



United Way of Southwest Oklahoma
1116 SW A Avenue / P.O. Box 66
Lawton, OK 73502
Telephone: (580) 355-0218

2026-2027 Funding Cycle
Scoring Rubric for Grant Application

Issue Date of Grant: January 5, 2026

Submission Deadline of Grant: 5:00pm on February 27, 2026

Scoring Rubric for Grant Application

2026-2027 Funding Cycle

Program Description: Maximum 10 Points Possible

1. Provide a description of the program, including:
 - a. Program activities
 - b. Population served
 - c. Collaboration with other organizations, programs, or other UWSWOK partners.
2. Explain the significance/importance of the program.
3. Share the program's significant accomplishments over the last few years.
 - a. If this is a new program, what experience or expertise does the staff have to address the needs of those served?
4. Are there similar programs in Southwest Oklahoma? If so, how is your program unique/different?
5. Discuss program strategies, including prevention and intervention tactics used.
6. How will the program ensure access to services for those most in need?
7. If awarded, how will UWSWOK funding be used? Which specific aspects (line items) of the program would UWSWOK funding be used for?
8. If awarded an amount lower than requested, what aspects of the program would be changed or deleted as a result? Give specific examples of what the program would do if it only received 80% and 70% of the funding requested.
9. Provide a brief description of the organization's capacity and relevant experience in facilitating the proposed program funding request.

Inadequate (Incomplete)	Adequate (Comprehensive and Complete)	Exemplary (Well-conceived and Thoroughly Developed)
POINTS: 0	POINTS: 1-5	POINTS: 6-10
<ol style="list-style-type: none"> 1. Program description is incomplete or lacking explanation of program activities, population served, numbers served last year, numbers expected to serve this year, and/or program does not collaborate with other organizations/programs. 2. Program cannot demonstrate its need or significance in the community. 3. Program has not had any measurable accomplishments. If a new program, no special expertise will be offered to the community through this program. 4. Program is not unique and/or duplicates services offered by other partners/organizations. 	<ol style="list-style-type: none"> 1. Program description is comprehensible and complete. Targeted population aligns with program self-designated category (Education, Income Stability, Health, and Basic Needs). Program works collaboratively with at least 3 other organizations. 2. Program states a marginal need/significance for the community 3. Program has had at least 1 measurable accomplishment during the last few years. If a new program, expertise that only this program can offer is fully explained. 4. Program is unique in that its services are unduplicated in the community and/or they serve a 	<p>Organization meets all criteria for Adequate AND:</p> <ol style="list-style-type: none"> 1. Program description is exceptional. Activities of the program are clearly explained. Target population aligns with program self-designated category (Education, Income Stability, Health, and Basic Needs). Program collaborates with more than 3 other organizations. 2. Program shows significant need in our community. 3. Program has had 2 or more measurable accomplishments during the last few years. If a new program, special expertise that only this program can offer is fully explained. 4. Program is unique in its services to the community and surrounding area.

<p>5. Program strategy does not incorporate prevention nor intervention.</p> <p>6. Program is unable to describe how they will reach their target audience and/or program is not accessible to the target audience.</p> <p>7. The program is unable to describe how UW funding will be used.</p> <p>8. The program is unable to describe what changes the organization would make if they received a lower than requested amount of funding. Program did not give specific examples.</p> <p>9. Organization does not have relevant experience and/or capacity to operate the program.</p>	<p>5. target market that other like programs are unable to reach.</p> <p>6. Program strategies incorporate prevention or intervention tactics but not both.</p> <p>6. Program paints a clear picture of how they will reach their target audience. Program is accessible to its target audience/users.</p> <p>7. Use of UW funding is clear but does not make a significant impact in the program's ability to provide services to the community.</p> <p>8. The program clearly describes what changes the organization would make if received lower than requested funding. Program gives at least 1 specific example at either 80% or 70% of funding.</p> <p>9. Organization has relevant experience and has demonstrated the capacity to operate the program</p>	<p>5. Program strategies incorporate both prevention and intervention tactics</p> <p>6. Program is accessible in a multitude of ways to its target audience/users. Program goes above and beyond expectations to be available for its target audience.</p> <p>7. UW funding creates a significant impact</p> <p>8. The program not only clearly describes changes made if organization received lower than requested funding but gives specific examples of additions deletions of program services. Also, specific examples of funding reductions at 80% and 70% are provided.</p> <p>9. Organization has done a more than adequate job in past with operating (including financial appropriations) the program for which they are requesting funding.</p>
Total	Total	Total <u>Total for Program Description</u>

Program Effectiveness: Maximum 10 Points Possible

1. Please complete the following: A) *Prior Year Program Goals and Outcomes*; (B) *Projected Program Outcomes and Goals*
2. Describe methods used to collect and analyze data.
3. How often is data collected?
4. If this program was funded last year by UWSWOK how have you addressed the panel recommendations you received?
5. Explain how you know that your program is effectively working and meeting its goals?
6. If applicable, describe challenges or barriers that have affected your program and how they have been addressed.
7. Who manages the outcome measurement process of the program?
8. Please complete the **Success Stories** information below by submitting 3 success stories/testimonials from clients highlighting the success of the program for which you are requesting funding. You may choose to ask a client to write their own experience, or summarize their experience and submit it on their behalf. Please indicate in each story if it was written by the client or by your organization. Clients may remain anonymous when providing this requirement.

Inadequate (Incomplete)	Adequate (Comprehensive and Complete)	Exemplary (Well-conceived and Thoroughly Developed)
POINTS: 0	POINTS: 1-5	POINTS: 6-10
<ol style="list-style-type: none"> 1. Goals and Outcomes are not clearly stated. 2. It is unclear to the reader which methods are used to collect and analyze data. 3. It is unclear how often data will be collected. 4. Answer is unclear or program made little to no effort to comply with recommendations made by last year's panel. 5. Answer is unclear as to how the program is effectively working to meet its goals. 6. Answer is left blank. 7. It is unclear who manages the outcome 8. Success stories are not relevant to the program for which the funding is being requested. 	<ol style="list-style-type: none"> 1. All goals and outcomes are clearly stated. 2. Methods used to collect data are clearly defined and make sense. 3. Time line for data collection is given. 4. There is proof offered to allow the reader to understand that the program is effectively working at complying with the recommendations made by last year's panel. 5. There is proof offered to allow the reader to understand that the program is effectively working and meeting its goals. 6. N/A is entered or challenges/barriers are defined and identified. How challenges/barriers have been addressed by the program is clear. 7. A name/title/position of person in the program/organization is given as the responsible party for the outcome measurement process. 8. Success stories are relevant to the program for which funding is being requested. 	<p>Organization meets all criteria for Adequate AND:</p> <ol style="list-style-type: none"> 1. The individualized goals for each program are reasonable, attainable, and measurable. 2. Examples of how the methods are used to collect data are given. 3. Detailed timeline for data collection is given. 4. The proof offered shows a direct and clear response to recommendations made by last year's panel. 5. The proof offered shows a direct and clear link to show how the program is effectively working and meeting its goals. 6. Examples are given as to how the organization overcame the challenges/barriers. 7. Years in present position of person named as managing the outcome measurement process is given. 8. Success stories are a combination of both staff and client authored. Stories are relevant to the program for which funding is being requested.
Total	Total	Total <u>Total for Program Effectiveness</u>

Program Budget: Maximum 10 Points Possible

1. Please complete the *Program Budget Sheet*.
2. Please complete the *Proposed Program Expense Detail*. Provide a list, in order of program priorities, of how UWSWOK funds will be used. (Example: Tuition for students - \$500; Uniforms for students - \$300; Books for students - \$200)

- The budget is realistic and reflects efficient use of program funds that address the funding request.

Inadequate (Incomplete)	Adequate (Comprehensive and Complete)	Exemplary (Well-conceived and Thoroughly Developed)
POINTS: 0	POINTS: 1-5	POINTS: 6-10
1. Form is not completely filled out and/ or the budget does not use program funding effectively to meet objectives/goals. Program does not demonstrate sustainability and/or budget is unrealistic for the program. Budget has significantly higher expenses than income.	1. Form is completely filled out. The budget uses program funds effectively to meet proposed objectives and support goals. Program demonstrates sustainability and is realistic. Excess (either expenses or income) is marginal.	Organization meets all criteria for Adequate AND: 1. The budget reflects the best value for money spent. Excess (either expenses or income) is marginal or is not present.
Total	Total	Total _____ Total for Program Budget

Organization Information: Maximum 10 Points Possible

1. Provide a brief description of the **organization's mission**.
2. Please explain how your organization supported UWSWOK and its activities during 2020. Please give specific examples. (i.e., conducted fundraiser for UW campaign; participated in Day of Caring, participated in campaign activities with our donors, volunteered for attended Partner Council Meetings; etc.)
3. Provide a brief description of your organization's Board of Directors/volunteer leadership/governing body structure.
 - a. How do they demonstrate an active role in the organization?
 - b. What percentage of Board Members make an annual financial contribution to your organization?
 - c. What is the total amount of funding Board Members contributed annually to your organization?
4. Provide a brief description of the organization's use of UWSWOK partnership in marketing materials and in the media.

Inadequate (Incomplete)	Adequate (Comprehensive and Complete)	Exemplary (Well-conceived and Thoroughly Developed)
POINTS: 0	POINTS: 1-5	POINTS: 6-10
<ol style="list-style-type: none"> 1. Organization's mission and goals were not stated. 2. The agency does not support UW in a majority of activities and/or the agency does not assist UW in raising the funding that benefits their organization. 3. Organization has a lack of Board organization and/or the Board of Directors are not active in volunteering their time, talent, and treasure. 4. Organization does not show partnership with UW logo on a majority of public documents. 	<ol style="list-style-type: none"> 1. Organization's mission and goals are stated but unclear. 2. The agency supported some of the events/activities or contributed financially to UWSWOK. 3. Organization's board is actively involved & financially contributing. 4. *Marginal use of UW name and/or logo in marketing materials 	<p>Organization meets all criteria for Adequate AND:</p> <ol style="list-style-type: none"> 1. Organization's mission and goals are clearly stated. 2. The agency supported several events/activities and contributed financially to UWSWOK. 3. Board participates on committees and assists with fundraisers. Organization's Board has 100% financial participation. 4. *Has met requirements complying with UW Partner agreement regarding use of marketing materials.
Total	Total	Total Total for Organization Information

*This requirement only applies to current and re-applying funded partner agencies

Organization Financials: Maximum 10 Points Possible

1. Please complete ***Community Impact Calculator***.
2. Please complete ***Supplemental Fundraising Activities***.
3. Attach an ***Audited Financial Statement*** (for organizations with an annual income of \$100,000 or more). Audit must cover the fiscal period ending not more than 18 months prior to June 30, 2022 (i.e. audit must be dated December 2020 or after).
4. Attach most recent ***IRS 990***, including Schedule A or 990 EZ (State and Federal applications require additional paperwork for 990)
5. Attach a ***Year-to-Date Financial Statement*** (balance sheet and profit & loss statement) for entire organization.
6. Please complete ***Current Organizational Budget*** for the entire organization, including expected revenue and expenses.

Inadequate (Incomplete)	Adequate (Comprehensible and Complete)	Exemplary (Well-conceived and Thoroughly Developed)
POINTS: 0	POINTS: 1-5	POINTS: 6-10
<p>1. The form is incomplete or the impacts listed do not correlate with the program for which the funding is being requested.</p> <p>2. The organization has done 1 or less fundraisers to support themselves and/or the fundraisers do not have a net goal.</p> <p>3. Audited Financial statement is missing, incomplete, or is more than 18 months old.</p> <p>4. IRS 990 or 990 EZ is missing or has not been filed with the IRS. The form is more than 18 months old.</p> <p>5. A current budget for the entire organization is missing and/or incomplete. The revenue and expenses of current budget show a huge excess or deficit.</p> <p>6. A Year-to-Date Financial Statement is incomplete, lacking balance sheet and/or profit and loss statement. The organization has high expenses and low income overall.</p>	<p>1. Form is completely filled out and the impacts listed correlate with the program for which the funding is being requested.</p> <p>2. Form is completely filled out. Organization completed at least 2 fundraisers in the last FY. Organization fundraisers had a net goal.</p> <p>3. Audited Financial Statement has been submitted and is not more than 18 months old. If findings appear in the audit they are not explained and/or no plan for rectification of findings is given.</p> <p>4. IRS 990 or 990 EZ has been submitted to the IRS and is not more than 18 months old.</p> <p>5. A Current Budget has been submitted. The revenue and expenses of the current budget show some excess or deficit but nothing insurmountable.</p> <p>6. A Year-to-Date Financial Statement is complete with balance sheet and profit and loss statement. The organization shows relatively even expenses and incomes.</p>	<p>Organization meets all criteria for Adequate AND:</p> <ol style="list-style-type: none"> 1. Reasonable answers are given for each impact. Answers correlate with the program for which the funding is being requested. 2. Organization completed 3 or more fundraisers in the last FY and/or organization completed fundraisers without an outside entity sponsoring it. 3. No findings appear in Audit or if findings appear the agency can explain, in detail, rectification for the finding. 4. Submitted documentation reflects exemplary financial practices. 5. Current budget is reasonable. No deficit and/or minimal deficit occurs. 6. Year- to-Date Financial statement is reasonable and shows exemplary financial practices.
Total	Total	Total Total for Organization Financials

Organization Points Tally:

A	B	C	D	E	
Organization Information (10 Max)	Program Description (10 Max)	Program Effectiveness (10 Max)	Proposed Program Budget (10 Max)	Organization Financials (10 Max)	TOTAL (50 Possible)

Application Score (50 points possible) Counts as 75% of total score	Partner Visit Score (25 points possible) Counts as 25% of total Score	Total of App. + Total of Partner = Final Score
For Example: $40/50 \times .75 = \underline{\hspace{2cm}}$	For Example: $22 \text{ points} = 22\%$	
Points Scored / Possible points	$\times .75 = \underline{\hspace{2cm}}$	Points=% from Partner Visit

Program Requested Amount / Final Score = _____
For example: XYZ program requested $\$50,000 \times 60\% = \$30,000.00$