IEHPF Foundation
Storytelling for Advocacy and Fundraising Cohort (2025 Winter)
Application Evaluation Rubric

Organization Name: _____

Organization Strength Principle (ARCH)	Measure	Your Score (1 - 5)	Comments/Questions
1. Accountability To funders and community by being operationally efficient through healthy finances and strong leadership.	**1.1 Executive Leadership/Board Engagement** Organization and participant demonstrate an understanding of how their executive leadership/board is currently engaged in storytelling and articulate an opportunity to improve/expand their engagement.		
	1.2 Impact of Training - Organization Capacity Building Organization articulates how the training program helps to address/mitigate a current storytelling, fundraising or advocacy challenge.		
	1.3 Impact of Training - Participant Capacity Building Organization and participant articulates how their staff member(s) participation in the training will positively impact their ability to **grow** individually and support the organization in improving the reach and effectiveness of their storytelling efforts.		
	1.4 Advocacy Willingness Organization demonstrates a willingness to consider advocacy work in their organization's future state.		
Accountability Subtotal (20 points max): 0			
2. Results-Oriented By striving to achieve results that are identifiable, measurable and demonstrate progress to inform data-driven decisions. For this particular principle, looking at the potential of the organization. Focus is on surviving/growing organizations. Thriving organizations (as it relates to storytelling) are not well-suited.	**2.1 Storytelling Processes** Organization's storytelling process is able to be articulated and demonstrates potential for improvement.		
	2.2 Organization History & Organization Budget Organization demonstrates a history of services that appear sustainable and able to grow in depth/quality. Organization is also in good standing with IRS and Candid profile is up-to-date.		
	2.3 Commitment to Success in the Inland Empire Participant articulates a commitment to be fully engaged in the classes with no major barriers to success and work/lived experience demonstrates a commitment to the Inland Empire.		

	2.4 Application Completeness Organization demonstrates responses that are thoughtful and appear to adhere to directions presented.		
	Collaboration Subtotal (20 points max.): 0		
3. Connectedness To Community and networks with other organizations	**3.1 Community Need & Reach** Organization articulates a history of program and services that address a community need and demonstrate a decent size reach within key communities.		
	3.2 Partnership & Network Engagement Organization articulates how they interact and engage in meaningful ways with other partners, networks and collaboratives/coalitions.		
	3.3 VH Forum Engagement Organization/participant attended the VH Forum or reviewed recording and materials		5 = attended Forum 3 = Reviewed Materials 0 = Neither
	Connectedness Subtotal (15 points max.): 0		
4. Health Outcomes By improving organization's position to be a trusted messenger of health to IEHPF's priority populations through improving health outcomes related to IEHPF's priority Vital Condition action areas.	**4.1 Vital Condition Alignment** Organization's mission, programs and services align with IEHP Foundation's priority Vital Conditions.		
	4.2 Priority Population Alignment Organization mission, programs and services focus on primarily serving families with children in the Inland Empire from IEHP Foundation priority populations/communities and contributes positively to the overall diversity of program cohort.		
	4.3 Trusted Messenger of Health Organization's program and services position them to be trusted messengers of health to priority populations in a sustainable way.		
	Health Equity Subtotal (15 points max.): 0		

Summary			
Conflicts of Interest Present? (Yes/No)	**Explain:**		
Application Complete? (Yes/No)			
Overall Assessment: Do you recommend this organization be selected?		Yes	No
Rationale for Overall Assessment			
Any additional questions or concerns to be addressed?			