**RATIONALE**

Please briefly discuss the following topics and limit the Rationale section to 3 pages or less.

## Need/demand (present in bulleted format, and if possible, include local statistics, community priorities, etc.)

## Summarize the specific need your planned program addresses

## Summarize customer demand for this program. (waiting lists, unfulfilled requests, etc)

## Describe if and how this program addresses inequities within Monroe County

1. **Target Population**
2. Describe your target population including number served, age, race, ethnicity, and other relevant characteristics
3. Describe how you will reach your target population
4. **Outcomes and Milestones**

For up to 5 key outcomes you will track, as identified in your logic model, indicate how you will know if you have succeeded in achieving each, using the following format. **Note: For each of the outcomes you describe in your rationale, you will be required to report progress to the Rochester Women’s Giving Circle via an interim and final report.** You can find a sample of this report at <https://www.therwgc.org/process/>

|  |  |  |  |
| --- | --- | --- | --- |
| Outcomes | Indicators/Measures(What will you measure to know if you have reached your outcomes?) | Targets/Performance Standards/ Projected Levels of Success(What will tell you that you have achieved your outcomes?) | By when will the targets be achieved? |
|   |   |   |   |

1. **Activities** (use bullets or a chart where possible)
2. Why do you believe the activities listed in your logic model will reduce or eliminate the need described in item A and produce the desired outcomes in item C?
3. Please cite evidence from previous work done by your organization or by others that demonstrates why you believe your program will be effective.
4. For organizations with programs that have received funding from us for three or more years (consecutive or non-consecutive): Please provide evidence of sustained effects beyond a single program year.
5. **Links with other agencies**
6. Collaborations are welcome to provide better solutions and improve impact. Collaborations require a shared understanding of roles and responsibilities and a well-defined process for making decisions and resolving issues. If this is a collaborative effort, complete the following:

|  |  |  |  |
| --- | --- | --- | --- |
| Collaborating organizations | Contact person | Phone number | Role(s) of partners |
|    |   |   |   |

1. Do you know of other groups doing similar or related work? If so, how does your work differ from or complement theirs?
2. What is the **future of this program** beyond the grant period?
3. In terms of programming, summarize what is envisioned.
4. If it is to continue beyond the grant period, how will you support this program?