

## **DEFINITIONS:**

### **NEED – PROGRAM JUSTIFICATION**

Score this area based on the organization's ability to clearly and convincingly make the case for the need for their services. We are looking for substantiated data that demonstrates conclusively that their service is needed. We are looking for more than anecdotal comments about the need. We are looking for research and facts. They should cite the source for their information. We are particularly looking for information about our local region. It does not have to be Danville-Pittsylvania County specific (although that is nice). But information about the region helps localize the need. National stats are good, but only to make certain points and statements about their potential client. Often, the situation in our region is quite different from other areas, or a national average.

### **OUTCOMES/IMPACT**

This is the perhaps the most important area of the application. Score the combination of their narrative, and both logic models. We are looking for measured results, not just data on numbers served, or descriptions of the activity. We are looking for programs that have measured impact on the lives served.

### **ORGANIZATIONAL CAPACITY**

Score the organization's ability to perform the proposed services effectively and create impact. Examples of things to look for here are staff capacity (includes volunteers if there is a strong core), financial resources beyond United Way, sustainability, etc.

### **SCALE/SCOPE OF PROGRAM**

This area defines how potentially impacting the program can be. It generally shows a significant number of people served, but not necessarily. It could be a capacity issue for the geographic region (Project Lifesaver is a good example – not many people served due to such a specialized need – but covers a broad geographic area with a service nobody else offers.

### **BONUS POINTS**

This is an area reserved for scorers who find an application particularly excellent. It is a chance to add a few extra points to distinguish the high-achieving programs or applications. Look for applications that have strong technical merit, meaning their budgets are easy to understand, the application flows easily and logically, the logic models make good sense, etc. There are no penalty points -- only use these for exceptional apps. Anywhere between 1 and 5 bonus points can be given.