

**Mandatory Evaluation Criteria**

**Project Readiness to meet Manadatory Criteria**

<b>Excellent</b>	The applicant is currently selling fresh meats, seafood, dairy, produce, and/or healthy food options in an underserved community, and the project will quickly and easily improve food access in adhearance with EFOD principlas. The applicant accepts SNAP/EBT and Fresh Match, or can within 6 weeks.	<b>5</b>
<b>Good</b>	The applicant has an existing business or organization with the plans, partnerships, experience and capacity to quickly implement a project that will improve food access in underserved communities in adhearance with EFOD priciples. The applicant accepts SNAP/EBT and Fresh Match, or can within six months. Stronger applicants will sell sooner, with focus on underserved and margnizalied markets.	<b>2-4</b>
<b>Poor</b>	The applicant has limited experience and demonstrated capacity to carry out the project. Project will take a long time (6-12+ months) to result in meaningful increased food access in underserved communities. Does not have a strong plan to quickly accept SNAP/EBT or FreshMatch.	<b>1</b>

**Mandatory Evaluation Criteria**

**Directly serves residents within underserved, low food access communities**

<b>Excellent</b>	Through this project, the applicant will directly and primarily serve an underserved, low food access community in a new and expanded way. (Timeframe: within 6 weeks for applicable projects).	<b>5</b>
<b>Good</b>	Increasing food access in underserved communities is an important part of the applicant's project. Stronger applications will have a greater focus on underserved markets, reaching the truly underserved, and/or increasing the variety and quality of fresh food offerings. (Timeframe: within 6 months for applicable projects).	<b>2-4</b>
<b>Poor</b>	The project would lead to a relatively modest increase in food access for underserved communities and/or increased food access is tangential to project.	<b>1</b>

**Mandatory Evaluation Criteria**

<b>Demonstrates a history of community engagement, work in the community, and community support for the project</b>		
<b>Excellent</b>	The applicant has a clearly established history of work in the community. The project has demonstrated support from leaders, both formal and informal, in the community.	<b>5</b>
<b>Good</b>	The applicant is relatively new to the community but is knowledgeable on issues central to the community; the applicant has engaged in outreach with local community leaders, both formal and informal, and has support for the project.	<b>2-4</b>
<b>Poor</b>	The applicant has a limited history with, or no major connections with or to the community.	<b>1</b>

**Mandatory Evaluation Criteria**

**Project's likelihood of success**

<b>Excellent</b>	The applicant has demonstrated their ability to successfully implement the project and carry out the terms of the grant. This can include the applicant's past success in carrying out something similar, the support of strong partners, demonstrated funding and staff to implement the project, and other past actions or attributes.	<b>5</b>
<b>Good</b>	The applicant is experienced and credible, but the project has a low likelihood of success, or the project is reasonable but there are concerns about the applicant's ability to successfully implement it and/or meet the terms of the grant.	<b>2-4</b>
<b>Poor</b>	The applicant does not appear to have the needed capacity to implement the project and/or the project seems unlikely to be successful.	<b>1</b>

**Mandatory Evaluation Criteria**

**Purchases a minimum of 25% of fresh products from Virginia's small, beginning, limited resource, Veteran, and/or socially disadvantaged farmers and ranchers**

<b>Excellent</b>	The applicant currently purchases 25% or more of fresh products from Virginia's small, beginning, limited resource, Veteran, and/or socially disadvantaged producers. Strong applicants will demonstrate the existence of partnerships with producers, up to and including letters of support indicating that farmers are providing sufficient fresh products.	<b>5</b>
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<b>Good</b>	The applicant has a clear plan to purchase 25% or more of fresh products from Virginia's small, beginning, limited resource, Veteran, and/or socially disadvantaged producers within 6 months. Strong applicants will demonstrate the development of partnerships with producers, up to and including letters of support indicating that farmers will be able to provide sufficient fresh products.	<b>2-4</b>
<b>Poor</b>	The applicant has no clear plan to purchase fresh products from Virginia's small, beginning, limited resource, Veteran, and/or socially disadvantaged farmers and ranchers.	<b>1</b>

<b>Additional Evaluation Criteria</b>		
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<b>Is owned or substantially led by individuals from historically marginalized and vulnerable communities, or is working in an active, ongoing partnership with these individuals, to include shared leadership, decision-making, resources, and/or shared economic benefit, etc.</b>		
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<b>Excellent</b>	Applicant individuals or organizations are from historically marginalized and vulnerable communities or is majority-run and/or is actively partnered with individuals from the these commities. For partnerships, the applicant must show that this is an active, ongoing partnership with shared decision-making and that the partner shares in the economic benefit.	<b>5</b>
<b>Good</b>	The applicant individual or organization is not from a from historically marginalized and vulnerable community or individuals from this community constitute constitute a minority of leadership and/or the business plan includes a plan to partner with individuals or organizations from a historically marginalized and vulnerable community. For applicants intending to partner with these organizations or individuals, these these organizations or individuals must already be identified and prepared to actively engage in the project.	<b>1-4</b>
<b>Poor</b>	Applicant individuals or organization from historically marginalized and vulnerable communities are not part of the ownership or leadership, nor involved in the project in any meaningful way.	<b>0</b>

<b>Additional Evaluation Criteria</b>		
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<b>Integrates community culture and artistic expression in the business model</b>		
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<b>Excellent</b>	The applicant currently incorporates methods of expressing the culture, arts, and history of the community in its business plan. The applicant works with BIPOC community artists, storytellers, historians, and community leaders to inform the plan and to create artwork or other design elements that are relevant to the community.	<b>3</b>
<b>Good</b>	The applicant has a plan to incorporate the culture, arts, and history of the community into its business plan within 6 months. The applicant plans to work with BIPOC community artists, storytellers, historians, and community leaders to inform the plan and to create artwork or other design elements that are relevant to the community.	<b>1-2</b>
<b>Poor</b>	The applicant does not have a plan to incorporate the culture, arts, and history of the community into its business plan.	<b>0</b>

**Additional Evaluation Criteria**

**Supports new enterprises and creates wealth in underserved communities, creating real and sustainable economic opportunities for its members.**

<b>Excellent</b>	The project's success will directly lead to new, sustainable income opportunities for members of marginalized communities, creating community wealth overtime.	<b>3</b>
<b>Good</b>	The project creates limited or indirect income and wealth building opportunities for marginalized communities and/or the project is not sustainable.	<b>1-2</b>
<b>Poor</b>	The project offers no wealth building opportunities for marginalized communities.	<b>0</b>

**Additional Evaluation Criteria**

**Provides a path for financial sustainability and positive outcomes to the community, including education, leadership and youth development, employment of community residents, job training, or workforce development**

<b>Excellent</b>	The applicant has clearly identified benefit(s) to the community, such as reserving a certain number of jobs for residents and providing internships/training for youth. Strong applications will clearly demonstrate methods and timelines for attaining outcomes and will show how they are using models with proven success.	<b>3</b>
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<b>Good</b>	The applicant intends to add benefit(s) to the community to the business plan but has not yet fully identified the manner or timeline.	<b>1-2</b>
<b>Poor</b>	The applicant provides no plan for adding community benefit(s) to the business plan.	<b>0</b>

**Additional Evaluation Criteria**

**Demonstrates success in creating partnerships and/or efforts to leverage additional funding (i.e. leverages additional resources)**

<b>Excellent</b>	The applicant has well established partnerships or a defined plan to create partnerships that will bring additional resources to help ensure the project's success. Strong applications will show that potential partners have already been identified and that they support the project. (Ready to work together within 6 weeks)	<b>3</b>
<b>Good</b>	The applicant has tentative plans to create partnerships but does not have relationships in place or letters of support from potential partners. (Potential to work together within 6 months)	<b>1-2</b>
<b>Poor</b>	The applicant has no plan to create partnerships.	<b>0</b>

**Additional Feedback**

**Please use this space for any additional feedback not captured in the scoring rubric. Use of additional criteria may shed light on an applicant's potential for success and include rating criteria such as: expressed passion for the project, potential for success, clarity of ideas, clear and concise use of resources, etc.**

<b>Project passion: the applicant(s) have articulated the "why" of the project from a holistic standpoint, taking into account the community's wants and needs, the greater food ecosystem, and their place within it all</b>	<b>0-4</b>
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**Clearly articulated community support (as evidenced by letters of support, testimonials, or interviews) and developed relationships with key partners**

**0-4**