

EVALUATION CRITERIA NPO TRACK

SUBJECT	WEIGHT	REQUIREMENTS	COMMENTS
EXECUTIVE SUMMARY	n/a	– Consistency, attractiveness, conciseness	1-page summary
IMPACT	30%	– Contribution to one or more of the 17 UN Sustainable Development Goals	<p>We suggest you describe your impact along the 5 dimensions of impact established by the Impact Measurement Project:</p> <ul style="list-style-type: none"> – What outcome does your organization contribute to, and how important is the outcome to your stakeholders? – Who are the stakeholders experiencing the outcome? – How much – describe scale, depth and duration of your impact – Contribution – what part of any improvement is due to your activity compared to what would have happened without you? – Risk – how likely is it that you can achieve what you have planned? <p>Describe your goals, and your strategy on how to achieve them. Demonstrate that you have thought about how to measure the impact of your organization.</p>
INNOVATION	20%	<ul style="list-style-type: none"> – New or significantly improved service – Untapped applications or target communities – Operational innovation – Innovative way to get funding 	<p>Tell us what makes you stand out from the rest i.e. the zebra in a field of horses.</p> <p>Report any target group feedback and data that will help substantiate your innovation.</p>

TEAM	20%	<ul style="list-style-type: none"> – Organizational setup and governance – Core team members and roles – # of FTEs (paid/volunteers) – Members of governance bodies – Advisors (if any) 	<p>Organizations do not run themselves; a great team does. Let us know how you relate to the cause you support. Talk about the current stars on your team and how you plan to attract new ones.</p> <p>Identify any gaps in your team and explain your plan to fill them. Keep in mind that your HR strategy should be aligned with your implementation planning.</p> <p>Describe what legal form your organization has or will have and how it is organized internally.</p>
IMPLEMENTATION PLANNING	15%	<ul style="list-style-type: none"> – Operational plan including a timeline with milestones – Strategy to get local communities and/or other organizations or stakeholders involved and raise awareness – Efficiency, transparency, and KPI reporting 	<p>Draw up a timeline with milestones showing what goals you want to achieve, how, and by when. This should provide the short and long-term vision you have for your operations.</p> <p>Show how you plan to raise awareness for your cause with the relevant stakeholders.</p> <p>Explain why your operations are an efficient way to create your desired impact, and how you will transparently report on your work and use of resources. List relevant key performance indicators (KPIs) for your organization.</p>
SUSTAINABILITY OF FUNDING MODEL AND FUNDING STRATEGY	15%	<ul style="list-style-type: none"> – Strategy to generate income or attract donations (importance of diversification) – Financial planning 	<p>Explain your financing model. To what extent and how do you generate revenues? To what extent do you rely on fundraising, and from whom do you plan to fundraise? Keep in mind that we look for sustainable funding models that are not dependent on individual philanthropists or organizations after an initial startup phase.</p> <p>Show us how you plan to fundraise during your startup phase and how you're envisaging to fund your organization mid/long-term.</p> <p>Provide a financial plan (with numbers!) for the first few years of your operations, demonstrating that you are a not-for-profit organization.</p>