



## STRENGTHEN CULTURAL CAPACITY

### Strengthening Cultural Organizations

#### Cultural Development Application: Category Assessment Rubric

Strengthen Cultural Capacity projects build stability for cultural organizations and generate public confidence. Strengthen Cultural Capacity projects should reflect strategic investments in cultural organizations' capacity and/or improved sustainability by prioritizing new resources, thereby serving their community and deepening cultural impacts. New investments in organizational capacity/sustainability (staffing, equipment, marketing, development, online resources, building infrastructure, etc.) are eligible; requests for general operating support are not eligible.

Applicants are advised to use the descriptive qualities in crafting an application. Panelists are advised to use the same descriptive qualities to assign a score for each application section. These are project-based applications.

Significance & Quality of Project <i>Up to 10 points</i>	Exemplary-Strong (range: 10-7)	Good-Fair (range: 6-3)	Marginal-Weak (range: 2-0)
Explain the significance of this one-time, strategic investment to your organization. If funded, how will the project build your organization's capacity by increasing stability and/or improving sustainability? Is this an investment in your organization's programmatic or operational capacity?	Significance of capacity project to organization clearly defined. Discrete project activities demonstrably increase organizational stability and/or improve sustainability.  Clear investment(s) made towards the organization's programmatic or operational capacity.	Significance of capacity project to organization defined. Discrete project activities increase organizational stability and/or improve sustainability.  Investment(s) made towards the organization's programmatic or operational capacity.	Significance of capacity project to organization ill defined. Generalized project activities may increase organizational stability and/or, improve sustainability.  Unclear which investment(s) made towards the organization's programmatic or operational capacity.
Community Impact & Public Benefit <i>Up to 10 points</i>	Exemplary-Strong (range: 10-7)	Good-Fair (range: 6-3)	Marginal-Weak (range: 2-0)
Describe the change that will result from this project. How will a strategic investment in your organizational capacity impact your organization and	Project specifically demonstrates organizational growth in service to the community.	Project demonstrates organizational growth in service to the community.	Project does not demonstrate organizational growth in service to the community.

<p>the community you serve in the short and long term?</p> <p>Include intended outcomes and who will benefit (include population/geographic scope).</p> <p>If your organization has developed goals around diversity, equity and inclusion, how does this project help achieve these goals?</p>	<p>Project activities clearly designed to improve organizational performance in the short and long term.</p> <p>If organization has identified diversity, equity and inclusion goals, there is clear alignment with stated project goals.</p>	<p>Project activities designed to improve organizational performance in the short and long term.</p> <p>If organization has identified diversity, equity and inclusion goals, there is clear alignment with stated project goals.</p>	<p>Project activities are not designed to improve organizational performance in the short and long term.</p> <p>If organization has identified diversity, equity and inclusion goals, there is little alignment with stated project goals.</p>
	<p><b>Exemplary-Strong</b> (range: 10-7)</p>	<p><b>Good-Fair</b> (range: 6-3)</p>	<p><b>Marginal-Weak</b> (range: 2-0)</p>
<p><b>Project Management &amp; Evaluation</b> <i>Up to 10 points</i></p> <p>Who will measure the project's success and what indicators will they use?</p> <p>Please describe project <b>outputs</b> (number of participants, demographics, deliverables) and <b>outcomes</b> (changes in engagement, barriers, value of culture).</p> <p>Describe the qualifications of your staff and board to evaluate project success and provide strong organizational/fiscal management.</p>	<p>Evaluation plan clearly articulates why the project was determined to be successful. Evaluation plan in place to measure change over the funding period.</p> <p>Project-specific outputs and outcomes clearly defined.</p> <p>Explanation of organization and project management shows: 1) Staff and Board highly qualified; 2) Clear ability to monitor project progress; 3) Clear evidence of fiscally responsible and healthy organization.</p>	<p>Evaluation plan articulates why the project was determined to be successful.</p> <p>Project outputs and outcomes provided but not distinguished.</p> <p>Explanation of organization and project management shows: 1) Staff and Board reasonably qualified; 2) Adequate ability to monitor project progress; 3) Reasonable evidence of fiscally responsible and healthy organization.</p>	<p>Evaluation plan poorly articulates why the project was determined to be successful. Evaluation plan unclear.</p> <p>Project outputs and outcomes not defined.</p> <p>Explanation of organization and project management shows: 1) Staff and Board lacking appropriate qualifications; 2) Ability to monitor project progress unclear; 3) Little evidence of fiscally responsible and healthy organization.</p>

**Budget Form & Narrative**  
*Up to 10 points*  
**Budget Form: Uploaded Budget Template**  
**Narrative: Is your project scalable? How will Cultural Trust funds be used?**

Exemplary-Strong (range: 10-7)	Good-Fair (range: 6-3)	Marginal-Weak (range: 2-0)
<p>Project budget template is complete.</p> <p>Project income and expenses are described in detail.</p> <p>Project revenue section indicates planned, pending or confirmed status.</p> <p>Cultural Development Grant Request amount identified. Request amount does not exceed 50% of total project budget.</p> <p>In-Kind Contributions section completed (as applicable). In-Kind contributions are less than 50% of required applicant income match.</p> <p>Total Project Expenses and Revenue equal.</p> <p>Budget Narrative clearly identifies how Cultural Trust funds will be used and if the project is scalable.</p>	<p>Project budget template is partially complete.</p> <p>Project income and expenses are described.</p> <p>Project revenue section indicates planned, pending or confirmed status.</p> <p>Cultural Development Grant Request amount identified. Request amount does not exceed 50% of total project budget.</p> <p>In-Kind Contributions section completed (as applicable). In-Kind contributions are not the majority of required applicant income match.</p> <p>Total Project Expenses and Revenue equal.</p> <p>Budget Narrative identifies how Cultural Trust funds will be used and if the project is scalable.</p>	<p>Project budget template is incomplete.</p> <p>Project income and expenses are not described.</p> <p>Project revenue status incomplete.</p> <p>Cultural Development Grant Request amount not identified.</p> <p>In-Kind Contributions section unclear and/or reflects 100% of required applicant income match.</p> <p>Total Project Expenses and Revenue do not equal.</p> <p>Budget Narrative does not identify how Cultural Trust funds will be used nor if the project is scalable.</p>