



Quadruple Bottom Line Assessment Tool

The Idea	Total / 5	Notes
How well the proposed idea addresses an identifiable social need?		
How well the proposed product/service serves the needs and wants of the identifiable target market?		
Differentiation - How well does the idea and organization have a competitive advantage in the market?		
The idea is novel		
Strategic Fit & Market Potential	Total / 5	Notes
The proposed idea aligns well with the organization's mission		
How large is the market for the proposed idea?		
How easy is it for the idea to enter the market?		
Others responding to the same need are in partnership. Is there community partnership beyond the church?		
How well does the proposed idea capitalize on some window of opportunity?		
Is the proposed project scalable? How well can the venture sustain growth?		

Leadership	Total / 5	Notes
Ability to implement		
Ability to listen		
Ability to build an effective team		
Leader's passion		
Ability to collaborate with prospective partners and allies		
Leadership team's access to management and/or technical expertise		
Spiritual Impact	Total / 5	Notes
Improved congregation/faith community/volunteer engagement		
Increased meaning, purpose, and a ground for living one's life in a new way?		
Number of people who are part of the faith community along with the number of seekers? Supporters? Volunteers?		
Will this deepen the relationships of community members with one another?		
Will this provide spiritual ground to the participants? Will it put individual spiritual growth at the centre, as distinct from the religious organization?		
Will this lead to increased community engagement?		
How will this help the faith community think in new ways about the meaning, purpose and nature of community?		

Social Impact	Total / 5	Notes
Is the social need addressed directly?		
Is the social mission of the project compelling?		
Is there an achievable and measurable social impact?		
Is there a social return on investment?		
Ecological Impact	Total / 5	Notes
Is the environment addressed directly?		
Does the project help people connect with the environment?		
Does the project help reduce the negative impact on the environment?		
How has the applicant thought about their project in relation to environmental health?		
Is there an achievable and measurable ecological impact?		
Financial Impact	Total / 5	Notes
How well can the proposed initiative generate earned revenue?		
What are the start-up costs and physical resources needed to launch the initiative?		
Do you have cost-control procedures?		
Is the initiative financially sustainable?		
Fundraising capacity and community support		
Financial partnership opportunities		