

Tapestry

COMMUNITY CAPITAL

Community Capital Readiness Program

Application Rubric





Before you get started

Thank you for your interest in the Tapestry Community Capital Readiness Program! This rubric outlines the information we'll look for as we evaluate your application.

Please note that we don't expect you to achieve maximum points in every category to be successful in your application. We understand that building and sustaining a financially healthy community organization is complex work shaped by mission, funding environments, and real-world constraints, and strong organizations often make thoughtful tradeoffs rather than scoring highly in every area.

The purpose of this framework is to help identify strengths, growth opportunities, and areas where this program may be most useful.

If you have any questions, please feel free to reach out to us at info@tapestrycapital.ca. We're excited to learn about your work!

3 points

Briefly, what is the project your organization is interested in funding with community bonds? Include details about location, size, stage of development, and projected impact.

Suggested word count: 200

- Clear location (secured or legally controlled)
- Defined size, scope, and capital stack
- Stage of development advanced (design complete, approvals secured or near secured)
- Clear articulation of impact (quantified outcomes, beneficiaries, alignment to mission)
- Demonstrates bond suitability for the project

2 points

- Clear project description
- Identified location (secured or strongly in progress)
- Approximate size/scale defined
- Stage of development articulated (e.g., zoning underway, feasibility complete)
- Impact described with some specificity

1 point

- General project concept is described
- Location vague or not secured
- Size or scope unclear
- Stage of development early (no studies, approvals, land control)
- Impact described but not quantified

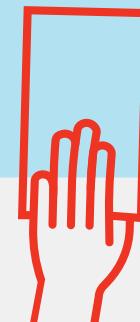
When do you need the funds and how much are you interested in raising?

Suggested word count: 50

- Raise amount clearly tied to capital stack gap
- Timeline aligned to construction or milestone needs
- Demonstrates alignment with campaign length (typically 6-12 months)
- Raise target is attainable relative to organization size and community base
- Shows understanding of investor capacity

- Clear raise target
- Timeline aligns with development stage
- Amount seems proportionate to project size

- Target raise amount provided
- Timeline is vague or unrealistic
- Unclear connection to project cash flow or capital stack



3 points

To run a successful campaign, you will need a project manager, a financial modelling lead, and marketing & communications lead. Can you speak to your current capacity to run a campaign?

Suggested word count: 150

- Dedicated project manager
- Finance lead capable of working through modelling
- Marketing capacity internally or contracted
- Leadership and board approval
- Demonstrated fundraising or campaign experience

2 points

- Project manager identified
- Finance lead or external accountant engaged
- Some marketing capacity
- Leadership approval

1 point

- One staff person identified
- Capacity stretched, campaign management may be challenging
- No dedicated marketing lead
- No experience managing large campaigns

Can you describe your organization's business case and revenue model to service and repay the community bonds?

Suggested word count: 150

- Clear, recurring and predictable revenue streams
- Strong operating margins or stable subsidy structure
- Organization demonstrates a history of executing projects of a similar nature
- Historical financial performance supports projections

- Identified revenue streams directly linked to project (e.g., rental income, contracted revenue, earned income)
- Financial projections prepared
- Organization demonstrates stable historical financial performance
- Organization has executed at least one project of a similar nature in the past
- Repayment plan appears viable but may require refinement

- Revenue source identified but not clearly tied to bond repayment
- Reliance on unstable grants or fundraising
- Margins unclear or historically thin
- Project represents a new business model for the organization

A successful community bond campaign requires an existing community of support. Can you speak to your donor/email lists, social media channels, and past fundraising experience as an organization?

Suggested word count: 200

3 points

- Large, engaged supporter base (robust email list, recurring donors, strong social following)
- Demonstrated history of raising significant capital (\$500,000+ in donations)
- Active CRM system and segmented communication strategy
- Clear evidence of community loyalty and advocacy
- Board and leadership committed to participating in outreach and investor introductions
- Existing culture of financial participation (major donors, members, subscribers, etc.)

2 points

- Active donor or email list (over 500 contacts/donors)
- Consistent social media presence with demonstrated engagement
- Successful fundraising campaigns in the past (capital campaign, major gifts, crowdfunding, etc.)
- Clear communication channels (newsletter, events, community partnerships)
- Some experience converting supporters into financial contributors
- Leadership and board willing to leverage networks

1 point

- Small donor or email list (under 100 contacts/donors)
- Modest or inconsistent social media activity
- Limited fundraising history (small events, grants, or ad hoc campaigns)
- No demonstrated ability to convert supporters into financial contributors
- Community engagement exists but not clearly activated for investment purposes

Potential total:
15 points





**We look forward
to learning about
your project!**

Questions? Reach out at
info@tapestrycapital.ca

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