

ART FOR ALL GRANTS: REVIEW CRITERIA AND SCORING RUBRIC

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