



2026 William Bernard McCloud Community Impact Award Scoring Rubric (Online Application)

Category of Assessment	Questions/Information Requested	Scoring Rubric	Total Possible Points	Points Earned		
Background	Are you a new applicant? (New applicants are those who have not applied for this grant in any of the past three (3) years: 2023, 2024, or 2025.)	I have applied for this grant in the past 3 years. I have not applied for this grant in the past 3 years.	0 2 (Extra Points)			
Background	Please describe your organization's mission, vision and values.	This is an unscored question.				
Demonstrate Financial Need	What is your organization's total current year annual budget?	Over \$4,000,000: 1 Point \$3,000,000 – \$4,000,000: 2 Points \$2,000,000 – \$3,000,000: 3 Points \$1,500,000 – \$2,000,000: 4 Points \$1,000,000 – \$1,500,000: 5 Points \$500,000 – \$1,000,000: 6 Points Under \$500,000: 7 Points	7			
Demonstrate Financial Need	If your organization has a revenue/expense gap, please address the following three questions to explain why.		10: 4+3+3			
		1. What gap or challenge currently exists?	No meaningful response or completely unclear: 0 points (Not addressed) Mentions a challenge but is unclear, overly broad, or minimally explained: 1 point (Limited) Identifies a general or somewhat vague challenge; lacks specificity or supporting evidence: 2 points (Fair) Describes a clear gap with some supporting detail; demonstrates solid understanding: 3 points (Good) Clearly defines a specific and compelling gap; supported by data, examples, or strong community context: 4 points (Excellent)	4		
		2. What factor created the gap?	No meaningful response or completely unclear: 0 points (Not addressed) Mentions possible cause but lacks depth, clarity, or connection to the gap: 1 point (Limited) Explains causes with some clarity; demonstrates a moderate understanding of contributing factors (e.g., economic, social, operational): 2 points (Good) Clearly explains underlying causes of the gap and demonstrates strong insight into contributing factors (e.g., economic, social, operational): 3 points (Excellent)	3		
		3. If awarded this grant, how will your organization sustain operational expenses beyond the grant period? (Please let the committee know if you have additional sources of funding (e.g., donors, fundraising, earned income, future grants) to support your organization).	No meaningful response or completely unclear: 0 points (Not addressed) Vague or limited explanation of how operations will be sustained; minimal identification of additional funding sources or weak alignment with long-term needs: 1 point (Limited) Provides a general but somewhat clear plan for sustaining operations beyond the grant period; identifies some additional funding sources but lacks detail or specificity: 2points (Good) Provides a clear, realistic, and detailed plan for sustaining operations beyond the grant period; identifies specific additional funding sources (e.g., donors, fundraising, earned income, future grants) and shows strong alignment with long-term needs: 3 points (Excellent):	3		
		County-reach	Which counties does 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).	Does not serve any of the three target counties: (Automatically disqualified) One County: 1 point; Two Counties: 2 points; Three Counties: 3 points	3	

Community Impact	Please address the following three questions to explain your organization's community impact:		10: 4+3+3	
	1. What problem or need is your organization addressing?	No meaningful response or completely unclear: 0 points (Not addressed)	4	
		Vague or unclear accomplishments: 1 point (Limited)		
		General or somewhat unclear problem statement: 2 points (Fair)		
		Clear problem described with some detail or context: 3 points (Good)		
		Clear, specific, and well-defined problem with strong community relevance: 4 points (Excellent)		
	2. Who is affected by this problem and how?	No meaningful response or completely unclear: 0 points (Not addressed)	3	
		Mentions groups; unclear impact: 1 point (Limited)		
		Identifies groups with basic impact explanation 2 points (Good)		
		Clear groups and meaningful impact: 3 points (Excellent)		
	3. How does your organization respond to or address this problem?	No meaningful response or completely unclear: 0 points (Not addressed)	3	
		Vague or weak connection to the problem: 1 point (Limited)		
Reasonable response with some detail: 2 points (Good)				
Clear, direct, and effective response to the problem: 3 points (Excellent)				
Community Impact	Please address the following three questions to explain your organization's community impact:		10: 4+3+3	
	1. What specific results or outcomes has your organization achieved?	No meaningful response or completely unclear: 0 points (Not addressed)	4	
		Vague or unclear accomplishments: 1 point (Limited)		
		General achievements with limited evidence of results: 2 points (Fair)		
		Clear achievements with some detail on outcomes: 3 points (Good)		
		Clear, specific, and meaningful outcomes (may include measurable results or strong evidence of impact): 4 points (Excellent)		
	2. Who benefited from your work and how?	No meaningful response or completely unclear: 0 points (Not addressed)	3	
		Mentions who was served but impact is unclear: 1 point (Limited)		
		Identifies groups served with some explanation of impact: 2 points (Good)		
		Clearly identifies beneficiaries and meaningful impact: 3 points (Excellent)		
	3. What contributed to your organization's success?	No meaningful response or completely unclear: 0 points (Not addressed)	3	
		Vague or minimal explanation: 1 point (Limited)		
Some explanation of success factors: 2 points (Good)				
Clear explanation of what drives success with strong insight: 3 points (Excellent)				

Organizational Capacity	Please address the following three questions to explain your organizational capacity: 1. How does your organization ensure accountability in its operations and decision-making?	No meaningful response or completely unclear: 0 points (Not addressed)	4	
		Minimal or unclear structure: 1 point (Limited)		
		Basic or informal accountability practices: 2 points (Fair)		
		Solid accountability practices with some structure: 3 points (Good)		
		Clear, structured accountability (e.g., active board oversight, defined processes, strong leadership) (Excellent)		
	2.What leadership, experience, and partnerships support your work?	No meaningful response or completely unclear: 0 points (Not addressed)	3	
		Limited or unclear capacity and partnerships: 1 point (Limited)		
		Adequate leadership/experience; some partnerships: 2 points (Good)		
		Strong leadership and relevant experience; clear, active partnerships or collaborations: 3 points (Excellent)		
	3.How does your organization use results to improve its work?	No meaningful response or completely unclear: 0 points (Not addressed)	3	
		Mentions results but unclear how they are used: 1 point (Limited)		
		Uses results to inform decisions; some detail provided: 2 points (Good)		
Clearly uses results/data to make improvements; includes specific examples: 3 points (Excellent)				
Alignment with Community Impact Award	How does your organization's work align with the goals of the Community Impact Award and the needs of Camden, Glynn, and/or McIntosh Counties?	No connection to the Community Impact Award goals or the needs of Camden, Glynn, and/or McIntosh Counties: 0 points (Not addressed)	10	
		Mentions goals or counties but the connection is unclear or not relevant. 1 point (very limited)		
		Shows very limited understanding of either the award goals or local county needs. 2 points (Minimal)		
		Provides minimal alignment with the goals and/or county needs, mostly general statements: 3 points (Weak)		
		Basic alignment is present but lacks explanation or supporting detail: 4 points (Fair)		
		Moderate alignment with some explanation of how work relates to goals or local needs: 5 points (Fair to Moderate)		
		Clear alignment with the goals and county needs but limited examples or depth: 6 points (Moderate)		
		Good alignment with both goals and county needs with some supporting detail: 7 points (Good)		
		Strong alignment with clear understanding of goals and meaningful connection to county needs: 8 points (Strong)		
		Very strong alignment with well-explained connection to both goals and specific county needs: 9 points(Excellent)		
Excellent alignment with clear, specific, and compelling demonstration of how the organization's work directly meets both the Community Impact Award goals and the needs of Camden, Glynn, and/or McIntosh Counties: 10 points(Outstanding)				
		Total Points for Online Application	60+2(extra points)	