Demonstrated need for the initiative within the City of Brockville (30%)

Applicant demonstrates a thorough understanding of current community needs and addresses these through their activities and partnerships in the application in an open, equitable, and inclusive manner.

- The applicant demonstrates how the requested funding will benefit the citizens of Brockville and fills a need in the community (15%)
    - **15 points:** Thoroughly demonstrates community benefit with detailed measurable outcomes. Initiative addresses a clearly identified need or gap in the community with multiple specific examples.
    - **12 points:** Clearly demonstrates community benefit with specific measurable outcomes. Initiative fills an identified need or gap in the community with specific examples.
    - **10 points:** Somewhat demonstrates community benefit with limited measurable outcomes, while filling an identified need in the community
    - **5 points:** Somewhat demonstrates community benefit with limited measurable outcomes. No specific community need identified.
    - **0 points**: Does not demonstrate community benefit
- Open, equitable, and inclusive (5%)
    - **5 points:** Strongly promotes inclusivity and equity with detailed activities and partnerships. Organization has inclusive policy or statement on their website or in materials.
    - **3 points:** Clearly promotes inclusivity and equity through activities and partnerships
    - **1 point:** Somewhat promotes inclusivity and equity
    - **0 points:** Does not promote inclusivity and equity
- The applicant demonstrates how the proposed initiative meets one or more of the City's Strategic Priorities (10%)
    - **10 points:** The initiative strongly aligns with multiple strategic priorities with specific references
    - **7 points:** The initiative clearly aligns with one or more strategic priorities
    - **4 points:** The initiative partially aligns with one strategic priority
    - **2 points:** The initiative indirectly aligns with one or more strategic priority
    - **0 points**: The initiative does not align with the City's Strategic Priorities/ no priorities identified in the application

Financial sustainability and feasibility (30%)

- Applicant demonstrates capacity to execute by providing examples of initiatives of a similar scope that their organization has run in the past (5%)
    - **5 points**: Very similar and directly relevant examples
    - **3 points**: somewhat similar examples
    - **1 point:** non-relevant example provided; applicant discusses how capacity has been created to assist with this initiative
    - **0 Points**: No examples or capacity identified
- The organization provides an overview of their financial management practices and revenue generation strategies (5%)
    - 5 points: Comprehensive and detailed response demonstrating strong financial controls, sustainability, and revenue strategy backed by evidence or past success.
    - 3 points: clear explanation of financial management and revenue generation practices are sound, though not especially detailed or comprehensive
    - 1 point: Very limited or unclear overview of financial practices and revenue strategies; lacks credibility or feasibility.
    - 0 points: No information provided, or response does not address financial management or revenue generation at all.
- The organization identifies the skills and oversight capabilities their board members possess to ensure the success of the funding request.
    - **5 points:** Detailed overview of board composition, governance structure, and oversight responsibilities; skills directly support and enhance the project's success.
    - **3 points:** The organization identifies key board skills and oversight functions; shows a general alignment with project needs.
    - **1 point:** Minimal or vague mention of board members; little to no detail on relevant skills or governance capacity.
    - **0 points:** No mention of board members, their skills, or oversight role
- Revenue and Expense Table: Applicant outlines budget, noting expenses by category and how grant funding, if awarded, will be used. Applicant includes all anticipated sources of funding for the initiative, including other grants being applied for, and anticipated sponsors and donors. For each item, indicate if the funding has been confirmed. (10%)
    - **9- 10 points:** Budget is comprehensive, accurate, and well-structured. All expenses are categorized and justified. All revenue sources (secured and

pending) are identified. Clear, strategic use of grant funds is explained, and funding confirmation status is clearly indicated for each line.
    - **7-8 points**: Budget is clear, organized, and follows the template. Most expenses and revenue sources are well described. Grant funding usage is specified, and some funding confirmations are included.
    - **5-6 points**: Budget is mostly complete, but may lack some clarity or consistency. Some line items or sources are unclear. Use of grant funding is described but not well detailed. Funding confirmations are incomplete.
    - **1-3 points**: Budget is vague or lacks important details (e.g., missing expense categories, no breakdown of revenue sources). Minimal clarity on how grant funds will be used or what's been confirmed.
    - **0 points:** No budget provided, or budget is incomplete, inconsistent, or not in the required template format.
- Operating surplus or reserve accounts do not exceed 25% of total operating costs without acceptable explanation (5%)
    - **5 points:** Surplus accounts are well-managed and justified
    - **3 points**: surplus accounts exceed 25% with clear and justified explanation
    - **1 point:** surplus accounts exceed 25% with basic explanation
    - **0 points**: surplus accounts exceed 25% without explanation

Strategic Direction and Previous Funding (25%)

- Applicant has clear plans to sustain themselves, develop their audience, program, service and/or participation *(12.5%)*
    - **12 points:** Applicant identifies clear path forward to develop, grow, and sustain their organization and activities, with detailed plan for audience development and participation for the initiative. Plans to sustain the initiative beyond the initial program are identified, with clear path forward. Detailed marketing, communication, and/or business plans have been provided
    - **8points:** Applicant has identified a sustainability plan with target audience and growth potential outlined. Initiative aligns with sustainability plan and some additional detail has been provided.
    - **4 points:** Applicant has some plans for sustainability and longevity
    - **0 points:** Applicant has not defined plans for sustainability or growth

- Applicant identifies strategic goals for organizational development and how the initiative aligns with these goals *(12.5%)*
    - **12 points:** Detailed strategic goals with strong initiative alignment
    - **8 points:** Clear strategic goals in alignment with proposed initiative

- **4 points:** Strategic goals are loosely defined and it is unclear how the initiative aligns with organizational growth
- **0 points:** No strategic goals for the organization have been identified

Other Funding and Community Support (15%)

- Evidence of community partnerships and engagement (7%)
  - **7 points:** Strong partnerships in alignment with the organization and initiative have been identified and confirmed via letters of support or through a joint application. Benefits to the community beyond the applicant organization have been identified. Applicant has confirmed community support through the help of local businesses (whether in-kind services or cash sponsors)
  - **5 points:** Clear partners have been identified and application shows strategic alignment with other community organizations and members. Some letters of support have been provided, and some community support has been identified through in-kind services
  - **3 points:** A few community partners have been identified with some tangible benefits to the community beyond this initiative
  - **1 point:** Limited partnerships have been identified, and minimal community engagement or support has been sought
  - **0 points:** No community partnership or engagement has been completed

- Additional funding sources (other grants and sponsorships) (8%)
  - **8 points:** Applicant has sought out multiple additional revenue sources and has provided details in their application. Many additional sponsorships and support have been identified and confirmed.
  - **6 points:** Applicant has applied to some other sources of funding and some funding sources have been confirmed
  - **4 points:** Applicant shows intent to apply or request funds from other sources and sponsors, but has received limited confirmations
  - **1 point:** Applicant shows limited intent to secure funds from other sources.
  - **0 points**: Applicant relies primarily on the community grant for funding their initiative.