

**United Way of Central Indiana  
Social Innovation Fund Scoring Rubric  
Section 5.2: Program Description (30%)**

	Excellent (15 points)	Good (10 points)	Fair (5 points)	Poor (0 points)	Scores
1. Organizational alignment with Great Families	Demonstrates very strong alignment of vision, mission, strategic plan, programs and partnerships.	Demonstrates strong alignment of vision, mission, strategic plan, programs and partnerships.	Demonstrates some alignment of vision, mission, strategic plan, programs and partnerships.	Demonstrates little to no alignment of vision, mission, strategic plan, programs and partnerships.	
2. Reach of current aligned programs (e.g., number of people/families served, geographic area(s) served, etc.)	Demonstrates extensive reach of current aligned programs to neighborhood or community.	Demonstrates moderate reach of current aligned programs to neighborhood or community.	Demonstrates some reach of current aligned programs to neighborhood or community.	Demonstrates little or no reach of current aligned programs to neighborhood or community.	
3. Outcomes of current aligned programs	Demonstrates very strong participant outcomes (meaningful and measurable).	Demonstrates strong participant outcomes (meaningful and measurable).	Demonstrates modest participant outcomes (meaningful and measurable).	Demonstrates weak or no participant outcomes (meaningful and measurable).	
4. Environmental Context	Provides very clear and comprehensive description of environmental context.	Provides moderately clear and comprehensive description of environmental context.	Description of environmental context has some gaps and raises questions.	Description of environmental context is vague and fails to provide understanding of the environmental context.	
5. Implementation	Approach is very	Approach is mostly	Approach is	Approach is unclear,	

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Approach	clear, complete and convincing including participant recruitment strategy.	clear, complete and convincing including participant recruitment strategy.	somewhat clear, complete and convincing including participant recruitment strategy.	incomplete and not convincing.	
6. Preliminary Evidence for ECE & FES	Approach to providing early childhood education and family economic stability interventions fully adheres to the preliminary evidence described in United Way's approved Great Families 2020 application.	Approach to providing early childhood education and family economic stability interventions largely adheres to the preliminary evidence described in United Way's approved Great Families 2020 application.	Approach to providing early childhood education and family economic stability interventions partially adheres to the preliminary evidence described in United Way's approved Great Families 2020 application.	Approach to providing early childhood education and family economic stability interventions minimally adheres to the preliminary evidence described in United Way's approved Great Families 2020 application.	
7. Program Partnerships (subgrantees and/or contractors)	Roles of partner organizations (joint subgrantees or subgrantee-contractor partners) in the design and implementation of the proposed Great Families 2020 program are clearly	Roles of partner organizations (joint subgrantees or subgrantee-contractor partners) in the design and implementation of the proposed Great Families 2020 program are	Description of roles of partner organizations (joint subgrantees or subgrantee-contractor partners) in the design and implementation of the proposed Great Families 2020 program lack	Description of roles of partner organizations (joint subgrantees or subgrantee-contractor partners) in the design and implementation of the proposed Great Families 2020 program lack sufficient clarity. Proposed management	

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	articulated. Proposed management structures are very likely to facilitate effective collaboration and assure that two generational services are well integrated.	adequately articulated. Proposed management structures will help facilitate collaboration and integration of two generational services.	sufficient clarity. Proposed management structures need further development to facilitate collaboration and integration of two generational services.	structures needed to facilitate collaboration and integration of two generational services are insufficient or there is no discussion of management structures.	
8. Wraparound Services	Strategy to provide or contract for wraparound services is very clearly stated and very likely to be effective.	Strategy to provide or contract for wraparound services is clearly stated and likely to be effective.	Strategy to provide or contract for wraparound services is stated somewhat clearly and may be effective.	Strategy to provide or contract for wraparound services is poorly stated and not likely to be effective.	
9. Behavioral Health and Social Capital	Specific behavioral health and social capital development activities and key outcomes are very clearly stated and are very likely to be effective.	Specific behavioral health and social capital development activities and key outcomes are clearly stated and are likely to be effective.	Specific behavioral health and social capital development activities and key outcomes are stated somewhat clearly and may be effective.	Specific behavioral health and social capital development activities and key outcomes are poorly stated and are unlikely to be effective.	
10. Logic Model	Logic model is very clear, complete and	Logic model is mostly clear, complete and	Logic model is somewhat clear,	Logic model is unclear, incomplete and not	

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	Excellent (15 points)	Good (10 points)	Fair (5 points)	Poor (0 points)	Scores
	convincing and each component is logically connected.	convincing and most components are logically connected.	complete and convincing and some components are logically connected.	convincing and each component is not logically connected.	
11. Staffing	Staffing pattern is strong, well thought out, and sufficient to implement proposed approach. Director/coordinator position description reflects well the leadership required for the program.	Staffing pattern is appropriate and sufficient to implement proposed approach. Director/coordinator position description adequately reflects the leadership required for the program.	There are significant questions about the strength and sufficiency of the staffing pattern. Director/coordinator position description has some key gaps.	Staffing pattern is not appropriate and sufficient to implement proposed approach. Director/coordinator position description is inadequate.	
<b>Total Section Score</b>					

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Section 5.3: Evaluation Capacity (30%)**

	Excellent (15 points)	Good (10 points)	Fair (5 points)	Poor (0 points)
1. Time and resources required	Demonstrates an excellent understanding of the time and resources required to work with an evaluation firm and to collect high	Demonstrates a good understanding of the time and resources required to work with an evaluation firm and to collect high quality	Demonstrates a fair understanding of the time and resources required to work with an evaluation firm and to collect high quality	Demonstrates a poor understanding of the time and resources required to work with an evaluation firm and to collect high quality

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Section 5.3: Evaluation Capacity (30%)

	Excellent (15 points)	Good (10 points)	Fair (5 points)	Poor (0 points)
	quality client-level data.	client-level data.	client-level data.	client-level data.
2. Current staffing and expertise	Demonstrates excellent staff capacity for program evaluation.	Demonstrates adequate staff capacity for program evaluation.	Demonstrates moderate staff capacity for program evaluation.	Demonstrates poor staff capacity for program evaluation.
3. Capacity and commitment to capture and record client-level program data	Demonstrates a strong capacity and commitment to capture and record client-level program data that will be imported into United Ways' data integration system.	Demonstrates a commitment to capture and record client-level program data that will be imported into United Ways' data integration system, but with reservations. Demonstrates some capacity to collect and manage client-level data.	Commitment to capture and record client-level program data that will be imported into United Ways' data integration system is ambivalent and/or has limited capacity to collect client-level data.	Does not demonstrate commitment to capture and record client-level program data that will be imported into United Ways' data integration system and/or has no capacity to collect client-level data.
4. Commitment to use data for decision making	Clearly demonstrates commitment to capture and record program data that will be imported into United Ways' data integration system and used for decision making.	Commitment to capture and record program data that will be imported into United Ways' data integration system and used for decision making, but with reservations.	Commitment to capture and record program data that will be imported into United Ways' data integration system and used for decision making is ambivalent.	Does not demonstrate commitment to capture and record program data that will be imported into United Ways' data integration system and used for decision making
<b>Total Section Score</b>				

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Section 5.4: Organizational Capacity (15%)

	Excellent (15 points)	Good (10 points)	Fair (5 points)	Poor (0 points)
1. Leadership's assets employed for Great Families	Provides clear, thorough and compelling evidence that leadership has assets to successfully implement Great Families 2020.	Provides fairly strong evidence that leadership has assets to successfully implement Great Families 2020.	Provides some evidence that leadership has assets to successfully implement Great Families 2020.	Provides limited or no evidence that leadership has assets to successfully implement Great Families 2020.
2. Federal grants management experience	Demonstrates substantial experience in successfully managing federal grants.	Demonstrates some experience in successfully managing federal grants.	Demonstrates minimal experience in successfully managing federal grants.	Demonstrates no experience in successfully managing federal grants.
3. Sustaining and institutionalizing programs	Demonstrates an excellent track record in sustaining and institutionalizing programs.	Demonstrates a good track record in sustaining and institutionalizing programs.	Demonstrates a fair track record in sustaining and institutionalizing programs.	Demonstrates a poor track record in sustaining and institutionalizing programs.
4. Organizational commitment for match, empowered program leadership and ongoing investment in Great Families	Demonstrates strong commitment in all three areas – match, program leadership and ongoing investment.	Demonstrates strong commitment in at least two of the three areas – match, program leadership and ongoing investment.	Demonstrates moderate commitment in at least two of the three areas – match, program leadership and ongoing investment.	Demonstrates little or no commitment in any of the three areas - match, program leadership and ongoing investment.
5. Initial plan for raising match funds	Provides comprehensive and diversified plan for	Provides initial plan for fundraising, moderately diversified, and	Provides loose, general plan for fundraising and identifies under three	Provides poor plan for fundraising and identifies little to no

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 Section 5.4: Organizational Capacity (15%)

	Excellent (15 points)	Good (10 points)	Fair (5 points)	Poor (0 points)
	fundraising and identifies five or more potential funding sources.	identifies some potential funding sources.	potential funding sources.	potential funding sources.
Total Section Score				

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Section 5.5: Partnerships and Coalitions (15%)

	Excellent (15 points)	Good (10 points)	Fair (5 points)	Poor (0 points)
1. Quality of Life Plans	Demonstrates extensive involvement and describes a specific leadership role.	Demonstrates moderate level of involvement and specifies how they are or will be participating.	Demonstrates some involvement and describes limited current or future role.	Demonstrates little or no current or anticipated involvement
2. Great Places 2020	Demonstrates extensive involvement and describes a specific leadership role.	Demonstrates moderate level of involvement and specifies how they are or will be participating.	Demonstrates some involvement and describes limited current or future role.	Demonstrates little or no current or anticipated involvement.
3. Plan 2020	Demonstrates extensive involvement and describes a specific leadership role. Potential contribution to Plan 2020 goals are highly aligned with United Way priorities.	Demonstrates moderate level of involvement and specifies how they are participating. Potential contribution to Plan 2020 goals are largely aligned with United Way priorities.	Demonstrates some involvement and describes limited role. Potential contribution to Plan 2020 goals are somewhat aligned with United Way priorities.	Demonstrates little or no involvement. Potential contribution to Plan 2020 goals have little or no alignment with United Way priorities.
4. Public Safety Priority Areas	Demonstrates extensive involvement and describes a specific leadership role.	Demonstrates moderate level of involvement and specifies how they are or will be participating.	Demonstrates some involvement and describes limited current or future role.	Demonstrates little or no current or anticipated involvement.
5. Other initiatives	Demonstrates extensive involvement and describes a specific leadership role.	Demonstrates moderate level of involvement and specifies how they or will be participating.	Demonstrates some involvement and describes limited current or future role.	Demonstrates little or no current or anticipated involvement.
<b>Total Section Score</b>				



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Section 5.6: Budget and Budget Narrative (10%)

	Excellent (15 points)	Good (10 points)	Fair (5 points)	Poor (1 to 0 points)
1. Year one budget with 1:1 match	100% of match is budgeted.			>100% of match is budgeted.
2. Documentation of 10% of year one match	10% of match is budgeted.			>10% of match is budgeted.
3. Budget items are allowable, allocable, reasonable and necessary	All or nearly all items meet the four criteria.	Most items meet the four criteria.	Some items meet the four criteria.	Few items meet the four criteria.
4. Narrative aligns with budget and justifies all line items	Fully aligned and justified	Mostly aligned and justified	Partially aligned and justified	Largely unaligned and lacks justification
<b>Total Section Score</b>				