



United Way
of Southern Maine

UNITED WAY OF SOUTHERN MAINE COMMUNITY INVESTMENT APPLICATION EVALUATION

UWSM investments are driven by our community; with each investment opportunity having a dedicated and diverse team of volunteer reviewers that represent community voice across our service area of Southern Maine. Volunteer investment reviewers score and discuss applications based on several important criteria. Given the different areas of focus among our investment opportunities, the criteria do differ slightly from one opportunity to the other, while also maintaining consistent themes that are important across all four.

Across our **goal-specific**, **cross-goal**, and **multi-year** investment opportunities, volunteers consider:

- Specific alignment with Thrive2027 goals, strategies, and shared outcomes.
- Clear demonstration of how program activities will help make progress toward the Thrive2027 headline indicator(s).
- Logical connections between the proposed work, strategies, and shared outcomes, and the use of identified measurement tools that will support measuring and reporting impact.
- Dedication to advancing racial equity in the community and its reflection through program development and implementation.
- Demonstration of program impact/success through past performance data (for continuing work); or demonstration of promising/best practices (for new work).
- Commitment to collaboration, and in the case of multi-year funding, the clear use of collaboration to achieve identified impact.
- Solid management and fiscal soundness.

Additional evaluation criteria for **multi-year** funding:

- Clear and compelling case for why multi-year funding will better support the success of the proposed work than single year funding.
- Preferential scoring awarded for one or more of the following:
 - The work is serving people of color;
 - At least one collaborating partner is an organization led by and serving people of color; and/or
 - At least one collaborating partner has an annual budget under \$750,000.

Evaluation criteria for **capacity building** funding:

- Demonstration of how funding will enable the organization to either advance a racial equity initiative(s) or better measure/evaluate programmatic work, or both.
- Clear alignment with a Thrive2027 goal and strategy(ies), and demonstration of how the proposed work supports the selected strategy(ies).
- Logical connections between the proposed work and proposed impact/success.
- Preferential scoring awarded for:
 - Applicant is an organization led by and serving people of color.

Application evaluation criteria is considered after first ensuring applicant eligibility is met.