

Applicant Name

Focus

Reviewer

Criteria	0	1	2	3	Points
1. Cover letter	No response	Minimal description of program; major licensing concerns	General description of program in cover letter; minor licensing concerns	Detailed description of program (location, characteristics of children served, typical activities, motivation for project)	
2. Project description: include detailed description of the project and number of children impacted by the project	No response	Brief description with no details	Provides some description, but does not indicate numbers of children impacted	Provides comprehensive, clear description of project including number of children impacted	
3. Relevance to endowment foci: Children and the Arts or Play Environments for Young Children. Explain how this is a new or creative project for the early childhood program or field.	No response	States the focus of the proposed project	States the focus and provides a brief explanation of how it is new or creative	States the focus and provides a detailed explanation of how it is new or creative for the early childhood field	
4. Justification of need: How will this project enhance the experience of the children you serve? Please share how this project will be helpful to the particular children you serve or how it will close the gaps in experiences your children have. How might it benefit the broader early childhood community?	No response	States how this will benefit their children or enhance their experiences in the program	Describes how this project will enhance their children's experiences and is innovative for their community	All of column #2 and includes a description of their population of children (or links to details in cover letter.) Details how the nature and extent of this project will benefit the broader early childhood community	(Reviewer: double the score you gave for this criterion.)
5. Timeline and Procedures: Describe the time it will take to complete the project from start to finish detailing what will happen at each point on the timeline.	No response	A brief timeline is given that tells what will happen when	A timeline with more details about the activities to complete the project	A realistic plan for completing the project that includes activities required and provisions for delays/changes/etc.	

Criteria	0	1	2	3	Points
6. Involvement of Michigan AEYC members: How will you share what you have done within the Michigan AEYC community?	No response	One idea offered; final report will be submitted	Will share on their social media and invite others in the community to visit	Will provide a story, pictures, and/or video to Michigan AEYC for their use; present at the Michigan AEYC conference or offer to do a webinar	
7. Budget	No response or items do not add up coherently	General category of materials and total cost	States amount requested with items written in paragraph form	States amount requested; completes a line-item listing that describes each item and gives the cost which is reasonable for the item; includes other costs such as estimated taxes and/or shipping; shows in-kind support	
8. Three Letters of Recommendation	No letters	No letters from a Michigan AEYC member; no letter from the director/board chair if appropriate; only two letters	Fulfill requirements, but letters do not fully explain why the project is needed	Letters support the project, explain the need for the project, and/or affirm the ability of the applicant to carry out the project.	
TOTAL POINTS				Maximum 27 points	