**Community Outreach Grant Application Scoring Sheet**

**Scoring Instructions:**

As part of their application, every MOAA Council/Chapter certifies:

1. The MOAA Council/Chapter applicant is seeking funding to deliver programs or services in one of the following nine critical areas of military and veteran family need:

* Housing
* Food Assistance
* Employment
* Health (including Behavioral Health)
* Family Support
* Community Reintegration
* Financial Assistance
* Legal Assistance
* Transportation

1. The MOAA Council/Chapter delivers these programs/services either directly or through a community partnership or collaboration within which the MOAA Council/Chapter has approval authority over how MOAA Foundation grant funds will be expended.
2. Individual or family recipients of grant funds are members of a “military and veteran family” defined as belonging to at least one category below:

* Currently serving uniformed service members of all ranks or their family members;
* Veterans of all ranks or their family members;
* Family survivors of a deceased currently serving uniform service member or veteran.

1. The applicant agrees to have in force a General Liability protection insurance policy (Note: Directors/Officers or Errors/Omissions policies do not fulfill this obligation) before grant funds may be disbursed. This does not preclude an applicant from submitting an application for scoring, but if awarded a grant, funds will not be disbursed until a GL policy certification is received at the MOAA Foundation.

These eligibility criteria ensure each grant applicant has met the minimum requirements to receive a grant from the MOAA Foundation. Using these minimum requirements as a qualifying baseline, the following scoring criteria measure the effectiveness and community impact of each program or service funded by a MOAA Foundation grant.

Please score each program element as shown below. The scoring sheet question numbers below correspond to the three application questions used to evaluate the program. Questions 1-12 on the application are administrative only or provide a program overview.

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| **Scoring Categories** | **Score** |
| **13. Community Impact: How Important is the Program to the Community? (50 Pts.)** |  |
| **In determining overall community impact, the evaluator may consider several factors, some of which are listed below. The following are illustrative examples only and may or may not apply to a specific program.** How well does the program meet the community need it’s intended to address? How great is the impact on military and veteran families in the local community? Is that impact one-time or continuing throughout the year? How many individuals/families has the program helped in the past or how many does it expect to help in the future? If measurable, what have been the long-term family outcomes? How much has the MOAA council/chapter supported the program in the past with or without community grant funding? Has the MOAA council/chapter received MOAA community grants for this program in the past, and, if so, what were the results? **If you believe this is a “pass through” program, score this category “0”.** |  |
| **14. How Involved Will the Council/Chapter be in the Program? (25 Pts.)** |  |
| **In determining overall council/chapter involvement, the evaluator may consider several factors, some of which are listed below. The following are illustrative examples only and may or may not apply to a specific program.** What role does the council/chapter play in administering the program? MOAA councils/chapters may play a leadership role (MOAA council/chapter program; leader of a community collaboration; member of a community collaboration; sits on a steering committee, etc.), a volunteer role (council/chapter volunteers deliver direct services to families) or both. MOAA Councils/Chapters who serve in both leadership and volunteer roles should receive more points for this criterion. **If you believe this is a “pass through” program, score this category “0”.** |  |
| **15. What is the Potential for Positive MOAA Brand Exposure, Within the Local Community, from this Program? (25 Pts.)** |  |
| **In determining overall MOAA brand impact, the evaluator may consider several factors, some of which are listed below. The following are illustrative examples only and may or may not apply to a specific program.** MOAA brand exposure in the local community and, if possible, nationally is critical for the long-term success of this program. How much local or national MOAA brand/logo visibility is or could be likely as a direct result of the council/chapter’s support of this program? What is the potential for visibility of the program within the community in local press or social media coverage? Has the council/chapter posted its program activities on its Facebook (or other social media) page and used the #MOAAServes hashtag to flag it for inclusion on the MOAA national Facebook page? If a new program, how will it use such a social media strategy? What is the plan to photograph council/chapter members in MOAA-logo apparel actually working with military and veteran families (NOT check presentations)? Does the program afford opportunities to display the MOAA brand at public events and in media coverage? If you believe this is a “pass through” program, score this category “0”. |  |
| **TOTAL SCORE:** |  |