

Social Innovation Fund
2014 Pay for Success
Notice of Funding Availability
****Outreach Toolkit****

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What is the Social Innovation Fund (SIF)?

“Instead of wasting taxpayer money on programs that are obsolete or ineffective, government should be seeking out creative, results-oriented programs ... and helping them replicate their efforts across America.” – President Obama (June 30, 2009).

The Social Innovation Fund (SIF), a key White House initiative and program of the Corporation for National and Community Service (CNCS), combines public and private resources to grow the impact of innovative, community-based solutions that have compelling evidence of improving the lives of people in low-income communities throughout the United States. SIF invests in three priority areas: economic opportunity, healthy futures, and youth development.

SIF makes grants to experienced grantmaking “intermediaries” that are well-positioned within communities to identify the most promising programs and guide them towards greater impact and stronger evidence of success. These grants range from \$1-\$10 million annually for three to five years. The intermediaries then match the federal funds dollar-for-dollar and hold open competitions to identify high-performing nonprofit organizations working in low-income communities that have innovative solutions with evidence of compelling results. Once selected, these nonprofits must also match the funds they receive, and participate in rigorous evaluations of the impact of their programs. The nonprofits share data, lessons learned and results – helping to build the capacity of the social sector and lift-up solutions that can transform lives and communities.

In addition to funding, Social Innovation Fund grantees receive significant technical assistance to support implementation of their innovative programs. Participation in SIF gives grantmakers greater visibility and plugs them into a national network of funders and nonprofits that are committed to fostering social innovation to improve lives in low-income communities throughout the U.S.

In just five years SIF and our private-sector partners have invested more than a half a billion dollars in compelling community solutions. To date, the SIF portfolio represents a \$177.6 million investment in 19 intermediary grantees and 217 participating nonprofits working in 37 states and the District of Columbia. This modest federal investment is expected to leverage more than \$423 million in non-federal match commitments. SIF programs have received funding commitments from at least 168 non-federal organizations to date, and as models develop and demonstrate results, we anticipate that this set of effective solutions will attract a diverse array of funders seeking results.

The Corporation for National and Community Service is a federal agency that engages more than five million Americans in service and champions community solutions through its AmeriCorps, Senior Corps, Social Innovation Fund, and Volunteer Generation Fund programs, and leads the President's national call to service initiative, United We Serve. For more information, visit NationalService.gov.

What is Pay For Success (PFS)?

Pay for Success (PFS) is a Presidential priority that offers new ways to support social sector innovation, driving better results and more effectively using government resources. Pay for Success is an innovative financing model that leverages philanthropic and private dollars to fund services up front, with the government paying after they generate results. Unlike programs structured around processes rather than measurable results, Pay for Success provides greater flexibility for state, local and tribal governments to implement evidence-based solutions, carefully test promising innovations, and scale programs that work. PFS strategies are most typically associated with preventive social interventions that drive government savings. PFS and social impact bonds are often discussed together – social impact bonds are a financing mechanism which can enable pay for success contracting.

Those involved in Pay for Success include a payor, which is often a government agency, who defines the outcome and contracts with the service provider; a social services provider who has developed an evidence-based approach to delivering services and getting outcomes; a private or philanthropic investor who often provides bridge financing to the social services provider until they have demonstrated outcomes and receive payment from the government; an intermediary who works with all stakeholders to negotiate terms and contracts and structure the deal; and a third-party evaluator who evaluates outcomes and verifies results.

Pay for Success has a number of advantages:

- *Tight budgets and growing need* - In times of constrained resources and great need for the social sector, the Administration is encouraging sectors to work together to identify sources of capital and innovative approaches.
- *Leverage private sector investors to scale effective interventions* – Private and philanthropic Investors provide bridge funding to service providers to achieve specific results and the government only pays if results are achieved.
- *Achieve better outcomes for federal, state and local governments in a diverse range of program areas* – PFS emphasizes preventive services provided by innovative, data-driven service providers. This allows different levels of government to collaborate to fund effective programs that can result in government savings.
- *Minimizes risk to the government and maximizes return on taxpayer dollars* - Because the government pays only for demonstrated results, private sector investors bear the primary financial risk until outcomes are achieved. This will increase the government's return on investment in social programs that may have a weak track record.

The Obama Administration and Congress have been exploring and encouraging Pay for Success for the past few years. As a result, Pay for Success programs have been launched at the U.S. Departments of Justice and Labor. Congress gave CNCS the authority to launch a Pay for Success pilot as part of its 2014 appropriations legislation under the Social Innovation Fund.

Sample Newsletter or Blog Post Text

Subject: \$11.2 Million in Grants Available from the Social Innovation Fund Pay for Success Grants Competition

SHORT

On June 26, 2014 the Corporation for National and Community Service (CNCS) announced a Notice of Funding Availability (Notice) of up to \$11.2 million for the Social Innovation Fund (SIF) Pay for Success Grant Competition. This competition aims to advance emerging models that align payment for social services with verified social outcomes. Specifically, this competition will assess situations in which the Pay for Success model is most effective. The competition accepts applications from nonprofit organizations and city and state governments seeking to enhance the reach and impact of innovative community-based solutions that have compelling evidence of improving the lives of people in low-income communities. Successful applicants will receive grants between \$200,000 and \$1,800,000 per year for three years. Grants will be matched dollar-for-dollar by the grantees. In line with SIF priorities, projects will target Youth Development, Economic Opportunity and Healthy Futures. The deadline for application submission is 5:00 p.m. EST on Thursday, July 31, 2014. Learn more and [apply here!](#)

DETAILED

The Corporation for National and Community Service (CNCS) just released a [Notice of Funding Availability \(NOFA\)](#) of up to \$11.2 million for the Social Innovation Fund Pay for Success Grants Competition.

The deadline for applications is 5:00 p.m. EST on Thursday, July 31, 2014. Successful applicants will receive grants between \$200,000 and \$1,800,000 per year for three years. Grants will be matched dollar for dollar by grantees, with at least 50% of the match in non-federal dollars and up to 50% of the match in in-kind contributions. The competition targets projects focused on Youth Development, Economic Opportunity and Healthy Futures.

Pay for Success is an innovative way of partnering with philanthropic and private sector investors to create incentives for service providers to deliver better outcomes at lower cost—producing the highest return on taxpayer investments. The concept is simple: pay providers after they have demonstrated success, not based on the promise of success. Pay for Success financing is a mechanism for increasing investments in effective social interventions by changing the way government allocates and invests its resources – focusing on results and outcomes. Learn more about Pay for Success at: <http://www.whitehouse.gov/omb/factsheet/paying-for-success>.

The Social Innovation Fund unites public and private resources to evaluate and grow innovative community-based solutions with evidence of results. In just five years, SIF and its private-sector partners have invested more than a half a billion dollars in compelling community solutions as a result of \$177.6 million in federal grants and more than \$423 million in non-federal match commitments. SIF has invested in 19 intermediaries and 217 nonprofits working in 37 states and the District of Columbia. To date, the SIF has worked with nonprofits and grantees to develop 72 strong, rigorous evaluation models.



Finding what works. Making it work for more people.

We, <insert org name> believe the Social Innovation Fund Pay for Success Competition is important to the sector and to our network because <insert personalized statement>. We encourage you to review this opportunity and share it with others who you think may be interested.

Consult the [SIF website](#) to read or download a copy of the Notice, which provides additional information about this grant competition and instructions on how to apply. The website also contains information on other resources CNCS will make available to potential applicants, including technical assistance calls, webinars and access to proposals and application executive summaries from previous competitions.

Sample Tweets

Learn about SIF's new grant competition - Pay for Success! Up to \$11.2M available

<http://go.usa.gov/9pv4>

APPLY NOW to SIF's NEW grant competition Pay for Success. Up to \$11.2M available- Deadline: 7/31 @ 5pm EST <http://go.usa.gov/9pv4> #PFS #SIF

Join the #SIFund map? Apply to the Pay for Success grant competition. \$11.2M available, Deadline: 7/31 @ 5pm EST <http://go.usa.gov/9pv4> #PFS

Help your organization and community by applying to the Pay for Success grant competition! Deadline: 7/31 @ 5pm EST <http://go.usa.gov/9pv4>

Don't miss our Pay for Success (PFS) webinars! Find a time that works for your organization here: <http://go.usa.gov/9pv4> #PFS #SIF

SIF launches the Pay for Success grant competition. Apply for a grant in the \$11.2M pool. Deadline: July 31 @ 5pm EST <http://go.usa.gov/9pv4> #PFS #SIF

Improve aid to youth development, econ. opportunity or healthy futures. Pay for Success grant competition, apply NOW! <http://go.usa.gov/9pv4>

Aiding opportunity youth or underserved populations? Consider applying to the Pay for Success grant competition! <http://go.usa.gov/9pv4> #PFS

Check out the Pay for Success fact sheet! <http://go.usa.gov/9dFe>

Have a question about Pay for Success? Make sure to check out our FAQ sheet!

<http://go.usa.gov/9dMj> #PFS #SIF

Get the details quick on Pay for Success in this newsletter! #PFS #SIF

NO MORE SCHEDULED WEBINARS.

**Social Innovation Fund 2014 Pay for Success Grant Competition
 Technical Assistance Webinar Schedule**

Please encourage your members to register in advance:

DATE	TOPIC/GROUP	CALL & LOG-IN INFO
Monday, June 30, 2014 3:00 PM EST	Overview of PFS NOFA	Call-in Number: 1-877-668-4490 Participant passcode: 624 403 795 Webinar Link: Click Here
Tuesday, July 8, 2014 12:00 PM EST	Overview of NOFA	Call-in Number: 1-877-668-4490 Participant passcode: 627 847 074 Webinar Link: Click Here
Wednesday, July 16, 2014 2:00 PM EST	Question & Answer Session	Call-in Number: 1-877-668-4490 Participant passcode: 627 651 209 Webinar Link: Click Here

Helpful Links

The following are useful links that can be used to direct parties to general information about the Social Innovation Fund, as well as NOFA application resources.

About SIF

<http://www.nationalservice.gov/programs/social-innovation-fund/about-sif>

Director Michael Smith blogs about the Pay For Success Competition:

<http://bit.ly/1pEJd0P>

Sign Up for SIF Updates, including Funding Opportunities

https://public.govdelivery.com/accounts/USCNCS/subscriber/new?topic_id=USCNCS_35

2014 Notice of Funding Availability Announcement

http://www.nationalservice.gov/sites/default/files/documents/PFS_NOFA.pdf

Application Instructions

[http://www.nationalservice.gov/sites/default/files/documents/PFS%20 Application Instructions.pdf](http://www.nationalservice.gov/sites/default/files/documents/PFS%20Application%20Instructions.pdf)

Previous Successful SIF Applicants

<http://www.nationalservice.gov/programs/social-innovation-fund/funded-organizations>

Interactive Map of Current SIF Programs

<http://www.nationalservice.gov/programs/social-innovation-fund/social-innovation-fund-map>

2010-2012 SIF Investment Report

http://www.nationalservice.gov/sites/default/files/documents/sif_investment_report2013_0.pdf

Fact Sheets, Images and Videos

- [SIF General Overview Fact Sheet](#)
- [2014 NOFA Fact Sheet](#)
- Social Innovation Logo (to use with Newsletter/ Blog Post text):
 - https://www.dropbox.com/s/ipsmpsw80i2cjih/SIF_Logo_TaglineRGB.png
 - https://www.dropbox.com/s/ogaaewqrg2uf3dx/SIF_Logo_TaglineCMYK.png
- [SIF Program Photos](#)
- [SIF Videos](#)