

## EVALUATION CRITERIA AND NARRATIVE TOPICS

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Compose a response for each Narrative Topic (please note the character limit for each response). Review and reference the Evaluation Criteria before and during the preparation of the narrative responses; each Narrative Topic corresponds to a specific evaluation criterion. Successful narrative responses are clear, convincing, and supported by budgets and other application materials. Compose narrative responses that will provide a panelist who does not know your organization the ability to understand the organization and the project in relation to the Evaluation Criteria. Use the required and optional support materials to reinforce specific Narrative Topics.

Evaluation Criteria	Aligns With	Narrative Topics
<p><b>1. Stability/Capacity Challenge:</b></p> <ul style="list-style-type: none"> <li>The applicant articulates a specific, real, and significant challenge to the organization’s stability/capacity.</li> <li>The organization demonstrates thoughtful strategic and financial planning in identifying the challenge and prioritizing its resolution.</li> </ul>	<p>Narrative Topic 1; audits/Form 990s; organizational budget chart(s); staff and board charts; optional support materials</p>	<p>1. Detail the major challenge to the organization’s institutional or financial stability or future operational capacity that this application addresses. Explain the self-assessment and/or strategic planning involved in identifying the challenge and determining that its resolution is a high priority for your organization. (Character limit: 4,000)</p>
<p><b>2. Project Plan:</b></p> <ul style="list-style-type: none"> <li>The project plan is clear, detailed, and specific, demonstrating a firm understanding of the mechanics of the project.</li> <li>The proposed project budget and activities are realistic, reasonable, and appropriate to execute the project. <ul style="list-style-type: none"> <li><u>For projects involving consultants:</u> The identified consultant is qualified, and the consultant’s proposal is realistic and reasonable to execute the project.</li> <li><u>For projects involving equipment/technology purchase:</u> The specific expenditures (hardware and/or software) are realistic, reasonable, and appropriate to execute the project.</li> <li><u>For projects requesting support for training:</u> The training curriculum is appropriate and the trainer is</li> </ul> </li> </ul>	<p>Narrative Topic 2; project budget; required support materials; optional support materials</p>	<p>2. Fully articulate the proposed stabilization/capacity project, identifying all of the major expenditures and the human resources that will be used to execute the project. Explain how and why consultants, vendors, and purchases were selected. If the overall project will cost more than the funds requested or requires activities not directly covered by this grant, such as installation, explain how and when the additional resources will be obtained. (Character limit: 3,500)</p>

<p>qualified to execute the project. If applicable, the enrollment costs are realistic and reasonable.</p> <ul style="list-style-type: none"> <li>○ <u>For projects creating a new staff position</u>: The job description and salary are realistic, reasonable, and appropriate.</li> <li>○ <u>For projects requesting cash reserve/working capital funds</u>: The proposed size of the cash reserve/working capital fund (including but not limited to the Cultural Trust funds request) is realistic and reasonable. The board policies for management and replenishment of the fund are realistic, reasonable, and appropriate.</li> <li>○ <u>For projects requesting recovery capital</u>: The amount of funding (including but not limited to the Cultural Trust funds request) is realistic and reasonable to address the challenge.</li> </ul> <ul style="list-style-type: none"> <li>● The applicant has the necessary infrastructure, capacity, and organizational commitment in place to support the project or provides a reasonable plan for obtaining the needed resources.</li> </ul>		
<p><b>3. Project Impact &amp; Sustainability:</b></p> <ul style="list-style-type: none"> <li>● The proposed project has a high likelihood of improving the organization’s stability/capacity by resolving the identified challenge.</li> <li>● The applicant demonstrates that the project’s benefit will be long-term and, if applicable, that the organization has a sufficient plan to sustain the gains from the project independent of future Cultural Trust support.</li> </ul>	<p>Narrative Topic 3; organizational and project budget charts; staff and board charts; audits/Form 990s; required support materials; optional support materials</p>	<p>3. Explain how the project will improve the organization’s stability/capacity by addressing the challenge identified in #1, and discuss why it is the best available solution to the challenge. Outline the anticipated short-term and long-term outcomes of the project and how its gains will be sustained beyond the grant period, independent of future Cultural Trust funds. (Character limit: 3,500)</p> <ul style="list-style-type: none"> <li>● If the project is the <u>creation or growth of a cash reserve</u>, explain specifically how the fund will be replenished after use over time.</li> </ul>

		<ul style="list-style-type: none"> <li>• If the project is a request for <u>recovery capital</u>, explain specifically how the organization will address the crisis that resulted in the need for recovery capital and the steps the organization will take in the future to avoid or prepare for the recurrence of a similar crisis.</li> <li>• If the project is the <u>creation of a new staff position</u>, explain specifically how the position will be sustained after the grant period.</li> <li>• If the project is a <u>technology upgrade that involves the purchase of software</u>, explain specifically how the costs of the software will be supported after the grant period.</li> </ul>
<p><b>4. Cultural Trust Support</b></p> <ul style="list-style-type: none"> <li>• The Cultural Trust’s support will significantly benefit the quality and/or outcome of the project.</li> </ul>	<p>Narrative Topic 4; organizational and project budget charts; staff and board charts; required support materials; optional support materials</p>	<p>4. Explain why the Cultural Trust’s support will significantly benefit the quality and/or outcome of the project, or why this project would be difficult to execute without Cultural Trust support. (Character limit: 3,000)</p>