**ARPA Information and Program Marketing Promotion Funding Questions and Scoring Rubric**

1. **Describe your organization. What is your mission? What are you trying to accomplish?**

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| **Score** | **Description** |
| 0 | Not a clear description of organization and/or did not provide mission statement. Did not include current services, discuss challenges and plan to address them. |
| 2 | Plan provides a minimum amount of detail |
| 4 | Plan offers moderate detail. |
| 6 | Description and mission are well-detailed. Services are not well-defined or addressed. |
| 8 | Organization is well-defined, mission defined; services well explained. |

**2. Describe what you are attempting to accomplish with this specific grant funding. How will you measure progress toward this goal?**

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| **Score** | **Description** |
| 0 | No explanation of what they will accomplish |
| 2 | Description is vague and limited. |
| 4 | Description is specific and well-defined. |

**3.** **Describe how caregivers will be reached by this funding, especially in (impoverished) or rural areas.**

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| **Score** | **Description** |
| 0 | Plan does not specifically target the underserved populations. |
| 1 | Plan targets underserved populations but is vague or not well-developed |
| 2 | Plan is well-developed, exhibiting solid targeting plans. |

**4.** **What challenges do you anticipate and how will you address these problems?**

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| **Score** | **Description** |
| 0 | Did not discuss challenges nor address possible problems. |
| 1 | Provided minimum amount of detail of potential challenges, did not offer or address solutions. |
| 2 | Describes some challenges, not well-defined solutions. |
| 3 | Describes challenges, addresses them and offers well-described potential solutions. |

**5.** **Data shows that in North Carolina, African Americans, Latinos, American Indians and those living in poverty often suffer the worst health outcomes. We also know that the people most impacted by poor outcomes are not always included in creating solutions to these problems. Please describe how your work will address these disparities in outcomes and decision making on service delivery.**

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| **Score** | **Description** |
| 0 | Plan does not address including clients in decision making |
| 2 | Provided minimum amount of detail of including clients in decision making. |
| 4 | Plan details how the agency will incorporate caregivers experiencing disparities into the decision making process. |

**6. What percentage of the funds requested will directly serve caregivers and what percentage will be used for administrative or staff costs?**

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| --- | --- |
| **Score** | **Description** |
| 0 | 0 -25% or less of funds will directly serve older adults. |
| 2 | 50% or less of funds will directly serve older adults. |
| 4 | Greater than 50% of funds will directly serve older adults |

TOTAL SCORE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Comments:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

