

2024 - 2025 First Food Mini-Grant Applicant Scoring Guide

**Applicant Organization:** Here  
**County:** Here  
**Name of Reviewer:** Here

Column1	Evaluation Criteria	4=Strongly Agree	3=Agree	2=Somewhat Agree	1 = Somewhat Disagree	0=Disagree	Comments	Score
Eligibility 1	The target population must be women of color and and/or other marginalized populations, such as LGBTQ+ individuals, mothers 24 years of age or younger, or low-income individuals/ women.	Target population is <b>explicitly</b> addressed and expounded on as (women of color, LGBTQ, 24 y/o or younger, low-income individuals/women)	Target population explicitly addressed but not expounded upon	Target population <b>mentioned</b> briefly as (women of color, LGBTQ, 24 y/o or younger, low-income individuals/women)	Populations (women of color, LGBTQ, 24 y/o or younger, low-income individuals/women) mentioned but not as target population	No target population identified		
Eligibility 2	The project must identify the demographics of the target population	Demographics specific to target population identified and description included with relevant data referenced	Demographics of the target population identified with description, but without data	Demographics of target population listed, but are not clear or well-crafted	Demographics of target population are vague and/or very minimal in scope	No demographics of target population identified		
Eligibility 3	The project must identify the current barriers attributing to low breastfeeding rates	Current barriers attributing to low breastfeeding rates identified with statistical data to reference	Current barriers attributing to low breastfeeding rates identified without data	Current barriers listed, but are not clear or well-crafted	Current barriers are vague and/or very minimal in scope	No current barriers identified		
Eligibility 4	The project must seek to improve rates of breastfeeding intitation and duration.	Specific description of how <b>both</b> rates of intiation and duration will be improved	Description of how both rates of initiation and duration will be improved, but not specific	Only description of how to improve <b>one</b> rate of either initiation/duration mentioned	Initiation and duration rates briefly mentioned without description of how to improve	No mention at all of initiation/duration rates improving		
Eligibility 5	The project must include a community outreach component.	Description of community outreach component clear and detailed	Description provides reader with sufficient understanding of community outreach	Description is lacking specifics, but reader is able to gain a vague understanding of community outreach	Description is insufficient, with reader unable to gain even a vague understanding of the community outreach <b>component</b>	No description of community outreach component is provided		
Eligibility 6	The project must include an evaluation of client satisfaction for services provided.	Applicant addresses the specific evaluation tools that will be used with the project, and identified a variety of formal and informal means of learning assessment	Applicant clearly identifies at least one formal and one informal evaluation tool that will be used with the project	Applicant clearly identifies either one formal or one inforaml tool for evaluation, but not both	Applicant vaguely identifies only one tool for evaluation	Applicant does not provide infromation on any formal or informal evaluation tools		
Description of Applicant	Applicant demonstrates ability to conduct proposed project, ability to reach target audience, and shows clear linkage between the proposed project and their mission and services.	Applicant clearly addresses all <b>three</b> : the ability to conduct proposed project, ability to reach target audience, and shows distinct linkage between the proposed project and their mission and services	Applicant clearly identifies at least <b>two</b> of the three (ability to conduct proposed project, ability to reach target audience, and link between project and mission services)	Applicant clearly identifies only <b>one</b> of the three (ability to conduct proposed project, ability to reach target audience, and link between project and mission services)	Applicant vaguely identifies abilities	Applicant does not provide information on any of their abilities		
Project Proposal	Applicant provided a clear description of all aspects of the proposed project. The applicant's description of the proposal was succinct, self-explanatory, and organized so that reviewers could understand the proposed project.	Description of proposal is succinct, self-explnatory, and organized clearly to reviewer understood	Description provides reader with sufficient understanding of project	Description is lacking specifics, but reader is able to gain a vague understanding of project	Description is insufficient, with reader unable to gain even a vague understanding of the project	No description of project is provided		

Statement of Need	Applicant described the needs of the communities and populations to be served, and clearly identified county-level barriers to improving breastfeeding rates. The unmet needs of the target population were supported with data.	Applicant has thoughtfully identified specific needs that are unique to the target population, specifically supported by data	Applicant describes needs to be addressed by project. However, the needs seem to be general state or county objectives, as opposed to specific to target population. Data mentioned	Applicant only generically describes needs addressed by the project. Does not mention that needs align specifically with target population or organization objectives. Data mentioned briefly	Applicant mentions needs, but does not correlate them to the project. No data mentioned	Applicant does not address target population needs		
Project Objectives	The applicant described at least two (2) realistic project objectives that they aim to achieve during the proposed project period.	Applicant clearly describes <b>two</b> realistic project objectives they aim to achieve	Applicant clearly describes <b>one</b> realistic project objective they aim to achieve	Applicant identifies some realistic project objectives they aim to achieve without detail, but reader is able to gain a vague understanding of objectives	Applicant describes unrealistic project objectives they aim to achieve	No description of project objectives is provided		
Workplan	The applicant included a work plan to meet their objectives that is reasonable, feasible, and detailed, with timeline and outcomes noted.	Work plan clearly details how applicant will meet objectives. Plan includes all three: reasonable, feasible, and detailed. Specific timeline and outcomes noted	Work plan explains how applicant will meet objectives. Plan includes two of three (reasonable, feasible, detailed). Timeline and outcomes included	Work plan somewhat includes how applicant will meet objectives. Plan includes one of three (reasonable, feasible, detailed). Timeline and outcomes briefly mentioned	Work plan briefly goes over objectives, not explicit on how applicant will meet objectives. Plan doesn't include any of three (reasonable, feasible, detailed). Timeline and outcomes not provided	No description of work plan nor timeline or outcomes provided		
Activity	Project activities are engaging. Key activities clearly outlined	Project activities are engaging and likely to entice target population to actively participate. Key activities are clearly outlined and have been thoughtfully crafted	Project activities seem engaging. Key activities are outlined.	Project activities seem somewhat engaging, but applicant does not clearly describe them. Activities are listed, but are not clear or well-crafted.	Project activities seem unlikely to engage target population. Activities are vague and/or very minimal in scope.	Project activities will not engage target population. No activities are identified.		
Impact	Applicant describes how they will assess the success/impact of the project	Applicant clearly explains how the proposed project will have a positive impact on community	Applicant satisfactorily explains how the proposed project will have a positive impact on community	Applicant somewhat explains how the proposed project will have a positive impact on community	Applicant notes that the proposed project will have a positive impact on community, but does not explain how	Applicant does not answer this question		
Budget 1	Applicant included a budget that supports the project plan	Budget is included and supports the project plan clearly.	Budget is included with satisfactory rationale supporting project plan	Budget is included without explanation of supporting project plan	Budget mentioned with regards to the project plan	Budget is not included		
Budget 2	Budget is itemized, specific, and complete. Budget ascribes reasonable costs to the activities planned.	Budget is complete and specific, items correspond to application, and sources/prices have been researched.	Budget is complete and items correspond to application	Budget is complete, but items do not correspond to application <b>or</b> sources/costs seem to be estimated rather than researched	Budget is complete, but items do not correspond to application <b>and</b> sources/costs seem to be estimated rather than researched	Budget is incomplete		
Budget 3	The need for budget items is compelling.	Applicant provides a thoughtful, persuasive rationale as to why budget items are essential to project implementation	Applicant provides a satisfactory rationale as to why budget items are necessary for project implementation	Applicant describes how budget items will benefit project generally, but does not clearly explain why they are necessary for the project	Applicant vaguely describes how budget items will benefit students generally, and does not explain why the items are necessary for the project	Applicant does not answer this question		
Overall Appearance	The application is clearly written and without spelling, grammatical, and typographical errors.	Application is well-presented, is articulately written, and is free of spelling, grammatical, and/or typographical errors	Application is clearly written and has few spelling, grammatical, and/or typographic errors	Application is somewhat articulate and has few spelling, grammatical, and/or typographic errors, but does not appear to have been proofread	Application is not clearly written <b>or</b> contains numerous spelling, and/or typographical errors	Presentation of application is unacceptable		

Alignment	This project clearly aligns with WHO International Code, and AAP Breastfeeding guidelines, PA DOH	Applicant clearly and thoughtfully aligns project with "the Code," AAP Breastfeeding guidelines, and PA DOH	Applicant somewhat aligns project with "the Code," AAP Breastfeeding guidelines, and PA DOH	Applicant mentions the Code, AAP, PA DOH	Applicant is unclear or vague with regard to Code, AAP, PA DOH	Applicant does not mention Code, AAP, PA DOH		
Innovation and Creativity	The project is original, innovative and creative. Demonstrates a new way of thinking and meets more than one current or emerging need around breastfeeding.	Idea distinguishes itself from others. It is original, innovative and creative. Demonstrates a new way of thinking and meets more than one current or emerging need around breastfeeding.	An engaging and interesting idea. Meets one current or emerging need around breastfeeding.	An engaging and interesting idea. Somewhat creative or innovative.	A good idea but not very creative or innovative.	Not creative, not innovative, not enriching community support for breastfeeding.		
<b>SCORE</b>							<b>TOTAL</b>	<b>0</b>
Misc.	Identified county has breastfeeding initiation rates below the state average. Reference document: <a href="https://www.health.pa.gov/topics/Documents/Programs/Infant%20and%20Children%20Health/Breastfeeding%20By%20County%202021%20-%20Map.pdf">https://www.health.pa.gov/topics/Documents/Programs/Infant%20and%20Children%20Health/Breastfeeding%20By%20County%202021%20-%20Map.pdf</a>	10 points- county initiation rates are below PA State Average	0 points- county initiation rates are above PA State Average					
							<b>FINAL SCORE</b>	<b>0</b>