2025 GRANT CYCLE
Women's Fund Scoring Rubric

The Women's Fund invites proposals from organizations of every size and background. We invest in organizations advancing economic mobility and creating pathways to prosperity for communities that have long faced obstacles. The rubric below outlines how each narrative question will be scored. It is intended to provide transparency into what reviewers are looking for in strong responses and to guide applicants in structuring their answers.

Rubric		
Narrative Question	**Reviewer Score**	**Weight Toward Total Score**
Strategy Statement Alignment	**5 pts** Proposal makes a compelling case that the organization's mission and activities address the need outlined in the strategy and clearly demonstrates how the organization's work and initiatives directly contribute to advancing the goals of the strategy. **2 pts** Proposal offers a partial explanation of how the organization's mission and activities address the need outlined in the strategy but does not fully demonstrate alignment of the organization's work and initiatives to these goals. **0 pts** Proposal provides no clear explanation of how the organization's mission and activities address the need outlined in the strategy.	**30%**
Approach	**5 pts** Proposal describes the organization's approach and how their solution effectively addresses the need of the community served. The approach is based in relevant data, research, community voice and/or best practices, and the proposal describes how these elements inform the organization's design and implementation of its work. **2 pts** The proposal describes the organization's approach, but the explanation lacks clarity, specificity, or a clear connection to the identified needs. There is some reference to data, research, or best practices, but the response does not clearly show how these sources shape the organization's work. **0 pts** The proposal does not clearly describe the organization's approach or its connection to the identified need(s). There is no mention of data, research, or best practices informing the organization's work.	**30%**
Goals, Outcome, & Evaluation	**5 pts** Proposal clearly articulates the organization's vision and criteria for success now and in the future as it relates to the selected strategy. Response includes a description of how the organization is tracking progress toward its goals. **2 pts** Proposal articulates a limited or partial vision of success related to the selected strategy, with some reference to methods for evaluating progress, but lacks clarity, detail, or an approach to tracking goals.	**20%**

	0 pts Proposal does not articulate a vision or criteria for success related to the selected strategy and provides no information on how the organization is tracking progress toward goals.	
Cultural competency & history with priority population	**5 pts** Proposal explains how the organizations approach to addressing the strategy is informed by a deep understanding of the needs of underserved women in the community. The response outlines the organization's history working with underserved women, showcases relevant partnerships, and describes how services are made accessible, responsive, and convenient for the population served. **2 pts** Proposal demonstrates some awareness of the needs of underserved women, but the response is limited in detail or scope. It may mention prior work with women or include general statements about accessibility or cultural responsiveness, but lacks clear examples, partnerships, or a demonstrated history of engagement. **0 pts** Proposal does not show an understanding of the needs of underserved women. There is no mention of prior experience, partnerships, or need based practices, and no indication that the organization has adapted its approach to serve underserved women.	20%
Total Possible Points	20	100%
	Unscored	
Systems-Level Impact	Did the applicant share that they participate in work at a systems level or in other ways that would address the root cause of the need they aim to meet? (example: advocacy)	**Yes / No**