

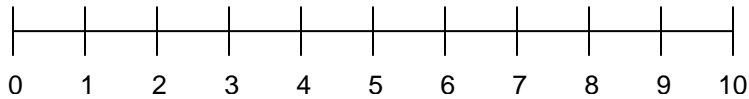
**Counsel & Capital**  
**2017 Annual Report Prize**  
**Rating Sheet**

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

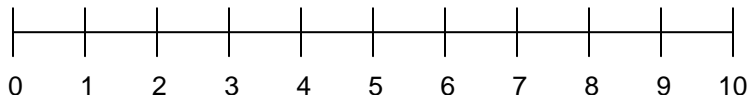
**1. A transparent, relevant, meaningful letter from the CEO (35% of Rating)**

*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?*



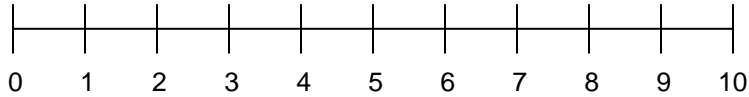
**3. Relevant financial information (10% of Rating)**

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

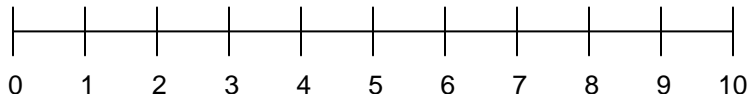


**4. Useful information on key management of ministry and board members (10% of Rating)**

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

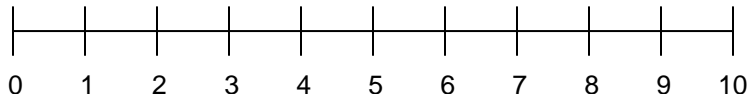


**5. Relevant graphs communicating critical measurements (10% of Rating)**



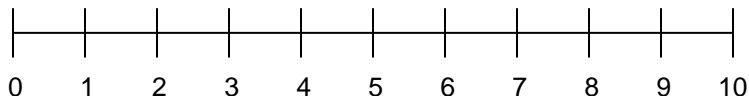
**6. Transition (5% of Rating)**

*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