



Rural Changemaker 2026

Scoring Rubric

Title

Character Limit: 100

Focuses on Priority Populations*

Intentionally engages people and communities who are:

- Black
- Hispanic
- Children and families with low incomes (200% Federal Poverty Level)
- People who identify as LGBTQ+

Scale:

0 = No Evidence (There is no intentional effort to prioritize or focus on the priority populations.)

1 = Poor

2 = Average

3 = Good

4 = Strong (An intentional focus on the priority populations is clearly demonstrated.)

Scoring Options: 0 - 4

Advances Health Equity*

Scale:

0 = No Evidence (There is no mention of health equity or reducing disparities as fundamental reasons for this proposal.)

1 = Poor

2 = Average

3 = Good

4 = Strong (A clear focus on improving health outcomes by reducing disparities and advancing health equity.)

Scoring Options: 0 - 4

Addresses one of the Vital Conditions for Health and Well-being*

Scale:

0 = (Shows no connection to seven vital conditions, or baseline understanding of

conditions.)

1 = (Shows loose connection to at least 1 vital condition, and some understanding of conditions.)

2 = (Shows connection to at least 1 vital condition, and baseline understanding of conditions.)

3 = (Shows strong connection to at least 1 vital condition, and strong understanding of conditions.)

4 = (Makes strong connection to 1 or multiple vital conditions and very strong understanding of conditions.)

Scoring Options: 0 - 4

Authentic Engagement*

Scale:

0 = No Evidence (There is no effort to engage people and communities in the project beyond providing services. Community voice not included.)

1 = Poor

2 = Average

3 = Good

4 = Strong (People and communities are authentically centered in the project, including through leadership and decision-making power.)

Scoring Options: 0 - 4

Defining Success*

Scale:

0 = No Evidence (The organization's goals and processes are unclear and/or unfeasible given the grant term and funding and/or do not align with the goals of the RFP.)

1 = Poor

2 = Average

3 = Good

4 = Strong (The goals to be accomplished during the grant term are clear, feasible and aligned with the goals of the RFP.)

Scoring Options: 0 - 4

Budget, Timeline and Staff Capacity*

Scale:

0 = No Evidence (The project budget, timeline and/or staff capacity indicate that there could be significant challenges to achieving the organization's goals.)

1 = Poor

2 = Average

3 = Good

4 = Strong (The project budget, timeline and staff capacity indicate that this organization could achieve its goals.)

Scoring Options: 0 - 4

Overall Rating*

Scale:

0 = No Evidence (There is no clear focus on priority populations, project doesn't clearly describe how it advances health equity, goals are not clear.)

1 = Poor

2 = Average

3 = Good

4 = Strong (There is a clear focus on priority populations, project works to advance health equity, goals are clear.)

Scoring Options: 0 - 4

Grassroots Effort*

“Grassroots efforts” are local, regional, national, or international efforts and organizations led by everyday people who are closest to an issue. Grassroots Organizations take a “bottom-up” approach and begin with community-based initiatives that grow outwardly to include other strategic partners.

Would you call this a “Grassroots Effort,” according to our provided definition? Why or why not?

Character Limit: 1000

Community-led Organization*

Scale:

0 = No Evidence (The community (priority population) holds no leadership and decision-making role, and the community did not identify the issue or challenge.)

2 = Average (The community (priority population) identified the issue or challenge but holds no leadership and decision-making role.)

4 = Strong (The community (priority population) holds leadership and decision-making role, and the community identified the issue or challenge.)

Choices

0

2

4

Rural-led Organization*

Scale:

0 = No Evidence (Be from organizations that are based in urban or suburban communities.)

2 = Average (Be from organizations that are based in urban or suburban communities, but with physical locations in rural communities.)

4 = Strong (Be from organizations that are based in rural communities.)

Choices

0

2

4

Reviewer Comments or Feedback

Character Limit: 2000

Suggested questions or areas for further exploration during the site visit

Character Limit: 2000

Do you recommend that we fund this project?*

Choices

Yes

No