**Dr. William G. and Susan Gans McCarthy Endowment Rubric**

The grant specifies that the money must be used in an innovative manner to reduce poverty and/or to improve the literacy of children. And secondly the grant specifies that the program, event, or materials to which the money is applied, will be for something new. (The exception would be if the money would be used to continue a program started under this grant with the anticipation that the program will soon become established without further grant money.) The applicants are limited to two pages to submit their request.

With the above specified, a rubric follows to help assess the quality of the application.

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|  | Pts. | Some Reasoning |
| **Need For Project-(40 points possible)**  Best addresses the grant’s purpose to reduce poverty or best helps improve the literacy of children  Provides a high level of innovation and is not available in another program at location |  |  |
| **Adequacy of Resources-(20 points possible)**  Shows that appropriate resources and personnel have been allocated for the tasks and activities described in proposal  Supplies a budget narrative  Displays energy or aptitude for initiation of action   Project manager has adequate time to manage the project |  |  |
| **Quality of the Management Plan-(20 points possible)**  Clearly spelled out events  Clearly spelled out participants: Addresses who will do what, when, and where, to what ends, and with what results  Clearly spelled out beneficiaries  Proof of support from those who are affected by the activities  Clearly spelled out anticipated results  Offers a timeline |  |  | |
| **Quality of Evaluation Plan-(20 points possible)**  Specific goals, objectives, and outcomes produce quantitative and qualitative data   Uses the data to determine progress of plan   Progress can be measured by the end of grant funding cycle   Includes specific benchmarks to monitor progress |  |  | |
| **Total** |  |  | |