Community Donation Evaluation Matrix Review

Town Council Work Session

February 10, 2026

TOWN OF Herndon

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Evaluation Matrix – Current Weights

Category	Weight
Community Benefit	30%
Alignment with Town Strategic Priorities & Brand	10%
Financial Soundness & Stability	15%
Organizational Capacity	10%
Community Reach & Impact	15%
Economic Impact	20%
	100%

Evaluation Matrix – Test Case Scenarios

Scenarios:
1) **Local School PTSA** – requests donation for annual celebration event for graduating students
2) **Community Theater Program** – requests donation for general operating support of multiple programs
3) **Local Thrift Store** – requests donation for general operating support
4) **School Marching Band** – requests donation for instruments for less than 50 students
5) **Friends of Residing Area Park** – requests donation for tree restoration of local county park
6) **Community Cultural Festival** – a new start up nonprofit requests donation to host a multicultural food festival
7) **Large Downtown Event** – a nonprofit requests donation to host a large downtown event
8) **Summer Concert Series** – requests donation to cover fees to run a free weekly concert series in Town

Assumptions:
1) All applicants submitted application accurately and timely
2) All applicants meet the requirements under Section V: Funding and Eligibility

Local School PTSA

A well-established local school Parent Teacher Student Association (PTSA) requests a donation to fund an annual celebration event for graduating students that will take place at the Herndon Community Center. Event attendance is expected to be between 50-500 people but is exclusive to graduating students who attend that local school. Any sponsors or donations for the event will be listed on the local school's website only. The PTSA is requesting a donation that is approximately 30% of the initiative budget for the event.

	Score
Community Benefit	1.00
Alignment with Town Strategic Priorities & Brand	3.00
Financial Soundness & Stability	4.00
Organizational Capacity	5.00
Community Reach & Impact	3.00
Economic Impact	1.00
Total Unweighted Score	**17.00**
Total Unweighted Score %	**57%**
Total Weighted Score %	**47%**

Community Theater Program

A local community theater program requests a donation for general operating support for multiple programs, services, events, and initiatives during that fiscal year. Events have an entry fee but are open to all members of the public to participate. The attendance for events and programs is expected to exceed 500 people and include a wide range of multicultural themes. Any sponsors or donations to the community theater program will be incorporated as a central theme in all published program fliers. The community theater program already partners with four other local vendors/businesses. The requested funding is 25% or less of the initiative budget.

	Score
Community Benefit	5.00
Alignment with Town Strategic Priorities & Brand	5.00
Financial Soundness & Stability	5.00
Organizational Capacity	5.00
Community Reach & Impact	5.00
Economic Impact	4.00
Total Unweighted Score	**29.00**
Total Unweighted Score %	**97%**
Total Weighted Score %	**96%**

Local Thrift Store

A local thrift store that opened one year ago in Town requests a donation for general operating support. The thrift store is open to the public, selling donated items for low prices. The thrift store states that it would like to use the funds to expand its scholarship program for local high school students, as well as renovate the interior of the store to allow for more local and out-of-town visitors. The Town brand will be a central theme of the thrift store, and lists Thriving Community and Environmental and Economic Stability as direct impacts the thrift store has to the Town. The thrift store is requesting a donation that is 50% of the initiative budget.

	Score
Community Benefit	4.00
Alignment with Town Strategic Priorities & Brand	5.00
Financial Soundness & Stability	3.00
Organizational Capacity	1.00
Community Reach & Impact	5.00
Economic Impact	2.00
Total Unweighted Score	**20.00**
Total Unweighted Score %	**67%**
Total Weighted Score %	**68%**

School Marching Band

A local school's marching band requests a donation to fund new instruments for less than 50 students. The instruments purchased with the funding would be exclusively for members of the marching band. The marching band is requesting a donation that is 75% of the total initiative budget. There are no plans for local vendor or business involvement, and the Town brand would not be included anywhere.

	Score
Community Benefit	1.00
Alignment with Town Strategic Priorities & Brand	1.00
Financial Soundness & Stability	1.00
Organizational Capacity	3.00
Community Reach & Impact	1.00
Economic Impact	1.00
Total Unweighted Score	**8.00**
Total Unweighted Score %	**27%**
Total Weighted Score %	**24%**

Friends of Residing Area Park

A residing area nonprofit organization for a county park outside of Town requests a donation for tree restorations. The nonprofit provides a detailed plan showing how it directly implements the strategic priorities as well as Town brand. The nonprofit has 5+ years of experience, and formal agreements with multiple community partners in and out of Town. The county park is visited by over 500 people, but the nonprofit cannot directly list how many Town residents make up this number. The donation requested accounts for less than 25% of the initiative budget.

	Score
Community Benefit	1.00
Alignment with Town Strategic Priorities & Brand	5.00
Financial Soundness & Stability	5.00
Organizational Capacity	5.00
Community Reach & Impact	5.00
Economic Impact	1.00
Total Unweighted Score	**22.00**
Total Unweighted Score %	**73%**
Total Weighted Score %	**60%**

Community Cultural Festival

A brand new nonprofit requests a donation to host a multicultural food festival in Town to celebrate many diverse populations. The event has no entrance fee and is open to the public, but attendees must pay for food and beverage purchases. The Town brand will be a central theme of the festival, and the nonprofit cites Thriving Community as a strategic focus area of the festival. Attendance is expected to be between 50-500 people, made up of residents as well as out-of-town visitors. Three local restaurants in Town are partners in the food festival. The donation request makes up 70% of the initiative budget of the event.

	Score
Community Benefit	5.00
Alignment with Town Strategic Priorities & Brand	4.00
Financial Soundness & Stability	2.00
Organizational Capacity	1.00
Community Reach & Impact	3.00
Economic Impact	4.00
Total Unweighted Score	**19.00**
Total Unweighted Score %	**63%**
Total Weighted Score %	**71%**

Large Downtown Event

A local nonprofit requests a donation to fund a large downtown fundraising event for its organization. A charity bicycle raise is proposed, that would shut down major streets downtown and require both Town resources and the use of Town-owed spaces. The event would be free and open to the public to spectate but require a fee to participate. Attendance is expected to exceed 500 people and attract tourism in Town. The nonprofit has successfully completed two similar initiatives, but on a much smaller scale. The “Live Differently” brand will not be referenced in the event, but there will be partnerships with over five other local businesses in Town. The donation request makes up 30% of the initiative budget.

	Score
Community Benefit	2.00
Alignment with Town Strategic Priorities & Brand	1.00
Financial Soundness & Stability	4.00
Organizational Capacity	3.00
Community Reach & Impact	5.00
Economic Impact	5.00
Total Unweighted Score	**20.00**
Total Unweighted Score %	**67%**
Total Weighted Score %	**67%**

Summer Concert Series

A well-established local nonprofit proposes a weekly summer concert series in Town-owned outdoor spaces from June through August. Concerts feature local and regional musicians, including multicultural programming, and attendance is free and open to the public. Attendance each week is expected to be over 500 people, including residents and out-of-town visitors. Seven local restaurants have partnered with the nonprofit for this weekly event, and plan to have food stands set up for attendees to purchase food. The donation requested accounts for 70% of the initiative budget.

	Score
Community Benefit	5.00
Alignment with Town Strategic Priorities & Brand	5.00
Financial Soundness & Stability	2.00
Organizational Capacity	5.00
Community Reach & Impact	5.00
Economic Impact	5.00
Total Unweighted Score	**27.00**
Total Unweighted Score %	**90%**
Total Weighted Score %	**91%**

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