

## WFW Grant LOI Rubric 2023-2024

*For personal use by WFW Grants Committee members. Rubric elements extracted from the Letter of Intent document.*

Org. Name \_\_\_\_\_ \$ Request \_\_\_\_\_ #Yrs \_\_\_\_\_

**Alignment Legend: 1 = Less Aligned      2 = Moderately Aligned      3 = Highly Aligned**

Element	Ideal	1	2	3	Comments
<b>Linkage to WFW Value Statement</b>	The project or general operations funded by this grant clearly align with the WFW funding target value statement: help economically disadvantaged women become more self-sufficient.				Excited by:  Concerned by:
<b>Emphasis on Women &amp; Girls</b>	100% of the served population identify as women and/or girls.				Excited by:  Concerned by:
<b># Served</b>	The absolute number of women / girls served is compelling given the amount of money being sought and the impact of the expected results. Intensity and duration of a project may result in smaller numbers served but provide those served with a larger impact.				Excited by:  Concerned by:
<b>Geographic Reach</b>	An LOI can focus on any of the 19 counties/territories. However, organizations that serve multiple counties, or that concentrate services in counties with a Tier 1 or Tier 2 ranking in the NC county distress rankings may be prioritized to support WFW's goal of creating balance across its entire grant portfolio*.				Excited by:  Concerned by:
<b>Equity Emphasis</b>	The served population lacks equitable access to resources or opportunity, and navigates the intersectionality of multiple biases. Proposal aims to reduce, eliminate, or overcome these adversities.  <b>NOTE:</b> Equity Emphasis acknowledges and seeks to mitigate the intersecting negative impacts of poverty, racism, sexism, ableism and other systemic forms of injustice.				Excited by:  Concerned by:

Element	Ideal	1	2	3	Comments
<b>Demonstration of Need</b>	Provides credible evidence of community need, as well as organizational understanding of that need and how it relates to and supports the WFW value statement.				Excited by:  Concerned by:
<b>Project/Work Approach</b>	Clearly identifies how the proposed work will address the community need. Linkages between the project/work concept and the community need are rational and compelling. Proposal complements or extends other organizational activities.				Excited by:  Concerned by:
<b>Results</b>	Clearly identifies the result(s) our grant will help them achieve. Timeframe for achievement appears to be reasonable.				Excited by:  Concerned by:

*\*NOTE: Balance in project type or approach, population(s) served, and/or representation across the WNC region may also be taken into account.*