Evaluation Criteria

New Westminster Community Grants
Community Partnerships Division

Updated: July 2025

Each portfolio has a Grant Advisory Committee, made up of community volunteers and one non-voting City staff member. These Committees review all applications and make funding recommendations to the Chief Administrative Officer. New Westminster City Council does not award grant funds.

Applications are evaluated based on:

- A demonstrated community need for the proposed activities
- Collaboration with other organizations, or unique services provided
- Inclusion of Indigenous-led projects, or efforts that advance Truth and Reconciliation
- Benefit to the New Westminster community
- Level of community support (e.g. attendance, donations, volunteers)
- Clear goals and measurable outcomes
- Availability of matching funds
- Justification for any increase in requested funding compared to previous years

Below are a more detailed description of what each evaluation criteria is seeking in an application.

1. A demonstrated community need for the proposed activities

Your application should clearly explain why your proposed activities are needed in New Westminster. Strong applications will show that the activities respond to a gap, challenge, or priority identified by the community or your organization's past experience. Evidence can include research, community feedback, waitlists, or past evaluations. Help the reviewers understand why your work matters now, and how it contributes to a vibrant, livable city.

2. Collaboration with other organizations, or unique services provided

Reviewers are looking for projects that either show meaningful partnerships or fill a gap in existing services. Strong applications will highlight collaboration with other organizations, shared resources, or coordinated efforts. If you're offering something no one else does, explain how your work is unique or innovative. Whether you're

collaborating or offering something new, show how this strengthens your impact and avoids duplication of effort.

3. Inclusion of Indigenous-led projects, or efforts that advance Truth and Reconciliation

If your project is led by Indigenous people or includes meaningful efforts to support Truth and Reconciliation, describe this in your application. Reviewers are looking for clear, respectful, and intentional inclusion—whether through partnerships, leadership, programming, or values. Efforts should go beyond acknowledgement and be based on relationship-building, shared decision-making, or community-identified needs. Describe who you're working with, how you're working together, and what outcomes you hope to achieve.

4. Benefit to the New Westminster community

Your application should clearly show how your proposed activities will benefit people who live, work, or go to school in New Westminster. This can include access to programs, improved well-being, learning opportunities, or community connections. Strong applications describe the specific outcomes for participants and the broader community. Reviewers want to understand who benefits, how, and why your work is relevant to New Westminster residents.

5. Level of community support (e.g. attendance, donations, volunteers)

Show how your organization is supported by the community. This can include participation numbers, volunteers, partnerships, financial contributions, or positive feedback. Reviewers want to see evidence that your work is valued and that people are engaged. Strong applications provide data, testimonials, or other indicators that community members are involved and invested in your success.

6. Clear goals and measurable outcomes

Your application should include specific, realistic goals and explain how you'll measure success. Strong applications link activities to outcomes and describe how progress will be tracked—through numbers, feedback, or other evaluation methods. Reviewers want to understand what you hope to achieve, how you'll know you succeeded, and how this connects to your overall mission and the City's priorities.

7. Availability of matching funds

Your budget must show that your organization is contributing to the cost of the proposed activities. This can include revenue, grants from other funders, donations, in-kind contributions, or other sources. Reviewers assess how well your funding plan supports the scope of your activities. Strong applications demonstrate financial readiness, diverse support, and a commitment to cost-sharing.

8. Justification for any increase in requested funding compared to previous years

If you're asking for more money than in the past, explain why. Reviewers want to understand what's changed—such as higher costs, expanded programs, or new goals. Strong applications clearly describe how the additional funds will be used and why the increase is necessary. Transparency helps reviewers assess the reasonableness and impact of your request.