

WFW Grant Application Rubric 2026

For personal use by WFW Grants Committee members. Rubric elements extracted from the Application document.

In the spirit of **Trust-based Philanthropy**, *Women for Women* has designated that all grants this year be in the category of “General Operating” support. This means that all awarded grants are “Unrestricted”, and grant recipients may use the funding to support the organization’s overall mission and operations, rather than for a specific project. You will see in the proposal, that we do not ask what the funding will be used for as we trust and empower the nonprofits to use the funds wisely and where they are most needed to advance its mission and current priorities.

Org. Name _____ Focus Area _____

Element	Ideal
Linkage to WFW Values Statement	General operations funded by this grant clearly align with the <i>WFW</i> goal to increase economic stability for women and girls through access to affordable housing, childcare, and/or nutrition.
Mission & Programs	The mission of this organization is compelling and addresses critical unmet needs. The programs described demonstrate a clear understanding of community needs and effectively respond to those needs.
Impact	The results/outcomes described in the proposal are substantial. A meaningful number of women and girls are served by this organization; in some cases, the intensity and duration of a project may result in smaller numbers served but provide those served with a larger impact.
Geographic Reach	An application may focus on any of the 18 counties in WNC. Note: Organizations that serve multiple counties, or that concentrate services in counties with a Tier 1 or Tier 2 ranking in the NC County Distress Rankings (see below) may be prioritized to support WFW's goal of creating balance across its entire grant portfolio.
Cost Effectiveness	Demonstrates a clear understanding of the community need and how our grant will help them respond to it. Efficiently deploys organization and partner resources to address the need.

CFWNC service area by 2026 [County Distress Rankings \(Tiers\)](#):

Tier 1: (most distressed) Burke, Madison, McDowell, Mitchell, Rutherford, Yancey

Tier 2: Avery, Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Polk, Swain, Transylvania

Tier 3: (least distressed) Macon