

HigherSelf Organizational Partner Rubric



	MISSION	QUALITY	ETHICS	REINVESTMENT	EMPLOYMENT
5	Extremely mission-centric, very strongly aligned with our values	Outstanding product/service quality, amazing customer service	This organization always interacts with the community fairly and ethically	Consistently contributes to economic or cultural development initiatives	80% - 100% of employees live within 2 miles of this business
4	Very mission-centric, well aligned with our values.	Great product/service quality, very good customer service	This organization usually interacts with the community fairly and ethically	Often contributes to economic or cultural development initiatives	60% - 79% of employees live within 2 miles of this business
3	Fairly mission-centric, reasonably aligned with our values.	Good product/service quality, moderate customer service	This organization sometimes interacts with the community fairly and ethically	Sometimes contributes to economic or cultural development initiatives	40% - 59% of employees live within 2 miles of this business
2	Slightly mission-centric, somewhat aligned with our values.	Fair product/service quality, below average customer service	This organization rarely interacts with the community fairly and ethically	Rarely contributes to economic or cultural development initiatives	20% - 39% of employees live within 2 miles of this business
1	Not mission-centric, poorly aligned with our values.	Poor product/service quality, unacceptable customer service	This organization never interacts with the community fairly and ethically	Never contributes to economic or cultural development initiatives	0% - 19% of employees live within 2 miles of this business