

Project Name   Request Amount   Reviewer   Screening Phase   Date of Review   Total Score

Mandatory Evaluation Criteria						
<b>SNAP and Virginia Fresh Match programming</b>					<b>Reviewer Score</b>	Please include any notes to clarify scoring.
<b>Excellent</b>	The applicant accepts SNAP/EBT and Fresh Match, or has a detailed plan to begin accepting these benefits. The applicant has a comprehensive SNAP and Fresh Match marketing and promotion strategy to reach targeted communities. If the applicant does not currently accept SNAP/EBT and Fresh Match, they can provide a detailed description of where they are at in the process of becoming a SNAP/EBT and Fresh Match participant.	<b>2</b>				
<b>Poor</b>	If applicant does not accept SNAP/EBT and Fresh Match and does not include a plan to do so, then the application is disqualified from this grant round.	<b>0</b>				
Mandatory Evaluation Criteria						Notes
<b>Directly serves residents from LI/LA communities</b>						Please include any notes to clarify scoring.
<b>Excellent</b>	The project will directly and primarily serve a LI/LA community.	<b>2</b>				
<b>Good</b>	The project will increase food access in a LI/LA, but doing so is not the primary or exclusive purpose of the project. Stronger applications will have a greater focus on LI/LA communities and/or increasing the variety and quality of fresh food offerings.	<b>1</b>				
<b>Poor</b>	The project would lead to a relatively modest increase in food access for LI/LA communities and/or increased food access is tangential to project.	<b>0</b>				
Mandatory Evaluation Criteria						Notes
<b>Demonstrates a history of community engagement, work in the community, and community support for the project</b>						Please include any notes to clarify scoring.
<b>Excellent</b>	The applicant has a clearly established history of work in the community, including, but not limited to: partnerships with local organizations; a community advisory board; participation in community events; etc. The project has demonstrated support from leaders, both formal and informal, in the community.	<b>2</b>				
<b>Good</b>	The applicant is relatively new to the community or is not deeply involved, 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>1</b>				
<b>Poor</b>	The applicant has a limited history with, or no major connections with or to the community.	<b>0</b>				
Mandatory Evaluation Criteria						Notes
<b>Purchases a minimum of 25% of fresh products from Virginia's small, beginning, limited resource, Veteran, and/or socially disadvantaged farmers and ranchers</b>						Please include any notes to clarify scoring.
<b>Excellent</b>	The applicant currently purchases (or has a detailed plan to purchase) 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, including letters of support indicating that farmers are, or will be, providing sufficient fresh products.	<b>2</b>				
<b>Good</b>	For existing businesses: the applicant does not currently purchase 25% or more of fresh products from Virginia's small, beginning, limited resource, Veteran, and/or socially disadvantaged producers. The application mentions producers, but there is no evidence of a clear plan for sourcing the 25% minimum requirement. For new businesses: the applicant has a plan to source at least 25% of fresh products from Virginia's small, beginning, limited resource, Veteran, and/or socially disadvantaged producers, but details are missing and/or the plan is not clear.	<b>1</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>0</b>				
Additional Evaluation Criteria						Notes
<b>Is owned or substantially led by individuals from low-income, low-access 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>						Please include any notes to clarify scoring.

<b>Excellent</b>	Applicant individuals or organizations are from LI/LA communities or is majority-run and/or is actively partnered with individuals from the these communities. For partnerships, the applicant must show that this is an active, ongoing partnership with shared decision-making and that the partner shares in the project's economic benefit.	<b>2</b>		
<b>Good</b>	The applicant individual or organization is not from a LI/LA community or individuals from this community constitute a minority of leadership and/or the business plan includes a plan to partner with individuals or organizations from a LI/LA community. For applicants intending to partner with these organizations or individuals, these organizations or individuals must already be identified and prepared to actively engage in the project.	<b>1</b>		
<b>Poor</b>	Applicant individuals or organization is not from a LI/LA community, and these 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>				<b>Notes</b>
<b>The Project's ethos and mission reflects the community and its customers, and is clearly rooted in the place it serves. Examples: a co-op; a unique mission; local artistry, murals, etc.; a VA-based small business.</b>				Please include any notes to clarify scoring.
<b>Excellent</b>	The applicant currently incorporates methods of expressing the culture, arts, and history of the community in its business plan. Examples include: the applicant works with BIPOC community leaders to inform the project and to create a culturally relevant and place-based experience; the store is a co-op with a unique mission; the business is VA-based; etc. The community is reflected in the project.	<b>2</b>		
<b>Good</b>	The applicant has not yet begun to incorporate methods of expressing the culture, arts, and history of the community in its business plan. The applicant has not begun to work with BIPOC community leaders to inform the project and to create a culturally relevant and place-based experience.	<b>1</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. The community is not reflected in the project.	<b>0</b>		
<b>Additional Evaluation Criteria</b>				<b>Notes</b>
<b>Supports new enterprises and creates wealth in LI/LA communities, creating real and sustainable economic opportunities for its members.</b>				Please include any notes to clarify scoring.
<b>Excellent</b>	The project's success will directly lead to new, enhanced income opportunities for members of LI/LA communities, creating community wealth over time.	<b>2</b>		
<b>Good</b>	The project creates limited or indirect income and wealth building opportunities for LI/LA communities.	<b>1</b>		
<b>Poor</b>	The project offers no wealth building opportunities for LI/LA communities.	<b>0</b>		
<b>Additional Evaluation Criteria</b>				<b>Notes</b>
<b>Provides positive outcomes to the community, including education, leadership and youth development, employment of community residents, job training, or workforce development</b>				Please include any notes to clarify scoring.
<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>2</b>		
<b>Good</b>	The applicant intends to add community benefit(s) to the business plan but has not yet fully identified the manner or timeline.	<b>1</b>		
<b>Poor</b>	The applicant provides no plan for adding community benefit(s) to the business plan.	<b>0</b>		
<b>Additional Evaluation Criteria</b>				<b>Notes</b>
<b>Demonstrates success in creating partnerships and/or efforts to leverage additional funding (i.e. leverages additional resources) that may advance project sustainability.</b>				Please include any notes to clarify scoring.
<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.	<b>2</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.	<b>1</b>		
<b>Poor</b>	The applicant has no existing partnerships or plans to create partnerships.	<b>0</b>		
<b>Additional Evaluation Criteria</b>				<b>Notes</b>
<b>Budget and Financial Planning</b>				Please include any notes to clarify scoring.
<b>Excellent</b>	The budget and budget narrative are clearly articulated, aligned with program goals, and include only allowable uses of funds. If the project is part of a larger project, the applicant has provided a sources and uses document.	<b>2</b>		
<b>Good</b>	Some of the budget and/or budget narrative is unclear. Mostly aligned with program goals. Some unallowable costs.	<b>1</b>		
<b>Poor</b>	The budget and budget narrative are unclear, not aligned with program goals, and/or include unallowable costs.	<b>0</b>		