



### **Project Summary (65%)**

- Target population & rationale
  - Clear description of target population
  - Strong rationale for serving this population
- Geographic area and rationale
  - Clear description of the targeted geographic area
  - Strong rationale for serving this geographic area
- The data-driven need for the project
  - Statistics and/or data are clearly presented to support the rationale for the project
- Primary activities and objectives directly related to targeted Outcome Area(s)
  - Activities are clearly aligned to targeted Outcome Area(s)
  - Activities clearly connect to the objectives
- Role of the lead agency and partners
  - Lead agency identified and clear explanation of the role
  - Core strategic partners identified and roles are clearly explained in a way that extends beyond basic referrals and logistics
  - Partners demonstrate a track record of successful collaboration and capacity to operate in a Collective Impact framework
- How Collective Impact will structure and guide your work
  - Some of all of the five conditions of Collective Impact are referenced and are intentionally incorporated into the work
- How your initiative will achieve broader and more comprehensive goals beyond the scope of the individual partners' work
  - Explanation demonstrates an understanding of complex social issues and the value of intentional, cross-sector partnerships for innovative solutions
- The systemic changes you anticipate will result from the initiative
  - Answer reflects an understanding of the systemic barriers facing our community and explains how this project will specifically impact systems change efforts
- How you will define success and ensure sustainability
  - Answer is clearly articulated and is supported by both qualitative and quantitative data goals

### **Funding (10%)**

- How funding will be used to work towards the intended outcomes
  - Response explains how dollars will be used to support activities, staff, and infrastructure
- Any additional funding/resources that will be used to supplement this work
  - Response demonstrates a financial and/or in-kind commitment to the work beyond United Way funding

### **Strength of concept (25%)**

- Reviewer reflects on the strength of the applicant's concept as a whole
  - The initiative meets United Way's goals for the Transformation Awards
  - The initiative is a cross-cutting approach, integrating partners from multiple service sectors
  - The initiative is aligned with United Way's commitment to advancing equity
  - The initiative has meaningfully engaged input from the intended beneficiaries of its activities or programs