

United Way LOI Rubric – 2026 Multi-Year Grants

This rubric is designed to evaluate Letters of Intent (LOI) for the 2026 Multi-Year Grants.

CRITERION	1 – INSUFFICIENT	2 – NEEDS IMPROVEMENT	3 – WELL DEFINED	4 – CLEARLY DEFINED	5 – EXEMPLARY
COMMUNITY NEED	The application does not identify a community need or provides irrelevant information.	The application identifies a need but does not explain why it is significant or provide context.	The application describes a relevant community need with some supporting details but lacks depth or clarity on its importance.	The application clearly explains the community need, provides strong context, and connects it to the population served.	The application provides compelling evidence (data or examples) and a clear rationale for why this need is critical, demonstrating strong alignment with United Way investment priorities.
TARGET POPULATION & COMMUNITIES SERVED	The application does not specify who will be served or which communities are involved.	The application mentions a population or community but provides minimal or vague details.	The application identifies the target population and communities with some clarity but lacks depth.	The application clearly defines the population and communities served, including relevant demographic or geographic details.	The application provides comprehensive demographic and geographic details and demonstrates strong alignment with community priorities.

CRITERION	1 – INSUFFICIENT	2 – NEEDS IMPROVEMENT	3 – WELL DEFINED	4 – CLEARLY DEFINED	5 – EXEMPLARY
PROGRAM DESCRIPTION	The application does not include a program description, or the description is unclear.	The application provides a basic description but lacks detail on activities or approaches.	The application describes program purpose and activities with moderate clarity but lacks specifics.	The application provides a clear explanation of program goals, activities, and approaches, showing how it addresses the identified need.	The application provides a thorough, well-structured description with detailed goals, activities, and approaches that address the identified need and strongly align with United Way investment priorities.
ORGANIZATIONAL READINESS & LOCAL RELEVANCE	The application does not demonstrate organizational readiness or any local connection.	The application provides minimal evidence of capacity or local relevance, with little explanation of why the organization is suited for this work.	The application shows some organizational capacity and mentions local relevance but lacks clear examples or justification.	The application demonstrates strong readiness and explains how the organization's experience and local connections position it to succeed.	The application provides compelling evidence of organizational strength, proven capacity, and deep engagement with the local community and population served, clearly showing why they are uniquely equipped to deliver the program.

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SCALE AND FEASIBILITY	The request amount, projected number of people served, and program description do not align. The scale of work is unrealistic or unsupported, or the budget appears disproportionate relative to the scope.	The relationship between the funding request, the scale of service, and the proposed activities is unclear or questionable. There are concerns about the feasibility of this request.	The proposal provides well-defined estimations and a generally reasonable request amount. Some alignment exists between dollars requested, activities, and people served.	Strong alignment between request amount, program scope, and population to be served. The scale of work and expected reach are realistic and well-supported by the program description.	The proposal demonstrates clear, compelling alignment between the budget request, scale and scope of program activities. Estimations are appropriate to the organization’s capacity. The funding requested is proportional to the expected impact.
OVERALL IMPRESSION- DO YOU RECOMMEND AN INVITATION TO THE FULL PROPOSAL?	No. This program or organization does not align with UWSWPA’s Investment Priorities and strategies.	No. This is not a strong or clear application.	Maybe. There are some remaining questions or concerns that could be addressed in a Full Proposal.	Maybe. This program is a good fit but may not be the strongest application.	Yes. This is a strong program that should move forward to the Full Proposal stage.