Policy Advocacy Fund Reviewer Guide

To score the applicants please review and consider material provided both in the online application form as well as the attachments submitted.

Attachments to be considered for your review include:
- Proposal Narrative (*Please note this will be included for purposes of reviewer compensation)
- Budget Narrative and Budget Forms (to be reviewed in detail by First 5 LA Finance Department)
- Copy, drafts or works in progress related to non-First 5 LA grant submission (e.g. LOIs, concept paper)
- Resumes of Key Staff

1. Degree to which project will impact on one or more of First 5 LA’s Policy Agenda goals
   *(up to 10 points)*

   Please consider what difference this project will have in moving one or several of the Policy Agenda items forward, consider their response to Question 3 and Question 4a from the Proposal Narrative to make this determination.

2. Alignment of project goals with appropriate Tools
   *(up to 10 points)*

   Please consider response to Question 2 and 3a from the Proposal Narrative to make this determination.
   
   - Will the Tool(s) identified work effectively to achieve the project goal(s)?

3. Alignment of project Targets with Tools
   *(up to 10 points)*

   Please consider response to Question 2, 3a and 3b from the Proposal Narrative to make this determination.
   
   - Will the identified Tools effectively move the Targets to take the desired action(s)?

4. Alignment of project Timeline and Benchmarks against the goals and activities
   *(up to 5 points)*

   Please consider response to Question 2, 3c and 3d from the Proposal Narrative to make this determination.
   
   - Is the timeline given reasonable considering the project activities and goals?
   - Are the benchmarks realistic and provide good stepping stones for the project overall?
5. Degree to which applicant accurately assesses policy context and potential challenges
(up to 10 points).

Please consider response to Question 4b to make this determination.
• Is the timeline realistic for the proposed activities?
• Are the benchmarks clearly defined and helpful in measuring progress toward the long term outcome(s) identified in Question 2b?

6. Degree to which applicant has appropriate capacity and resources to execute project effectively
(up to 15 points)

Please consider response to Question 4c, 4d and resumes of key staff. Capacity in this context means that they have the appropriate number of staff, skills and experience to execute the stated project activities.

7. Degree to which applicant will be able to leverage First 5 LA’s support
(up to 10 points)

Please consider response to Question 4f to make this determination.

8. Degree to which applicant will utilize partnerships and collaborations to execute project, including how well those relationships are developed and defined
(up to 10 points)

Please consider response to Question 5a, 5b and 5c to make this determination.

9. Non-traditional
   a. For Non-traditional applicants, degree to which relationship and plan with mentor agency is developed, see Question 5e.
   b. For Traditional applicants, degree to which there is a plan to work with or outreach to non-traditional sectors, see Question 5d.
   (up to 10 points)

10. Degree to which applicant clearly defines evaluation measures and utilization of evaluation findings during and at the completion of the project
(up to 10 points)

Please consider response to Question 6 to make this determination.
• Does the applicant identify data that aligns the project activities with the appropriate benchmarks?
• Does the applicant plan on using the data to make course corrections?