### **RATIONALE**

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

1. **Need/demand** (present in bullet format. If possible, include local statistics, community priorities, etc.)
   1. Summarize the specific need your planned program addresses
   2. Summarize customer demand for this program. (waiting lists, unfulfilled requests, etc.)
   3. Describe how this program addresses inequities within Monroe County
2. **Target Population**
   1. Describe your target population of women and/or girls including the number served, age, race, ethnicity, and other relevant characteristics
   2. Describe how you will reach your target population
3. **Activities**

Activities are processes, techniques, tools, events, technologies, and actions used to bring about desired program results**.** Please use bullets or a chart where possible)

* 1. What are the key activities for this program?
  2. What resources do you need to perform these activities and are they currently available or in place?

1. **Outcomes and Milestones**

Outcomes are specific changes in attitudes, behaviors, knowledge, skills, status, or level of functioning expected to result from program activities. **Note: For each of the outcomes you describe below, you will be required to report the progress of the women and/or girls in the program to the Rochester Women’s Giving Circle via a mid-cycle and final report.**

* 1. For up to 5 key outcomes you will track, indicate how you will know if you have succeeded in achieving each, using the following format.

| Outcomes (Specific changes in attitudes, skills, knowledge, etc.) | Indicators/Measures (What will you measure  to know if you have reached your outcomes?) | Targets/Performance Standards/ Programed Levels of Success (What will tell you that you have  achieved your outcomes?) | By when will the targets be achieved? |
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* 1. How will the activities listed in item C reduce or eliminate the need described in item A and produce the desired outcomes in item D?
  2. Cite evidence from previous work done by your organization or by others that demonstrates why you believe your program will be effective.
  3. For organizations with programs that have received funding from the Rochester Women’s Giving Circle for three or more years (consecutive or non-consecutive), provide evidence of sustained effectiveness beyond a single program year.
  4. What assumptions are you making that may affect the success of the program?
  5. What external factors may affect (positively or negatively) the outcomes of this program?

1. **Long-Term Outcomes and Impacts**
   1. Beyond the outcomes identified above, what are the long-term outcomes you hope this program will achieve?
   2. How will you know whether these outcomes are achieved over time?
   3. Are there expected impacts to your organization, the community, and/or to systemic structures as a result of this program? If so, what are they?
2. **Links with Other Agencies**
   1. 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?

1. **Future of Program**
   1. What is the future of this programbeyond the grant period?
   2. In terms of programming, summarize what is envisioned.
   3. If it is to continue beyond the grant period, how will you support this program?