

**ART FOR ALL GRANTS: REVIEW CRITERIA AND SCORING RUBRIC**

	<b>10 POINTS – EXCELLENT</b> <i>Very Confident about Applicant’s Abilities</i>	<b>4 POINTS – AVERAGE</b> <i>No Apparent “Red Flags” about Applicant’s Abilities</i>	<b>1 POINT – WEAK</b> <i>Concerns about Applicant’s Abilities</i>
<p><b>Project Concept</b></p> <p><i>Overall concept Who’s helping you implement and how? Project Budget/Narrative</i></p>	<ul style="list-style-type: none"> <li>▪ Project clearly enhances and/or supports organization’s overall mission and goals.</li> <li>▪ Project clearly and fully thought through; no question that it is achievable.</li> <li>▪ Very clear about who will help organization develop and implement project.</li> <li>▪ Working with a paid artist to conceive and/or implement the <i>project</i> (<i>note: not every project will need this</i>).</li> <li>▪ Project Budget fully considered and is in keeping with the scope of the project.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Project has the potential to enhance or support organization’s overall mission and goals.</li> <li>▪ Project not fully thought through; some question about whether it is achievable as presented.</li> <li>▪ Not fully clear about who will help organization develop and implement project.</li> <li>▪ Working with a paid artist to conceive and/or implement the project; however, does not fully articulate the relationship artist to project.</li> <li>▪ Project Budget is clear, but raises some questions about whether it is fully in keeping with the scope of the project.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Project unlikely to enhance or support organization’s overall mission and goals.</li> <li>▪ Project poorly or incompletely conceived; red flags about whether intended results are achievable.</li> <li>▪ Unclear about who will help organization develop and implement project and/or red flags about the capabilities of those helping to develop and implement project.</li> <li>▪ No mention of working with a paid artist to conceive and/or implement the project (<i>note: not every project will need this</i>).</li> <li>▪ Project Budget is unclear and does not reflect the scope of the project.</li> </ul>
<p><b>Impact on Clients/Communities</b></p> <p><i>Who will this project serve? Why is it important for those to be served? Ripple effects?</i></p>	<ul style="list-style-type: none"> <li>▪ Narrative convincingly connects project to the needs of clients/communities – and to the organization’s mission.</li> <li>▪ Convincing case made of impact project will have on intended audiences.</li> <li>▪ Convincing case made of longer-term impact of the project.</li> <li>▪ Provides specific demographics of clients and/or communities that will be served.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Narrative offers adequate case connecting project to the needs of the clients/communities or the organization’s mission.</li> <li>▪ Makes an adequate case for the impact project will have on intended audiences.</li> <li>▪ Makes an adequate case for the longer-term impact of the project.</li> <li>▪ Provides general demographics of clients and/or communities that will be served.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Narrative does not provide clear connection between project and the needs of the clients and/or communities or the organization’s mission.</li> <li>▪ Impact of project not convincing.</li> <li>▪ Longer-term impact of the project not convincing.</li> <li>▪ Does not offer specific information about demographics of clients and/or communities that will be served</li> </ul>
<p><b>Capacity, Efficacy and Organizational Stability</b></p> <p><i>Entire narrative Project Budget</i></p>	<ul style="list-style-type: none"> <li>▪ Application narrative and additional materials provide engaging, insightful information about organization and project.</li> <li>▪ Budget is well thought out, clear and concise; no concerns that expenses reasonable/in keeping with project scope.</li> <li>▪ Very confident about organization’s abilities to implement project as evidenced by the overall quality of the application.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Application provides adequate overview of organization and project.</li> <li>▪ Budget is reasonable; some questions about whether expenses are fully in line with project scope.</li> <li>▪ Not fully confident about organization’s abilities to implement project as evidenced by the overall quality of the application.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Application does not provide clear information about organization and/or project.</li> <li>▪ Budget unclear and/or unreasonable; expenses out of line with project scope.</li> <li>▪ Concerns about organization’s abilities to implement project as evidenced by the overall quality of the application.</li> </ul>
	<b>4 POINTS</b>	<b>1 POINT</b>	<b>0 POINTS</b>
<p><b>Clients Served</b></p> <p><i>Checkboxes Who will this project serve?</i></p>	<ul style="list-style-type: none"> <li>▪ Project is conceived specifically to serve at least one underserved population.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Project is not conceived specifically to serve underserved populations, but <i>will likely reach</i> underserved populations.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Project is not conceived to specifically serve underserved populations and is highly unlikely to reach them.</li> </ul>