

2025 William Bernard McCloud Community Impact Award

	Category of Assessment	Questions/Information Requested	Scoring Rubric	Total Possible Points	Points Earned
	Background	Are you a new applicants? (New applicants are those who have not applied for this grant in the past three (3) years: 2022, 2023, or 2024.)	I have applied this grant in 3 years	0	
			I have not applied this grant in 3 years	5 (Extra points)	
	Background	Please describe your organization's mission, vision and values.	This is an unscored Required Question	N/P	N/P
Application Scoring	Demonstrated Need for Operational Support Demonstrated Need	Q1. Please tell us about your organization's revenue/expense gap and why it exists.	Organization's revenue/expense gap is minimal and does not demonstrate need for immediate support: 1 Point	10	
			Organization's revenue/expense gap is moderate with minimal to no explanation for why it exists: 2 Points		
			Organization's overall revenue/expense gap is minimal to moderate, but they demonstrate need for funding a specific project: 3 Points		
			Organization's revenue/expense gap is significant and demonstrates immediate need of support, but the organization does not explain how funding will aid in bridging their gap for long-term success		
			Organization's revenue/expense gap is moderate, and the organization instills confidence that funding will aid in bridging their gap for long-term success: 5 Points		
			Organization's revenue/expense gap is significant, the organization demonstrates immediate need of support, and the organization instills confidence that funding will aid in bridging their gap for long-term success: 6 Points		
			Organization's revenue/expense gap is substantial, and the organization has a clear, actionable plan to bridge the gap for long-term success with detailed funding allocation: 7 Points		
			Organization's revenue/expense gap is significant, with a well-defined plan and clear funding allocation. Funding will contribute to long-term success, but more details on sustainability are needed: 8 Points		
			Organization's revenue/expense gap is significant, with a clear, strategic plan to bridge the gap, demonstrating a strong likelihood of long-term success with the funding: 9 Points		
			Organization's revenue/expense gap is very large, but the organization demonstrates full confidence in its strategy and ability to bridge the gap, ensuring long-term success with funding:10		
Application Scoring	Reach	Q2. What is your organization's total current year annual budget?	Over \$4 Million: 1 Point \$3.5 - \$4 Million: 2 Points \$3 - \$3.5 Million: 3 Points \$2.5 - \$3 Million: 4 Points \$2 - \$2.5 Million: 5 Points \$1.5 - \$2 Million: 6 Points \$1 - \$1.5 Million: 7 Points \$750,000 - \$1 Million: 8 Points \$500,000 - \$750,000: 9 Points \$500,000 and under: 10 Points	10	
			Q3. Which counties do your organization serve? a. Please select the county or counties where the community can access your services without the need to travel outside of the county. b. Please provide the addresses for your service access point(s). c. If you only have one physical access point but serve multiple counties, please explain how you bring your service to each county you serve.	Does not serve any of the three target counties: (Automatically disqualified - staff due diligence) One County: 3 Points Two Counties: 6Points Three Counties: 10Points	10
	Impact	Q4. Please state the specific achievements/successes your organization has had in the community.	Barely mentions planned improvements with no detail or explanation:1 point	10	
			Mentions planned improvements, but they are vague and provide no explanation of how they will be achieved or measured: 2 points		
			Mentions planned improvements, but they are vague with minimal explanation of how they will be achieved or measured: 3 Points		
			Moderately addresses planned improvements but with limited explanation of how they will be achieved or measured: 4 Points		
			Moderately addresses planned improvements with a basic explanation of how they will be achieved or measured: 5 Points		
			Clearly defines planned improvements but with minimal explanation of how they will be achieved or measured: 6 Points		
			Clearly defines planned improvements with a solid explanation of how they will be achieved and measured: 7 Points		
			Well-defines planned improvements with measurable outcomes and a clear plan for how they will be achieved and tracked: 8 Points		
			Thoroughly defines planned improvements with strong, measurable goals and a strategic plan outlining how they will be implemented and monitored: 9 Points		
			Strategically defines planned improvements with innovative, fully measurable goals – supported by data, a clear timeline, and a robust system for tracking, evaluating, and adjusting efforts to maximize impact: 10 Points		

			Occasionally measures success but does not have a consistent method: 1 Point	10	
			Measures success inconsistently and without clear direction: 2 Points		
			Measures successes consistently but does not implement outcomes to transform the organization: 3 Points		
			Utilizes successes for grant reporting and fundraising only: 4 Points		
			Utilizes successes to support organizational enhancements occasionally: 5 Points		
			Utilizes successes to support organizational enhancements to specific programs or projects: 6 Points		
			Implements some measurements of successes to improve specific areas of the organization: 7 Points		
			Implements comprehensive measurement of successes to support some organizational transformation: 8 Points		
			Implements successes to support organizational enhancements in specific programs or projects within the organization: 9 Points		
			Implements measurements of successes to improve and transform organization holistically: 10Points		