation's mission, funding priorities, and intended community outcomes. Proposal effectively uses local data, community indicators, studies, or other evidence to demonstrate need and justify the proposed investment. The connection between identified needs and program activities is clear.	Proposal demonstrates exceptional alignment with the Foundation's mission and priorities, clearly advancing shared goals and long-term community impact. Proposal presents a compelling data-informed case for sustaining or scaling the program. Multiple sources of relevant local data, community indicators, or evidence are used to demonstrate need, validate the program's approach, and support the potential for continued or expanded impact.
2. Data-Informed Need & Program Rationale	10	Proposal provides limited evidence that the existing direct service program has demonstrated results or is ready for sustainment or expansion. The rationale for additional investment is not yet fully established.	Proposal identifies some evidence of effectiveness and presents an emerging case for sustaining or scaling services, though additional information would strengthen the request.	Proposal demonstrates that the existing direct service program is producing positive outcomes and presents a reasonable plan for sustaining or expanding services.	Proposal demonstrates strong evidence of program effectiveness and a well-developed plan to sustain or scale services to reach more individuals or deepen impact.	Proposal presents compelling evidence of success, community demand, and measurable outcomes. The proposed investment is highly likely to sustain or significantly expand an effective direct service program and increase community impact.
3. Readiness to Sustain and/or Scale Direct Services	10	Proposal provides limited evidence of how program activities, services, or outcomes will continue after grant funding concludes.	Proposal identifies potential pathways for continuation, though plans may require additional development or specificity.	Proposal demonstrates a reasonable strategy for maintaining program activities or benefits after grant funding ends.	Proposal demonstrates strong organizational commitment and a clear plan for sustaining program outcomes beyond the grant period.	Proposal presents a highly compelling and well-supported sustainability strategy, including diversified funding, partnerships, organizational investment, policy integration, or other mechanisms to sustain impact over time.
4. Long-Term Sustainability (Post-Funding Capacity)	10	Proposal minimally identifies or connects to a Social Determinant of Health (SDOH) or anticipated health outcome.	Proposal demonstrates some connection to an SDOH and potential health outcomes, though the rationale or expected impact could be more fully articulated.	Proposal adequately identifies an SDOH focus area and describes a reasonable pathway to improving health, access, equity, or community well-being.	Proposal clearly demonstrates how program activities address one or more SDOH and contribute to meaningful improvements in health outcomes and community well-being.	Proposal presents a compelling and evidence-informed case for addressing SDOH, with strong potential to improve health outcomes, advance equity, and enhance quality of life for community members.
5. Social Determinants of Health (SDOH) & Health Outcomes	10					

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6. Evaluation & Learning	10	Proposal provides limited information about how data will be collected, used, or applied to program improvement and decision-making.	Proposal identifies some plans for collecting or using data, though processes or intended uses may require further clarification.	Proposal demonstrates a reasonable approach to tracking outcomes and using data to assess program performance.	Proposal demonstrates a strong commitment to data-informed decision-making, including clear methods for measuring outcomes and learning from results.	Proposal demonstrates an exceptional approach to data use, learning, and continuous improvement. Data collection, analysis, and application are integrated into program strategy, service delivery, and decision-making.
7. Budget & Resource Allocation	10	Budget is minimally detailed or only partially aligned with proposed activities and intended outcomes. The connection between requested funds and program impact is not yet clear.	Budget demonstrates some alignment with program goals, though additional justification or detail may strengthen the request.	Budget is reasonable, adequately detailed, and generally aligned with proposed activities and anticipated outcomes.	Budget is clear, thoughtful, and strongly aligned with sustaining or expanding direct services. Requested expenses are well connected to service delivery, participant engagement, staffing, or operational effectiveness.	Budget is exceptionally well justified and strategically allocates resources to strengthen service delivery, expand access, improve participant outcomes, and/or enhance long-term program sustainability.