



See Beautiful™ Grant Review Criteria

See Beautiful™ Grant Review Criteria is curated to match the mission of the grant itself: We donate \$1,000-\$5,000 grants to non-profit projects which **“create sustainable beauty that advances diversity, equity, inclusion, justice and/or peace.”** Each application should be reviewed using the following rubric and awarded from 1-16 for each category. Include any additional considerations if needed.

Criterion	16-13	12-9	8-5	4-1
Relevance of proposed project to See Beautiful	Proposed project perfectly aligns with See Beautiful and is actively “creating beautiful.”	Proposed project is well aligned with See Beautiful and has the potential to “create beautiful.”	Proposed project is somewhat aligned with See Beautiful and has the potential to “create beautiful.”	Proposed project is unclear or is not aligned with See Beautiful.
Potential Impact of Project	Proposed project has potential to make a substantial and seminal impact. The proposed project will be carried out.	Proposed project has potential to make strong impact. The proposed project has a strong likelihood of being carried out.	Proposed project has potential to make a moderate impact. The proposed project is somewhat feasible.	Proposed project’s impact is unclear or undefined. The proposed project is unlikely to be carried out, or the project is not feasible.
Sustainability of Project	Proposed project will sustain beyond the grant.	Proposed project is moderately sustainable.	Proposed project is somewhat sustainable.	Proposed project is not sustainable or is unclear or undefined.
Diversity	Proposed project clearly and strongly addresses diversity.	Proposed project moderately addresses diversity.	The project somewhat addresses diversity.	The project does not address diversity.
Inclusion	Proposed project clearly and strongly addresses inclusion.	Proposed project moderately addresses inclusion.	The project somewhat address inclusion.	The project does not address inclusion.
Peace & Justice	Proposed project clearly and strongly addresses peace & justice.	Proposed project moderately addresses peace & justice.	The project somewhat addresses peace & justice.	The project does not address peace & justice.
Clarity and Feasibility of Budget	It is exceedingly clear and reasonable how the grant money will be used.	It is moderately clear and reasonable how the grant money will be used.	It is somewhat clear and reasonable how the grant money will be used.	It is unclear and/or unreasonable how the grant money will be used.
Overall Effort of Application	Applicant makes a strong effort in creating a thoughtful, error-free application.	Applicant makes a moderate effort in creating a thoughtful, error-free application.	Applicant makes an adequate effort in creating a thoughtful, error-free application.	Application does not make an effort to create a thoughtful, error-free application.



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Additional Considerations (Optional):

See Beautiful™ Grant Review Additional Information

Beyond creating beautiful and sustainability in projects we fund, we are acutely aware that power and privilege impact all realms of society and our role in giving should advance diversity, equity, inclusion, justice and peace. In that same vein, we should both encourage, and hold accountable, non-profits who apply for our See Beautiful Grants to communicate how they're working on diversity, equity, inclusion, justice and peace - both internally and externally.

While giving is good, See Beautiful's Giving is one that leads the charge into greater intentionality in "good work" that honors the great need for a more diverse, equitable, inclusive, just, and peace-filled world. Equipping our See Beautiful Giving Consultants with this charge can be the kind of "power" that's needed in a world where power and privilege have left so many hurting. While these guidelines are here to provide clarity in our thinking, we understand they will always be in flux because the world is always working toward a more equitable, just, inclusive, and peace-filled world.

Relevance of Proposed Project to See Beautiful

Does project align with “creating beautiful?”

Potential Impact

Impact is measured by the number of individuals impacted, new or diverse location of impact, and/or an innovative project design.

Sustainability of Project

A sustainable project is one that will continue beyond the funding period, and/or the project will continue to impact recipients after the funding has ended, and/or the capacity of the organization will increase as a result of the funding.

Advances Diversity, Ensures Equity, Inclusion, Champions Justice and/or Peace Work

Diversity is defined by “understanding and celebrating that every individual is unique, and recognizing our individual differences. These can be along the dimensions of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies.”

Equity is defined as the absence of disparities as it relates to key social determinants (highlighted in the work of the non-profits) that are systematically associated with social advantage/disadvantage.

Inclusion is the action or state of including or being included within a group or structure. Inclusion involves authentic and empowered participation while fostering a true sense of belonging.

Justice and/or Peace work is action, advocacy or awareness-building that relates to civic responsibility that aides in cultivating harmony for the people within the communities which you live and work.

Clarity and Feasibility of Budget



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The proposed budget should make sense regarding the amount of money requested, and it should be clear as to how the money will be spent.

Additional Considerations

NOT REQUIRED, but if needed/desired, please insert any additional thoughts, excitement, hesitation, etc. about a project's application you believe will better inform the selection process.