



Rubric – Training Partner Application

This rubric provides a general overview of the criteria on which applicants are assessed. Other considerations may apply. Please note that the application fees are not refundable, even if your application is declined. Providing a complete and thorough business plan is key to being successful. Although the Canadian Red Cross supports all applicants during this process, it is the applicant’s responsibility to demonstrate their understanding and knowledge of first aid training with the Canadian Red Cross.

Assessment	Sample Indicators	Next step
<p>Does not meet expectations Application is incomplete, does not demonstrate high potential or does not align with the Canadian Red Cross mission.</p>	<ul style="list-style-type: none"> • Sparse/incomplete or missing information in two or more sections. • Market analysis is missing key considerations, a clearly identified audience or does not align with the Canadian Red Cross mission. • Gaps evident in expectations for operational, financial or customer service planning and support. • Lacks demonstration/framework of how business will address a unique opportunity for target audience or geography. • Areas targeted are saturated areas already well serviced by current Training Partners. • Weak to no alignment with the Red Cross fundamental principles, mission, and programs. 	<p>Application declined. The application will not be further assessed by the application team.</p>
<p>Meets minimum expectations Application is complete and meets minimum requirements. Demonstration of potential for long-term partnership with the Red Cross.</p>	<ul style="list-style-type: none"> • Market analysis identifies key opportunities and how they can be served by the applicant. • Financial plan illustrates realistic cost analysis, start-up costs, and profit and loss model. • Demonstration of planning and support for operations, equipment/facilities, registration, etc. • Alignment with the Red Cross fundamental principles, mission, and programs. • Areas targeted are not serviced by one of our current Training Partners. 	<p>May request additional information from applicant. The application will be assessed by the application team.</p>



<p>Meets expectations Application is complete, thorough, demonstrates extensive market analysis and research, with a clear outline of the target market and an understanding of how a training business works.</p>	<ul style="list-style-type: none">• Clearly identified a customer base or has an existing customer base/ employee base with a proven record of delivering training programs /services.• Demonstrated links to niche markets, under-served geographies, customers, or communities.• Clear, realistic, and viable plan for growth and/or sustainable delivery of internal training program.• Unique and/or well-developed marketing strategy.• Demonstration of well-developed policies and infrastructure to support registration, operations, training equipment/facilities, customer service levels, etc.• Strong alignment with the Red Cross fundamental principles, mission, and programs.	<p>The application will be assessed by the application team.</p>
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