

Social Innovation Fund
2014 Pay for Success
Grant Competition

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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?

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.

Who is involved in a Pay for Success project?

- *Government agency* that defines the desired outcomes and pays once they are achieved
- *Intermediary* that enters into a contract with the government agency to achieve outcomes, secures up-front financing from philanthropic and other investors, and works with social services providers to achieve outcomes using evidence-based practices
- *Social services provider* that implements an evidence-based approach to delivering services with financing from philanthropic or other investors
- *Private or philanthropic investor(s)* which provide financing to support the social services provider(s) and are repaid by the government once outcomes are achieved
- *Independent third-party evaluator* who uses an agreed-upon methodology to verify the extent to which outcomes are achieved in order to determine government payments

Where is Pay for Success being implemented?

- Active PFS transactions are underway in states including NY, MA and UT, addressing issues such as recidivism, workforce development, and early childhood education. Elsewhere, states and municipalities are pursuing PFS strategies supporting interventions to address a number of social challenges, from health interventions to chronic homelessness.

Why is Pay for Success financing important?

- *Tight budgets and growing need* - At a time when all levels of government are facing cutbacks, Pay for Success offers a financing solution for preventive services, which are often the first services to get cut in hard budget times even though they lead to reduced costs and better outcomes in the long-term. It offers a new approach to invest in the critical services for vulnerable populations that need more – not less – support.
- *Leverage private sector investors to scale effective interventions* – Philanthropic and other private organizations provide the up-front capital for social services that, when successful, achieve measurable outcomes that improve the lives of families and individuals and reduce their need for future services.
- *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.

Sample Newsletter or Blog Post Text

Subject: \$11.2 Million in Pay for Success Grants Available from the Social Innovation Fund
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. The PFS competition is designed to examine when and how pay for success works best, strengthen and diversify the pipeline of state and local governments as well as nonprofit service providers that are ready to participate in PFS, attract much-needed capital to solutions that work, and collect and share knowledge about every step of the process. 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 improve 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.

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 PFS competition is designed to examine when and how pay for success works best, strengthen and diversify the pipeline of state and local governments as well as nonprofit service providers that are ready to participate in PFS, attract much-needed capital to solutions that work, and collect and share knowledge about every step of the process. 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



Finding what works. Making it work for more people.

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.

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

'Paying for what works when it works!' @SIFund announces \$11.2M in #PayForSuccess grants!

<http://go.usa.gov/9pv4> Deadline 7/31! Pls RT!

The @SIFund \$11.2M #PayForSuccess grant competition is LIVE! Applications due 7/31. <http://go.usa.gov/9pv4>
Pls RT!

APPLY NOW to @SIFund #PayForSuccess grant competition. Up to \$11.2M available. Deadline 7/31

<http://go.usa.gov/9pv4> Pls RT!

Care about Youth Dev., Economic Oppty, Healthy Futures? The @SIFund #PayForSuccess grants comp. does!

Apply by 7/31! <http://go.usa.gov/9pv4>

Care about Opportunity Youth & other underserved groups? The @SIFund #PayForSuccess grants comp. does!

Apply by 7/31! <http://go.usa.gov/9pv4>

The @SIFund #PayForSuccess grants will support Feasibility TA & Deal Structuring. Apply by 7/31. \$11.2M in grants. <http://go.usa.gov/9pv4>

Check out the @SIFund #PayForSuccess grant competition fact sheet! \$11.2M in grants. <http://go.usa.gov/9dFe>

Pls RT!

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 Register or Join the Webinar: 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 Register or Join the Webinar: 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 Register or Join the Webinar: 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.

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_Instructions.pdf)

About SIF

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

Director Michael Smith blogs about the Pay For Success Competition:

<http://nationalservice.tumblr.com/post/89980800537/social-innovation-fund-launches-new-pay-for-success>

Sign Up for SIF Updates, including Funding Opportunities

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

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](#)