



Creative Spark Grant Program

RUBRIC AND SCORING FRAMEWORK

1. Program Description

3 Strong, Complete, and Compelling	2 Good, Mostly Complete, and Interesting	1 Poor, Incomplete
A clear/complete description of the program and how it is separate from/builds on its current work; creative nature of the program is described in a highly compelling and thorough manner; provides detailed context; only a few details might be missing	A good, mostly complete, description of how the program is separate from/builds on its current work; several details or clarifications still needed. Creative nature of program and context are described, but more background is needed	An inadequate/poor description of the program; proposed program does not appear to be distinct from current programming. Creative nature of program is not adequately described

2. Program Development & Implementation

3 Strong, Complete, and Compelling	2 Good, Mostly Complete, and Interesting	1 Poor, Incomplete
A) Program Development Process		
Strong evidence of effective, thoughtful program development; a highly creative, creative design development process. Components are used, adapted and considered in new and/or unexpected ways (such as data, research, observations, community input, etc.); highly creative/compelling	Some evidence of effective, thoughtful development; a creative design process might be in place, but additional details needed. Components may have been considered in creative ways, such as data, research, observations, community input, etc.); unclear if it is creative	Little evidence of effective and thoughtful program development; no indication that a creative design development process was used
B) Implementation Plan/Openness to Testing/Experimenting		
Implementation plan is clearly/completely described, providing helpful/compelling details; describes ways organization expects to adjust or refine the plan as it's implemented (such as tests, experiments, etc.); clear openness or eagerness to undertake testing/experimenting	Implementation plan is described, but additional details needed to better evaluate; a few details provided regarding how organization might refine the plan as it's implemented (such as tests, experiments, etc.); some eagerness to engage in testing might be evident	Implementation plan is insufficiently described; little to no evidence that organization is open to/ready to use tests or experimentation or other ways to adjust program as it's implemented

3. Partner/Collaborator

Note: Applicants are not required to have a partner/collaborator; they are not “penalized” for not having a partner. If they have a substantial partnership in place/planned, they will provide information in the semi-finalist round.

4. Impact

3 Strong, Complete, and Compelling	2 Good, Mostly Complete, and Interesting	1 Poor, Incomplete
Anticipated impact is fully described in a compelling, inspirational way; program will likely have a broad, wide-ranging and/or transformative impact on the community/field and/or the organization as a whole; sparks creativity and ideas for how other communities/fields or organizations would benefit from adopting this approach	Anticipated impact is appropriately described; good evidence that program's potential impact is wide ranging for the community/field and/or the organization; some additional details might have helped. Other communities/fields could likely benefit from this approach	Anticipated impact is insufficiently described; limited to no evidence that impact of program will be broad ranging; few practices identified that other communities/fields or organizations might wish to follow

5. Evaluation & Learning

3 Strong, Complete, and Compelling	2 Good, Mostly Complete, and Interesting	1 Poor, Incomplete
A) Evaluation Plan Description		
Plan is clearly described and developed in an atmosphere of learning; anticipated learning elements/results are completely described in a creative way; many organizations will benefit from learning about this approach	Plan is appropriately described and developed in an atmosphere of learning; anticipated learning elements/results are described, but details are missing; some potential best practices identified	Plan is insufficiently described; little to no evidence of an atmosphere of learning present at the organization
B) Monitoring Results, Gathering Feedback, and Pivoting		
Includes details about factors, issues, and/or data that could be gathered, monitored, watched or measured; shares how it might undertake pivots or course corrections and explains that process fully; practices will clearly benefit other organizations who take this approach	Describes some factors, issues, and/or data that could be gathered, monitored, watched or measured; some indication of how it might undertake pivots or course corrections is provided; lack of details make assessment difficult; some practices might benefit other organizations	Describes factors, issues, and/or data that could be gathered, monitored, watched or measured in a very limited way; little to no indication of how it might undertake pivots or course corrections is provided

6. Risk and Challenges

3 Strong, Complete, and Compelling	2 Good, Mostly Complete, and Interesting	1 Poor, Incomplete
Specific risks for the program are clearly described; plans to address risks or challenges are detailed and complete; creativity and/or creativity evident in its tactics; applicant embraces risk and/or has clearly learned from managing uncertainty in the past. Many organizations would benefit from adopting this approach	Specific risks for the program are appropriately described; plans to address risks or challenges are complete, but more details are needed; some creativity evident in its tactics; unclear whether organization embraces risk or has learned from past challenges. Some best practices might be sharable	Risks for the program are described in a very limited or tentative way; plans to address risks or challenges are limited and highly tentative

7. Budget Summary

3 Strong, Complete, and Compelling	2 Good, Mostly Complete, and Interesting	1 Poor, Incomplete
Clear, complete, and understandable; expenses/revenue are summarized well; evidence the overall budget has been thought through fully; potential capital or extraordinary expenses/investments are fully explained; might also be evidence that the organization is approaching the budget planning process in a creative manner and/or demonstrates creative practices for other organizations to follow	Clear, complete, and understandable; expenses/revenue are summarized well, but additional details would have been useful; describes some expected capital or extraordinary expenses, but explanation is limited; some evidence that the organization is approaching budgeting in interesting ways; some practices could provide lessons for other nonprofits.	Adequate and/or limited information on the way budget was thought through; details are missing; limited indication of creative or creative approaches to the budget

8. Observations/Reactions to the Application as a Whole

3 Strong, Complete, and Compelling	2 Good, Mostly Complete, and Interesting	1 Poor, Incomplete
A) Overall response to the entire application		
Application is highly compelling, engaging and complete, all/most details addressed; application is well written, communicates an interesting story	Application is complete, many details addressed, some elements might be unclear or need to be explained further; a few inconsistencies and/or typos.	Application feels incomplete, many details are unclear or need to be explained further; poorly written.
B) Opportunities for Learning, Knowledge Sharing and Advancement in the Field		
Proposed program has a high potential for creating significant learning opportunities and knowledge sharing that would advance the field; application provokes a response such as "This has great potential, I can think of several organizations who should learn about this."	Proposed program, if successful, appears to have a good potential for creating learning opportunities and knowledge sharing; provokes a response such as, "A nicely done application, a good program, and I think there are some good examples to share."	Proposed program appears that it will have limited chance to create learning opportunities; provokes a neutral to negative response, such as "This was not well presented, I'm not sure they understood the program's goals."

Final Scoring Question – To What Extent Do You Agree with this Statement?

4 Highly Agree	3 Agree	2 Disagree	1 Strongly Disagree
Application presents both a proposed program, as well as an organization, that solidly exemplifies the objectives of the Creative Spark Grant Program and why the program was established			

Created for The Family Foundation by
Capital Philanthropy
Marshall Ginn, Principal

