

Counsel & Capital
2018 Annual Report Prize
Rating Sheet

Ratings for the following seven elements will be on a 0-10 scale (with 10 being the highest score).

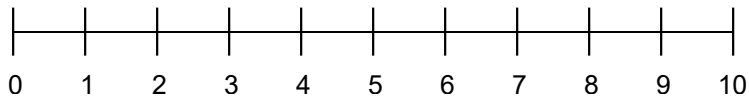
1. A transparent, relevant, meaningful letter from the CEO (35% of Rating)

Is there a standard introduction (the one message the reader should remember), a report on the prior year, and goals for the year ahead?



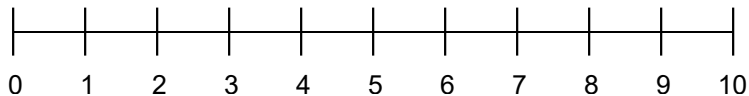
2. Ministry Focus (25% of Rating)

Are there no more than three “business units,” is each unit described, and are highlights offered from the previous year?



3. Relevant financial information (10% of Rating)

Is there a balance sheet, cash flows or statement of revenue and expenses, and a chart of expenditures designating administrative, fundraising, and programs?

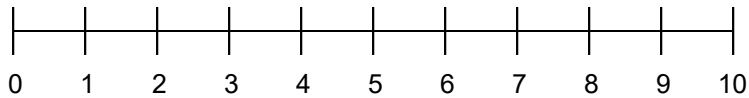


4. Useful information on key management of ministry and board members (10% of Rating)

Is there information such as name, years of service, title, profession, education, other board experiences, and state of residency?

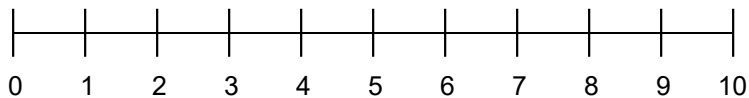


5. Relevant graphs communicating critical measurements (10% of Rating)



6. Transition (5% of Rating)

Is there a Table of Contents, page headers, graphics or other method to assist the readers that they are moving from one section of the Annual Report to another?



7. Discretionary sections (5% of Rating)

Are there sections such as, vision/mission statement, ministry history, case studies, donation request, and a “thank you” to the provider of funds who enabled this report?



Counsel & Capital will calculate the Total Score by applying each Committee Members' 0-10 rating and multiply it by the weighted percentage of each element. Here is an example how they will be calculated to get the Total Rating:

#1 – Rating of 10 x 35% =	3.5
#2 – Rating of 8 x 25% =	2.0
#3 – Rating of 5 x 10% =	0.5
#4 – Rating of 7 x 10% =	0.7
#5 – Rating of 6 x 10% =	0.6
#6 – Rating of 2 x 5% =	0.1
#7 – Rating of 9 x 5% =	<u>0.45</u>
Total Score =	7.85