



For Good, Forever
Communities of
COASTAL GEORGIA FOUNDATION

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.	0		
		I have not applied for this grant in the past 3 years.	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. 1. What gap or challenge currently exists? 2. What factor created the gap? 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 response provided or response is completely unclear: 0 points (Not addressed)	10: 4+3+3		
		Mentions a gap or challenge but is unclear, overly broad, or minimally explained: 1 point (Limited)			
		Describes a general gap or challenge with limited specificity and little or no supporting evidence: 2 points (Fair)			
		Describes a clear gap or challenge with some supporting detail and demonstrates a solid understanding of its significance: 3 points (Good)			
		Clearly defines a specific and compelling gap or challenge supported by data, examples, or strong community context: 4 points (Excellent)			
		No response provided or response is completely unclear: 0 points (Not addressed)			3
		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)			
		No meaningful response or completely unclear: 0 points (Not addressed)			3
		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: 2 points (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):					
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 needs and response:		10: 4+3+3	
	1. What problem or need is your organization addressing?	No response provided or response is completely unclear: 0 points (Not addressed)	4	
		Mentions a problem or need but provides little or no explanation of what it is or why it matters: 1 point (Limited)		
		Describes a general problem or need but lacks sufficient detail or clarity to fully understand its significance: 2 points (Fair)		
		Describes a clear problem or need with some detail and context that demonstrates community relevance: 3 points (Good)		
		Clearly describes a specific, well-defined problem or need with strong community relevance and compelling evidence of its significance: 4 points (Excellent)		
	2. Who is affected by this problem and how?	No meaningful response or completely unclear: 0 points (Not addressed)	3	
		Mentions affected groups but provides little or no explanation of the impact: 1 point (Limited)		
		Identifies affected groups with basic impact explanation 2 points (Good)		
		Clearly identifies affected groups and provide a meaningful, specific explanation of the 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)		
		Clear response to the problem with reasonable details: 2 points (Good)		
Clear, direct, and effective response with specific strategies/actions tied directly to the problem: 3 points (Excellent)				
Community Impact	Please address the following three questions to explain how your organization achieves results and impacts the community:		10: 4+3+3	
	1. What specific, measurable results or outcomes has your organization achieved?	No meaningful response or completely unclear: 0 points (Not addressed)	4	
		Mentions achievements, but they are vague, unmeasurable, or lack any supporting detail: 1 point (Limited)		
		Describes general achievements with some detail but little evidence of measurable results or outcomes: 2 points (Fair)		
		Describes clear achievements with specific detail and some measurable results or evidence of outcomes: 3 points (Good)		
		Describes clear, specific, and meaningful outcomes supported by measurable data or strong evidence of community impact: 4 points (Excellent)		
	2. How has your work created lasting changes or improvements in the community?	No meaningful response or completely unclear: 0 points (Not addressed)	3	
		Mention community work but provides little or no explanation of any lasting change or improvement: 1 point (Limited)		
		Describes some community change or improvement with basic explanation but limited evidence of lasting impact: 2 points (Good)		
		Clearly describes specific, lasting change or improvement in the community supported by evidence or concrete examples: 3 points (Excellent)		
	3. How does your organization track and evaluate the effectiveness of its programs?	No meaningful response or completely unclear: 0 points (Not addressed)	3	
		Mentions tracking or evaluation but provides little or no explanation of methods or processes used: 1 point (Limited)		
		Describes some tracking or evaluation methods with basic explanation but limited detail on how results are used: 2 points (Good)		
Clearly describes specific tracking and evaluation methods with strong evidence of how results are used to measure program effectiveness: 3 points (Excellent)				

Organizational Capacity	<p>Please address the following three questions to explain your organizational capacity:</p> <p>1. How does your organization ensure accountability in its operations and decision-making?</p> <p>2. What leadership, experience, and partnerships support your work?</p> <p>3. How does your organization use evaluation results to learn, adapt, and improve?</p>	<p>No meaningful response or completely unclear: 0 points (Not addressed)</p> <p>Mentions accountability but provides little or no explanation of any structure or practices in place: 1 point (Limited)</p> <p>Describes basic or informal accountability practices with limited explanation of structure or processes: 2 points (Fair)</p> <p>Describes solid accountability practices with some defined structure and explanation of how decisions are made: 3 points (Good)</p> <p>Clearly describes a well-structured accountability system supported by active board oversight, defined processes, and strong organizational leadership: 4 points (Excellent)</p> <p>No response provided or response is completely unclear: 0 points (Not addressed)</p> <p>Mentions leadership or partnerships but provides little or no explanation of experience, capacity, or how they support the work: 1 point (Limited)</p> <p>Describes adequate leadership and relevant experience with some partnerships identified but limited detail on their role or contribution: 2 points (Good)</p> <p>Clearly describes strong leadership, relevant experience, and active partnerships with specific explanation of how each supports and strengthens the work: 3 points (Excellent)</p> <p>No response provided or response is completely unclear: 0 points (Not addressed)</p> <p>Mentions evaluation results but provides little or no explanation of how they are used to learn or make improvements: 1 point (Limited)</p> <p>Describes how evaluation results inform decisions and organizational learning with some detail but limited specific examples: 2 points (Good)</p> <p>Clearly describes how evaluation results are actively used to learn, adapt, and improve programs with specific examples of changes made: 3 points (Excellent)</p>	<p>10: 4+3+3</p> <p>4</p> <p>3</p> <p>3</p>	
Alignment with Community Impact Award	<p>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?</p>	<p>No connection to the Community Impact Award goals or the needs of Camden, Glynn, and/or McIntosh Counties: 0 points (Not addressed)</p> <p>Mentions goals or counties but the connection is unclear or not relevant. 1 point (very limited)</p> <p>Shows very limited understanding of either the award goals or local county needs. 2 points (Minimal)</p> <p>Provides minimal alignment with the goals and/or county needs, mostly general statements: 3 points (Weak)</p> <p>Basic alignment is present but lacks explanation or supporting detail: 4 points (Fair)</p> <p>Moderate alignment with some explanation of how work relates to goals or local needs: 5 points (Fair to Moderate)</p> <p>Clear alignment with the goals and county needs but limited examples or depth: 6 points (Moderate)</p> <p>Good alignment with both goals and county needs with some supporting detail: 7 points (Good)</p> <p>Strong alignment with clear understanding of goals and meaningful connection to county needs: 8 points (Strong)</p> <p>Very strong alignment with well-explained connection to both goals and specific county needs: 9 points (Excellent)</p> <p>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)</p>	<p>10</p>	
		<p>Total Points for Online Application</p>	<p>60+2(extra points)</p>	