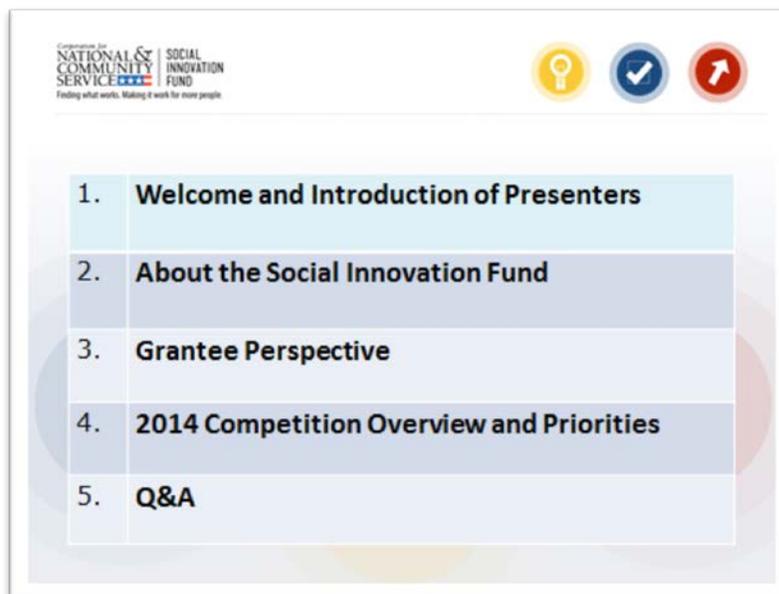


2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104



[Michael Smith, Social Innovation Fund Director]: Thank you so much, and good afternoon, everyone. We are excited to have everyone on today, and even more excited to launch our fourth funding competition and our largest funding competition yet. We are excited about what innovation, evidence, and scale can mean to the social sector, and we are excited to get the resources that communities need to transform lives and strengthen communities.



We're going to go ahead and walk right into the presentation today. I'm happy to be joined today by my colleague Lois Nembhard, who is the Deputy Director of the Social Innovation Fund, who you'll be hearing from later. And we also have a treat. We have Michelle Gilliard, who is a partner at Venture Philanthropy Partners, one of our grantees here in Washington, DC, who's been working with us from – since our first class of 2010, and so you'll have an opportunity to hear from her what her experience has been like, and

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

she'll also join us for questions and answers at the end. So without further ado, I will go ahead and jump right into this presentation.

Corporation for NATIONAL & COMMUNITY SERVICE SOCIAL INNOVATION FUND
Finding what works. Making it work for more people

Lightbulb icon, Checkmark icon, Arrow icon

Purpose of this Webinar

1. Provide an overview of the SIF and its requirements
2. Highlight key aspects of the 2014 Notice of Funding Availability
3. Help you determine if this is the right opportunity for your organization or your constituents.

Note: We will be summarizing requirements; you must read the NOFA and the application instructions to learn the details

#SIFund 3

So as I said a little earlier, the purpose of this webinar is one, to provide an overview of the Social Innovation Fund and our requirements for this competition, and to highlight key aspects of the 2014 Notice of Funding Availability. You'll notice that there have been a few changes since the last time we hosted an open competition in 2013. And then lastly, we want to make sure we're helping you determine if this is the right opportunity for your organization or your constituents if you're representing a group of constituents. Please note that we will be summarizing requirements, but you should read the Notice of Funding Availability and the application instructions to learn more about the details.

Corporation for NATIONAL & COMMUNITY SERVICE SOCIAL INNOVATION FUND
Finding what works. Making it work for more people

Lightbulb icon, Checkmark icon, Arrow icon

About the Corporation for National & Community Service

- Independent federal agency with a Board of Directors and Chief Executive Officer that are appointed by the President and confirmed by the Senate
- Dedicated to improving lives, strengthening communities, and fostering civic engagement through service and volunteering, and by identifying proven solutions to community challenges
- As the nation's largest grant maker in support of service and volunteering, engages more than five million Americans of all ages and backgrounds in service to their communities each year through programs such as Senior Corps and AmeriCorps

#SIFund 4

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

So for those of you who don't know, the Social Innovation Fund is a key White House initiative, but it is housed as a program of the Corporation for National and Community Service. The Corporation for National and Community Service is the federal agency that is charged with carrying forward the President's goal of making sure that we're a nation at service and also a nation that is identifying and lifting up community solutions. It's an independent federal agency that has a Board of Directors and a Chief Executive Officer that's appointed by the President, and that's Wendy Spencer. And the Social Innovation Fund sits in that structure.



The Social Innovation Fund was founded in 2009 as a part of the Edward M. Kennedy Serve America Act.



2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

It was founded for a few different reasons. One, to make sure that we're combining public and private resources to grow the impact of innovative community-based solutions that are having compelling evidence of improving the lives of people in low-income communities throughout the United States.

The slide is titled "Why the SIF?". At the top left is the logo for the Corporation for National & Community Service and the Social Innovation Fund, with the tagline "Finding what works. Making it work for more people." To the right of the logo are three circular icons: a yellow one with a key, a blue one with a checkmark, and a red one with an upward arrow. The main text on the slide is a quote from President Obama: "The bottom line is clear: **solutions to America's challenges** are being developed every day at the **grass roots** – and government shouldn't be supplanting those efforts, it should be **supporting those efforts**." To the right of the quote is a photograph of President Obama. Below the quote is another quote: "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." At the bottom right of the slide is the attribution "-President Obama, June 30, 2009" and the hashtag "#SIFund".

But beyond that definition – that's our really quick mission statement – when the President wanted to put the Social Innovation Fund in action, he wanted to do it for two reasons; one, out of the realization that we had to make sure that we were moving more government resources to organizations that actually had evidence of impact. And for all of you who work in the social sector, you know that there are many, many, many, that are doing nice things but have no real evidence that their organization is making a difference on the ground. So we want to make sure that we're betting on the winners and that we're betting in an educated way.

The other reason that the President wanted to start the Social Innovation Fund was out of this deep belief that there are solutions to our problems that are being implemented in communities across the country, but sometimes those solutions don't get the attention of the large federal funders or even large philanthropies. So the Social Innovation Fund wants to shine a brilliant spotlight on those efforts, lift them up, evaluate them, and then hopefully, get them on a path to make sure they can be replicated and scaled. So at base, we're trying to find what works and make it work for more people.

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104



Our approach is based on, I would say, six different unique characteristics that you see here on this slide. One, we invest in innovation, evidence, and scale. We invest in innovative programs instead of continually putting money into the status quo. We invest in evidence, so every single organization that gets funding from the Social Innovation Fund has to show that it has at least a preliminary level of effectiveness. And then we run those programs through a really tough, rigorous evaluation to make sure that we can find connections between the intervention that those organizations are running and the actual impact that's happening on the ground.

And then lastly, we invest in scale. We believe that the challenges our nation faces are great, and we can't wait for a ten-year double-blind study. We are going to believe in the preliminary evidence that organizations are coming with, and we're going to help them grow to serve and reach more people in need right away. If you have lower levels of evidence, we might grow you a little slower. If you have higher levels of evidence when you're coming in, we might grow you faster, all over the country, in fact.

The other three smaller circles that you see on this slide actually talk a little bit more about our model and how we do our work as opposed to what we invest in. First, all the way down at the bottom of the page, there are grantmakers. The Social Innovation Fund actually makes grants to eligible grantmaking institutions, which we'll talk about a little bit later, which are foundations, which are organizations that do grantmaking, that are part and parcel of their everyday business. The reason why we do that is we believe that Washington doesn't have the answers, and so we might as well tap into the social innovators that know the communities that have been toiling in these fields for very long and they are the ones that then host open competitions to find the nonprofit solutions on the ground.

Moving up to the left, that stack of cash that you see there, we invest in match. Match is very important to us. So we make grants. Our grantmaking intermediaries match our grants one to one, and then the subgrantee, the nonprofits they select on the ground, match it one on one, effectively tripling, and in some case quadrupling, the federal investment. And we do that not only because we're just trying to bring more money into the organizations on the ground, but because we want to make sure that when the Social Innovation Fund walks away, we're not taking all the resources away, and a nonprofit or a solution goes away. We want to make sure that communities have an invested interest and that they're bringing the types of resources that can help these organizations thrive.

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

And then lastly, we believe in knowledge sharing. Not knowledge sharing so we can release a white paper or a case study so you can put it on your shelf, but we believe in openly, honestly and candidly sharing all of our lessons about our model. All of the evaluation studies will be available to the public. We just actually released our knowledge initiative, which is sharing lots of the tools that we're using. So we're opening up the curtains on the SIF and making sure that the sector is learning from us and learning with us so that we're building capacity of not only the organizations we fund but the sector as a whole.



We have three areas of focus that we invest in. So as I said a little bit earlier, we're about growing effective solutions for low-income communities, and we're doing it in three areas: youth development, economic opportunity, and healthy futures.



2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

For youth development, it's also about preparing America's youth for success in school.

Corporation for NATIONAL & COMMUNITY SERVICE SOCIAL INNOVATION FUND
Finding what works. Making it work for more people

Economic Opportunity Focus Area

Increasing economic opportunities for economically disadvantaged individuals

#SIFund 11

For economic opportunity, it's about increasing opportunities for the economically disadvantaged.

Corporation for NATIONAL & COMMUNITY SERVICE SOCIAL INNOVATION FUND
Finding what works. Making it work for more people

Healthy Futures Focus Area

Promoting healthy lifestyles and reducing the risk factors that can lead to illness

#SIFund 11

And for healthy futures, we're about promoting healthy lifestyles and reducing the risk factors that can lead to illness.

And you'll see that these focus areas are broad, and they're deliberately broad. The Social Innovation Fund has the great fortune of sitting at the Corporation for National and Community Service, which means that we can invest across the social sector as opposed to focusing on education or labor or health. We are really trying to change the conversation in the social sector on how grantmaking is done and making

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

sure that we're investing in innovation and evidence. And so by the time this first class of grantmaking is done from our first class in 2010, we'll have this wonderful, wide range of solutions across the social sector that folks can look at and also help to grow in scale so they can reach more people.



In terms of the impact we've had since our first funding round in 2010, we've made grants to 20 grantmaking organizations. Together, we've selected 218 nonprofit organizations. They've actually hosted those open competitions, and we've invested in them together. And then those 218 organizations so far are reaching actually more than 270,000 people, and those numbers grow each and every day.



In terms of the dollars, we've moved almost \$180 million in federal grants, and that has been matched by over \$423 million in nonfederal investments coming from our grantmaking intermediaries, from

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2014

corporations, and communities that are tripling the federal investment, which means so far we've moved over \$600 million in combined investment and community solutions. That's really helping to expand our reach and deepen impact.

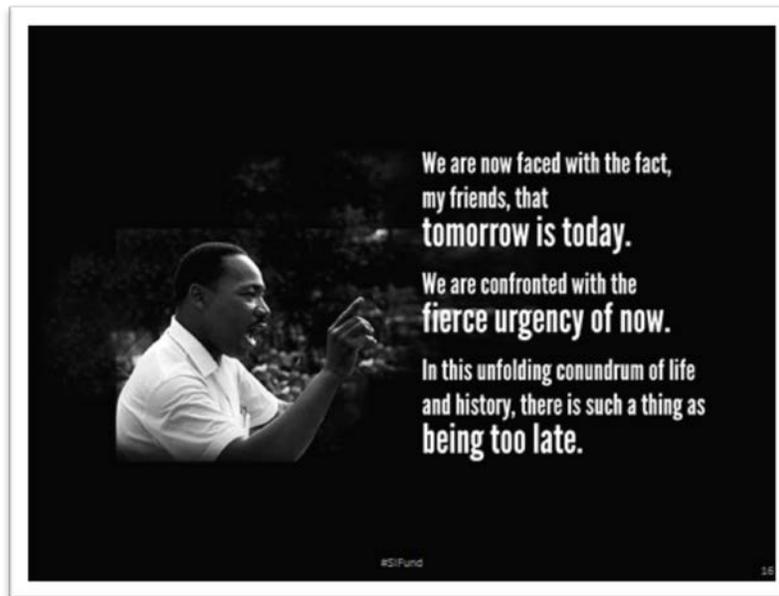


What I'm really also excited about in the Social Innovation Fund is what's happening on the evidence and evaluation front. We all know that many in philanthropy are talking about the importance of evidence, but it's harder and harder to find dollars to actually support the rigorous studies that are needed to make sure that we're improving our programs and proving that the interventions work. So you'll see that we start with evidence. Every single program that comes in comes with a preliminary level of effectiveness. And of all of our grantees to date, 72% started at preliminary. But if you go all the way to step three, you'll see by the time that we've worked with these grantees to develop evaluation plans and really trying to push them to grow their evidence base, that while we started with 72% that are preliminary, we'll actually only end with 23%. So you can see that we're strengthening the sector.

I'll draw your attention quickly to the middle step there, just to let you know that we know that evidence comes in all sorts of forms, and that in our portfolio, we have the highest level of quasi-experimental, 47% of our grantees that are looking at randomized control trials. But you can then see we have experimental and non-experimental as well, based just where you are at that time. I'm also proud to say that the Social Innovation Fund and the Corporation for National and Community Service actually becomes a partner in these plans and provides resources and support to help our grantees develop evaluation plans that are working well in their communities.

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104



You know, I'll pause on this slide for a second as you think about the model that I just conveyed and why we're focusing in evidence and why we're focusing on innovation. And it's really because the challenges we face are great. In many communities, the situations that they're facing today are worse than they've faced in ten years. We see poverty that's really getting out of control in many places. And yet, so often, we in the nonprofit sector keep doing the same thing over and over again, investing in the same organizations, trying the same approaches and expecting different results. And it's time for us, I would say, to stand up and recognize this quote from Dr. King and realize that there is "a fierce urgency of now," and "there is such a thing as being too late." So we're looking for grantees and subgrantees that are willing to join us on this urgent mission to make sure that we're making a real, meaningful, transformative difference in the lives of communities today.



2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

And so with that, I would like to pause for a second and ask Michelle from Venture Philanthropy Partners to take over the microphone here for a second and just share a little bit about Venture Philanthropy Partners' experience as a grantee and their thoughts on why others should consider this funding stream. Michelle?

[Michelle Gilliard]: Thank you, Michael. And thank you for the opportunity to join you today. The SIF funding has made a transformative difference in Venture Philanthropy Partners, so I'm pleased to be able to be here today and share the youthCONNECT story with everybody.

So Venture Philanthropy Partners, we also call ourselves VPP for short, is a Washington, DC based philanthropic investment organization, and we help strong leaders build high-performing nonprofits. We use a blended private equity model, so we provide both growth capital and strategic assistance to nonprofits to help them achieve their biggest aspirations.

What the SIF did was it gave VPP the opportunity to do something we've been thinking about for years, and that is to encourage and enable our investment partners, or also our grantees, for them to work together to have a greater and more profound impact on youth in this region. All of our investments are focused on the Washington, DC, northern Virginia, and some suburban Maryland regions.

We used the SIF specifically to create an initiative called youthCONNECT, and youthCONNECT is a network of high-performing organizations who serve youth ages 14 to 24 throughout the region, and our goal is to help 20,000 of the estimated 135,000 disconnected youth to successfully transition to adulthood over the five-year SIF period. In selecting the organizations we worked with, four of the organizations were preselected from our first and second funds, and this may be a characteristic of the various first SIF proposal process in that we were able to bring together both existing communities and also new grantees. We held an open competition, and we selected two additional organizations. So we work with several organizations that are local to the DC region and then two of which are national; College Summit is part the national capital region. They're part of the national organization. Year Up is also one of our organizations, and we focus on the one that serves the national capital region.

In preparing for these remarks, Michael and his team also asked me to talk a little bit about why the SIF has made such a difference to our success and how it tied to our mission. Quite simply put, without SIF funding, it's unlikely that youthCONNECT would exist today. The SIF dollars, along with our one-to-one match, enabled VPP to design youthCONNECT as a positive impact initiative. And this includes the work that we do with our evaluation partner, Child Trends.

It also helped VPP recognize that in many ways, the strategic assistance model that we have been providing organizations for over 14 years is an equivalent of a backbone model, and that we are actually the backbone for youthCONNECT. And this is the transformation. Going forward, VPP will use the backbone model in our third fund, which we'll launch later this year.

In addition, the SIF leverages the laser-like focus that we have always had on building the capacity of nonprofits to develop an evidence-based culture and to measure, manage, and monitor their outcomes. It also enabled us and our subgrantees to develop the kind of internal capacity to successfully implement our federal grant.

I'd like to take a minute and just tell you about a quick success – a success that we've had within youthCONNECT. To date, of the 20,000 young people that we're trying reach through this initiative, we've served more than 13,400, so we're well on our way to our goal. In September, this past September, youthCONNECT launched the Latin American Youth Center Career Academy. This is a charter school in Washington DC that serves high-risk youth. It's a competency-based program, and it serves young people ages 16 to 24. We are using this as our practice venue where all of our organization partners are coming together to provide coordinated programs and resources to serve the population of students that are attending the Latin American Youth Academy.

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

Just a quick example of some of the impact of the coordinated work that's happened. We've learned from one organization about – they provide specific guidance and information to young people around healthy behaviors – having healthy behaviors as they grow up, so thinking about sexual behavior, thinking about drug and alcohol abuse, thinking about the peer relationships that they've had. This one young woman was taking some classes with this organization and was learning about what a really healthy organization looks like. She looked at that situation; she looked at her own situation. She was also talking to her Promotor, which is a person inside the school who kind of serves as a caseworker and supporter and really helps people along the way address the various risk factors that they have and help them focus on addressing those issues so that they can take advantage of the great educational opportunities that they're experiencing at the Career Academy. And what happened is that by virtue of her sitting in the classes provided by one organization and then having the counseling sessions with the other organization, she was able to determine for herself that a difficult situation that she was in at home that was very high risk for her, her coping strategy had been to go to other people in the community, which was also another high-risk strategy. She realized that both her home situation and her coping strategy were combined in making her situation worse. And by working with her Promotor, she was actually able to work herself out of those situations. She's now in stable housing. She is in healthy relationships, and now she's able to be on a path to continue to work on her education and think about the career options that she might have in the future.

So the SIF funding has been a transformative piece of what VPP has been able to do by creating youthCONNECT. As I said before, without the SIF funding, we probably would – it would not exist. It's helped VPP to develop our new strategic vision. And as I said, to date, we've served over 13,000 young people who would have not received services otherwise. It's helped us to innovate by learning from other intermediaries across the nation. And it's helping us expand the scale and scope of the strong services that are being delivered to the [inaudible] populations by our network partners. So if you're looking for a way to leverage assets, to bring resources together, to have a deeper, broader impact within your communities, I encourage you to think about the Social Innovation Fund and the opportunity that it provides.

[Michael Smith]: Thank you so much, Michelle. Thanks for sharing your story. I think it's one thing to hear it from us here at the Social Innovation Fund office, but it's another thing to hear it from the folks that are actually working on the ground with the grantees. So Michelle, appreciate you being here.

We're actually going to pause here for a few minutes to see if anyone has questions for Michelle or about the model in general before we go into the actual contours of the 2014 competition. So if you have questions, please go ahead and type them into the chat field and send them to all panelists. So any questions, send them to all panelists.

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

Corporation for NATIONAL & COMMUNITY SERVICE SOCIAL INNOVATION FUND
Finding what works. Making it work for more people

Why Apply: Grantees' Perspective

- **Double your dollars.** Hard to find dollars for evaluation and scale.
- **Be part of something bigger,** a family of pioneers demanding impact.
- Get access to **bright minds and bold thinkers** through Knowledge Network & Gatherings.
- Let the White House and CNCS **amplify your work on a national scale.**
- SIF's platform and rigor provides "seal of approval" and validation.
- Program Officers and evaluation experts are **partners in your success.** One on one consulting and ongoing technical assistance.
- **Air cover and unanimity** when things don't go as planned.
- Opportunity to **build capacity** – internal and grantees.
- Entrée to new local, state and **federal partnerships and funding.**
- A chance for your program to **become a national model.**

#SIFund 11

While we're waiting to see in anyone has questions, I'm going to just go ahead to the next slide where we've just kind of documented some of the items that we've heard from other grantees as why they would recommend other people applying, other grantmakers applying for the Social Innovation Fund competition, everything from the fact that it simply doubles your dollars, to the fact that it serves a little bit as a Good Housekeeping Seal of Approval, to the fact that, you know, it maybe helps your program that's working in one area become a national model,

So thanks again, Michelle. I don't think I see any questions. Team Education Northwest, do we have any?

[Education Northwest/Host]: No, we do not.

[Michael Smith]: All right, well, please, for those of you that are on the line, please feel free to submit questions as we go, and we'll have another opportunity to answer your questions shortly.

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104



Corporation for NATIONAL & COMMUNITY SERVICE SOCIAL INNOVATION FUND
Finding what works. Making it work for more people

2014 Notice of Funding Availability

\$65.8 Million to Grow Effective Community Solutions

innovation **opportunity** **impact**

19

So getting into this year's competition, the 2014 Notice of Funding Availability, as you've heard, we have \$65.8 million in grants this year to grow effective community solutions. And I would say there are three major highlights in this competition: innovation, expanding opportunity, and collective impact. Before we go into the specific details around those three areas, let me share with you just a little bit more about the basic requirements for the Social Innovation Fund competition.



Corporation for NATIONAL & COMMUNITY SERVICE SOCIAL INNOVATION FUND
Finding what works. Making it work for more people

2014 NOFA: Eligibility

- **Existing grantmaking institutions**
 - In existence at the time of the application
 - Invest in nonprofit community organizations or programs through grants as an essential rather than a collateral means of fulfilling its mission and vision.
 - Track record of using rigorous evidence to select and invest in grantees
 - Includes in-network affiliate organizations
- **Eligible partnerships**
 - Formal relationship between an existing grantmaking institution and an additional grantmaking institution, a State Commission on National and Community Service, or a chief executive officer of a unit of general local government

#SIFund 20

One, as I said a little earlier, we are encouraging and we only accept applications from existing grantmaking institutions. What does that mean? You're a grantmaking institution that has been in existence right now at the time of application; that you invest in nonprofits as an essential part of what it is that you do to fulfill your mission, not something that's on the side; and that you track and you have – excuse me, and that you have a track record of using rigorous evidence to select and invest in grantees.

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

So you have to be a grantmaker now. Grantmaking has to be part and parcel to what you do, and you have to have a track record of using evidence to select and invest in grantees.

There are lots of different forms of eligible grantmaking institutions, and I'll talk a little bit more about that, from foundations, to fundraising foundations like United Ways, to large, national nonprofits or regional nonprofits that make grants as part of what they do. One new category this year that we really haven't reached out to in past years is the idea of in-network affiliate organizations. So this year for the first time, in-network affiliate organizations can apply. What does that mean? That means those organizations that are a part of an affiliated network.

So, for instance, we have lots of United Ways in our portfolio: the United Way of Denver, Mile High United Way, United Way of Greater Cincinnati, and those organizations could always apply, but not necessarily United Way of America. And so a local Boys & Girls Club could apply, but not necessarily Boys & Girls Clubs of America. And so we're happy to extend this invitation to this new group of organizations as long as those organizations are willing to open up their competitions beyond their exclusive network for their Social Innovation Fund competition.

The other category of eligible grantmakers is eligible partnerships, where there's a formal relationship maybe between more than one existing grantmaking institution. Maybe you add one of our state commissions on national community service or a chief executive officer of a unit of general local government. So while we need to make sure that we have a grantmaker that is a nonprofit organization that is in that partnership, we do accept applications from partnerships.

The slide features the logo for the Corporation for National & Community Service and the Social Innovation Fund at the top left. To the right of the logo are three circular icons: a yellow lightbulb, a blue checkmark, and a red arrow pointing up. The main title is '2014 NOFA: Eligibility (cont.)'. Below the title is a section titled '• Note:' followed by two bullet points. The first bullet point states that a unit of government is not considered an existing grantmaking institution, but a unit of general local government may participate in an eligible partnership, while other units of government may collaborate with an existing grantmaking institution or eligible partnership. The second bullet point states that a university is not considered an existing grantmaking institution, but may collaborate with an existing grantmaking institution or an eligible partnership. At the bottom of the slide, the text '#SIFund' and the number '21' are visible.

And one thing that I do want to point out is [that] a unit of government is not itself considered to be an existing grantmaking institution. So your local Department of X is not a grantmaking institution, but they could collaborate in one of these partnerships. The same is true for a university.

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104



The slide features the Corporation for National & Community Service and Social Innovation Fund logos at the top left, with the tagline "Finding what works. Making it work for more people." To the right are three circular icons: a yellow lightbulb, a blue checkmark, and a red arrow pointing up. The main title is "2014 NOFA: Funding & Key Dates". Below it is a bulleted list of funding details. At the bottom right, there is a small "#SIFund" hashtag and the number "22".

2014 NOFA: Funding & Key Dates

- Up to \$65.8 million total for all 2014 grantmaking
- Grants between \$1 – 10 million.
- 3-5 year project periods. Three years upfront funding likely.

- Notice of intent due **March 24, 2014** (encouraged)
- Application due **April 22, 2014 by 5 pm eastern**
- Grant awards: August 2014

#SIFund 22

A couple other major details that you want to make sure you know, as I said earlier, we have 65.8 million dollars in total grants for 2014. We make grants to grantmaking organizations between \$1 million and \$10 million a year. Those grantmaking organizations match what we provide one to one and then run their own open competitions to find the nonprofits on the ground. And the project periods are three to five years, and for the first time this year, it will be our default position to fund all applicants, or all applicants that are awarded, three years of up-front funding. We do have the flexibility in case we have a very strong applicant that we think maybe we want to go a little slower, but our default position will be three years of funding.

Please note that we're asking you to submit a notice of intent by March 24th. This is not required, but it would be helpful for us to know if you're interested. So those should be submitted by March 24th, and then the application deadline is a very firm April 22nd at 5:00 p.m. eastern time. And on this time line, we will make grant awards by August of 2014.

2014 SIF NOFA Overview for Prospective Applicants

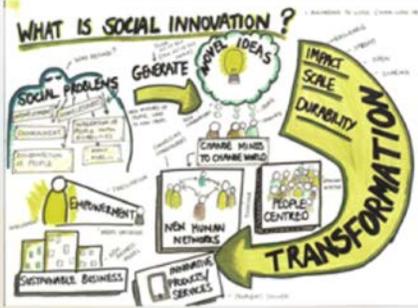
March 3, 2104

Corporation for NATIONAL & COMMUNITY SERVICE SOCIAL INNOVATION FUND
Finding what works. Making it work for more people



Innovative Approaches Wanted

New ways to solve old problems that are faster, cost-effective, data-driven and lead to better results for the public good.



#SIFund

So let me get into a little bit of the contours of the 2014 competition that I mentioned earlier. First, you'll see a renewed emphasis on innovation in this competition. Some people may pause and say, well, isn't it the Social Innovation Fund? It certainly is, and we want to make sure that people remember that. I think when we are so focused on evidence and science and evidence-based approaches, which are vital to our model, people sometimes wonder if new and fresh and novel can fit in the same portfolio with evidence and tested. And we believe it can because to the Social Innovation Fund and the White House Office on Social Innovation, we define social innovation as new ways to solve old problems that are faster, cost effective, data driven, and lead to better results for the public good. So it's not just new for new's sake. It's actually an innovation that leads to better results for a community, and we want those. The Social Innovation Fund is not designed to be just another grant. It's designed to lift up transformative models that can have a major impact on communities across the nation.

Corporation for NATIONAL & COMMUNITY SERVICE SOCIAL INNOVATION FUND
Finding what works. Making it work for more people



2014 Funding Priorities

CNCS is particularly interested in supporting applications that propose to include one or more of the following optional priorities:

- A Collective Impact Approach
- Targeting of at least one of the following types of beneficiaries:
 - Opportunity Youth
 - Traditionally Underserved and Underrepresented Geographic Areas and Populations
- Presidential Initiatives to Expand Access to Opportunity

#SIFund

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

The other funding priorities that we have for this year are as follows on this page: collective impact; those applicants that are targeting at least one of the following types of beneficiaries: opportunity youth, or traditionally underserved and underrepresented geographic areas and populations; and also, Presidential initiatives to expand access to opportunity.

And I want to pause and make sure you understand as you read the NOFA in your free time, our funding priorities are not points-earning funding priorities. They're what we call balancing characteristics. So if we have two strong, high-scoring applications at the end, and one of them has a very strong program around collective impact or opportunity youth, then it would be that program that would rise to the top. So they're balancing priorities that we're looking for.

Corporation for NATIONAL & COMMUNITY SERVICE | SOCIAL INNOVATION FUND
Finding what works. Making it work for more people.

Priority: Collective Impact

The approach:
Cross-sector coalitions form to identify a common set of challenges and evidence-informed and evidence-based solutions, and then work together to implement the solution.

Must address key characteristics of success:

- Common Agenda
- Decision Making, Data, and Shared Measurement
- Mutually Reinforcing Activities
- Continuous Communication:
- Investment and Sustainability
- Backbone Organization
- Evaluation and Accountability

#SIFund

To give you a little bit more detail, I think many people are familiar with the term collective impact now. And the idea here is that we're looking for cross-sector collaborations where communities are coming together, not to incrementally improve one organization or one small neighborhood, but where they're coming together and saying, this is what our challenge is in the community, these are evidence-based solutions we think we can put into place to address those problems, and then we are going to work together hand in hand to make sure that we solve that problem together, again, really trying to make sure the Social Innovation Fund is catalyzing deep transformative change in communities. And so we're looking for those approaches, and as you'll see in the NOFA, we want to make sure if you are talking about a collective impact approaches, that it is built upon characteristics of success that have been proven out in the field. And you can see those characteristics listed on that page, everything from a common agenda to a strong backbone organization to drive the work.

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

Corporation for NATIONAL & COMMUNITY SERVICE SOCIAL INNOVATION FUND
Finding what works. Making it work for more people

Priority: Opportunity Youth

The population:

- Youth ages 14 to 24
- homeless, in foster care or juvenile justice system, not employed, not in school.
- 5-7 million youth or 1 in 6 youth not connected to education or jobs.
- Cost the nation \$93 billion in 2011.

Must address key characteristics of success:

- Re-engagement
- Educational Momentum
- Connection to Employment
- Stable Housing
- Youth Development

#SIFund 26

The second category is opportunity youth. Some people, certainly in the federal government, may refer to disconnected youth, but we want to make sure that the Social Innovation Fund is helping to advance life outcomes for these young people ages 14 to 24 that are disconnected from school and disconnected from jobs. It's costing this nation, and it's costing communities, and we're seeing across our major issues areas of youth development, healthy futures, and economic opportunity that there is a real need to make sure that we're supporting and helping these opportunity youth excel. And you can see, just like collective impact, we want to make sure if you are applying with an opportunity youth approach, that it is built on characteristics of success in the field, and you can see those listed on the page as well. And obviously, much more detail in the NOFA itself.

Corporation for NATIONAL & COMMUNITY SERVICE SOCIAL INNOVATION FUND
Finding what works. Making it work for more people

Priority: Underserved/Underrepresented

- Significantly economically underserved geographic areas
- Geographic areas not being currently served by the Social Innovation Fund
- Vulnerable populations traditionally underserved in communities nationwide, including:
 - rural and economically depressed communities
 - tribal communities
 - disabled populations
 - veterans
- Applicants may demonstrate traditionally underserved, underrepresented populations they wish to target.

#SIFund 27

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

The next priority is wanting to make sure that we are reaching underserved and underrepresented populations. Overall, the Social Innovation Fund is about making a difference in the lives of low-income communities. But we want to make sure those populations that are having a particularly rough time that are traditionally kind of left out or on the sidelines, that we are encouraging applications for those communities, specifically on vulnerable populations. Those include rural and economically depressed communities, our tribal communities, our disabled populations, and our veterans. And while we listed those different areas, applicants can demonstrate traditionally underserved communities or underrepresented populations that they wish to target, but just show why those communities make sense with data in your area.

Corporation for
NATIONAL & COMMUNITY SERVICE | **SOCIAL INNOVATION FUND**
Finding what works. Making it work for more people.

Priority: **Presidential Initiatives to Expand Access to Opportunity**

- Contributing to local strategies designated under Presidential priority initiatives to expand access to opportunity for low income individuals and distressed communities, such as the Promise Zone initiative.
- If a SIF applicant is applying as a Promise Zone partner, a partnership agreement with the Promise Zone lead organization must be included for this priority preference to apply.

#SIFund 22

And then lastly, our last priority is Presidential initiatives to expand access to opportunity. So President Obama has made this a year of opportunity for all, and there are wonderful efforts that are underway, such the Promise Zone initiative, which are providing resources and helping to lift up communities that are taking special action to make a difference on this population. And again, in terms of balancing characteristics, we want those communities to apply. And if you are a part of one of those communities and you submit an application, you have to have a partnership agreement with a Promise Zone lead if it is the Promise Zone.

And with that, I am actually going to leave the microphone for a little while and turn it over to my colleague, Lois Nembhard, who's the Deputy Director of the Social Innovation Fund, to share a few more details.

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

Corporation for NATIONAL & COMMUNITY SERVICE SOCIAL INNOVATION FUND
Finding what works. Making it work for more people

Types of SIFs

Geographically-Based Social Innovation Fund
Applicant proposes to focus on serving low-income communities within a specific local geographic area, and proposes to focus on improving measurable outcomes related to one or more of the three focus areas

Issue-Based Social Innovation Fund
Applicant proposes to focus on addressing one of the three focus areas within multiple proposed target low-income communities in multiple geographic locations

#SIFund 29

[Lois Nembhard]: Thanks Michael. I see lots of questions coming in, and we want to make sure that we have time for them, so I'll go fairly quickly. Some of what I'm going to be saying is repeating what Michael started out with, just putting it in the context of the current NOFA, so I think we'll be able to go through this pretty quickly.

So I'll describe various requirements of the program, starting off with the fact that there are two different types of Social Innovation Funds that you could propose to us: a geographically-based Social Innovation Fund, and an issue-based Social Innovation Fund. With a geographically-based fund, you're proposing to improve outcomes in a specific geographic area in one or more of our three focus areas. On the other hand, with an issue-based Social Innovation Fund, you're targeting just one of our focus areas in multiple geographic areas.

Corporation for NATIONAL & COMMUNITY SERVICE SOCIAL INNOVATION FUND
Finding what works. Making it work for more people

Key Requirements

- Match
- Subgranting
- Growing Subgrantee Impact
- Evidence and Evaluation

#SIFund 30

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

Next, I'll describe some of the key requirements and responsibilities for intermediaries: match, subgranting, growing subgrantee impact, or scale, and then evidence and evaluation. So if we could go on to Slide 31.

Corporation for NATIONAL & COMMUNITY SERVICE SOCIAL INNOVATION FUND
Finding what works. Making it work for more people

The Matching Requirement

- Both intermediaries and their subgrantees are required to match their grant awards on a dollar-for-dollar basis.
- At the time of their application, intermediary grant applicants must demonstrate the ability to meet 50 percent of their year one cash match requirement.
- The match must be in non-federal cash; in-kind match is not allowable.
- CNCS is interested in applicants that present both a strong capacity to raise additional dollars to be provided to subgrantees, and a serious commitment to share the fundraising burden of their subgrantees.

#SIFund 31

The matching requirement, I'll start out with that. Both intermediaries and their subgrantees are required to match our grant awards on a dollar-for-dollar basis, and this is a relatively large match requirement. This match must be in private or other non-federal cash. In-kind match is not permissible. At the time of their application, we expect intermediary grant applicants to demonstrate their ability to meet the 50% match requirement for year one, and there are details in the NOFA of how to do that. And CNCS is particularly interested in applicants that are demonstrating that they're going to be supporting their subgrantees in raising the match requirement. And what that can look like will vary from intermediary to intermediary, but we expect you to provide the support to them.

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

Corporation for NATIONAL & COMMUNITY SERVICE SOCIAL INNOVATION FUND
Finding what works. Making it work for more people

Subgranting

- Subgrants must be selected on an open, competitive basis.
 - i.e. open to nonprofit organizations beyond the intermediary's own existing grant portfolio or network.
- Two possible approaches:
 - Seek and invest in subgrantee organizations that have developed and/or implemented innovative solutions.
 - Identify an innovative solution and seek subgrantees to implement it.

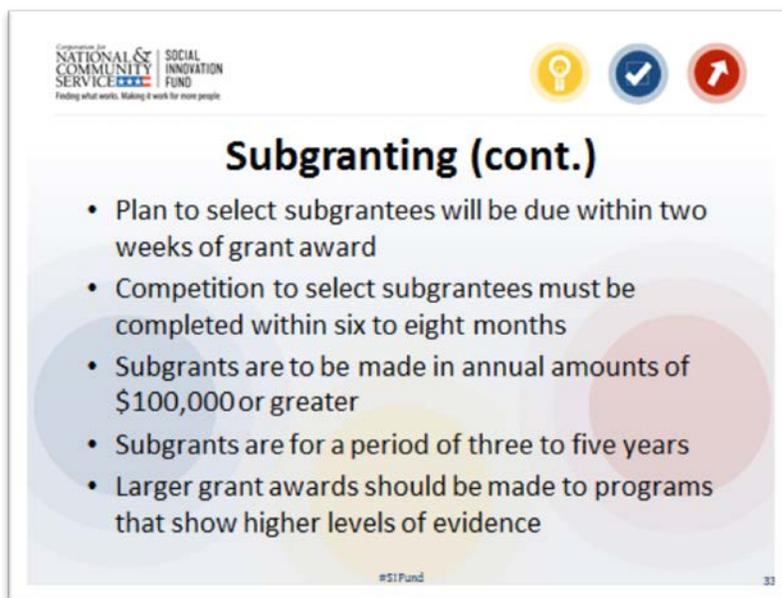
#SIFund 31

Moving onto subgranting, one of the signature aspects, as Michael said, is our reliance on experienced intermediary organizations to identify what's working in communities around the country – rather than us in the federal government making those decisions – who expect subgrants to be selected on an open, competitive basis, meaning it's open to nonprofits beyond your existing grant portfolio network and that you're publicizing the competition beyond your existing portfolio and network.

There are two possible approaches you might take when designing your program. You might have an area that you'd like to focus on, for example, improving youth health outcomes. And then you seek and invest in subgrantee organizations that are addressing that issue in various ways. On the other hand, you might yourself identify the specific evidence-based solution that you feel works, and then you'd be seeking subgrantees to implement the solution that you have identified. And as you can imagine, there are different capacity implications of that approach, both at the intermediary level and at the subgrantee level.

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104



Corporation for NATIONAL & COMMUNITY SERVICE SOCIAL INNOVATION FUND
Finding what works. Making it work for more people

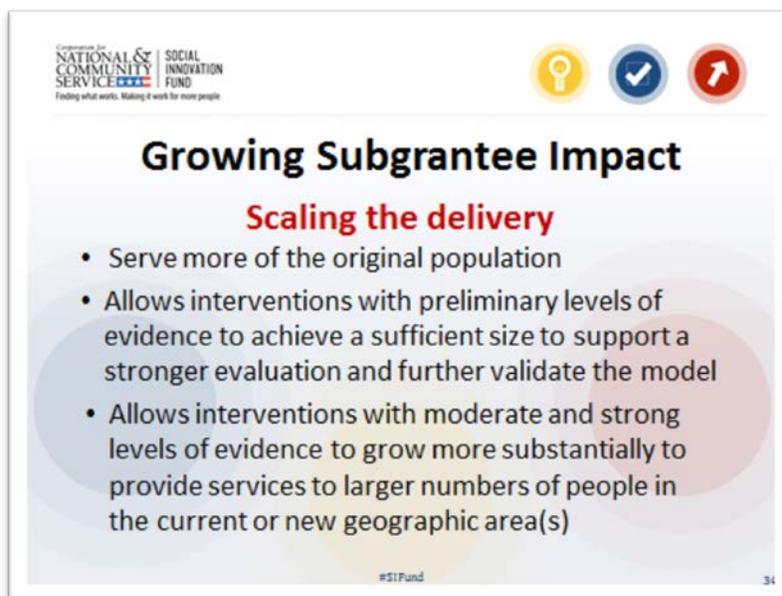
Lightbulb icon, Checkmark icon, Arrow icon

Subgranting (cont.)

- Plan to select subgrantees will be due within two weeks of grant award
- Competition to select subgrantees must be completed within six to eight months
- Subgrants are to be made in annual amounts of \$100,000 or greater
- Subgrants are for a period of three to five years
- Larger grant awards should be made to programs that show higher levels of evidence

#SIFund 33

Continuing with subgranting, we expect intermediaries that are approved for funding to submit to us a plan for how they're going to select their subgrantees within two weeks of the grant award, and then within six to eight months of the grant award, they're expected to have selected their subgrantees. You can see there's a relatively short time frame, so anyone approved for funding must be prepared to hit the ground running to start implementing what they proposed to us. Subgrants must be made in annual amounts of \$100,000 or greater for periods of three to five years, and we expect that larger grant awards would be made to the programs or the innovations that that have higher levels of evidence. So if you have a portfolio of innovations and interventions that have both preliminary levels of evidence, for example, and moderate, we'd expect the moderate programs to get more funding.



Corporation for NATIONAL & COMMUNITY SERVICE SOCIAL INNOVATION FUND
Finding what works. Making it work for more people

Lightbulb icon, Checkmark icon, Arrow icon

Growing Subgrantee Impact

Scaling the delivery

- Serve more of the original population
- Allows interventions with preliminary levels of evidence to achieve a sufficient size to support a stronger evaluation and further validate the model
- Allows interventions with moderate and strong levels of evidence to grow more substantially to provide services to larger numbers of people in the current or new geographic area(s)

#SIFund 34

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

Moving on to growing subgrantee impact, or scaling. We look at growing subgrantee impact in two different ways: scaling delivery or scaling the applicability. Scaling delivery means that you're going to be serving more of the population that you'd previously been serving by the intervention. So for example, you might have been serving 10,000 beneficiaries, and through the SIF, you're scaling your delivery to serve 30,000.

Corporation for NATIONAL & COMMUNITY SERVICE SOCIAL INNOVATION FUND
Finding what works. Making it work for more people

Key icon, Checkmark icon, Arrow icon

Growing Subgrantee Impact

Scaling the applicability

- Test if the intervention continues to be effective for additional populations or geographic areas.
- Allows interventions with moderate and strong levels of evidence to test the effectiveness of the intervention with new populations or locations.

#SIFund 31

When we talk about scaling applicability, on the other hand, you're testing if the intervention continues to be effective when it branches out to additional populations or additional geographic areas. And you'll see some detail on the slide as well as in the NOFA about the different approaches that are most appropriate if you're coming in at preliminary levels of evidence or intermediate and moderate and strong levels of evidence.

Corporation for NATIONAL & COMMUNITY SERVICE SOCIAL INNOVATION FUND
Finding what works. Making it work for more people

Key icon, Checkmark icon, Arrow icon

Evidence & Evaluation Expectations

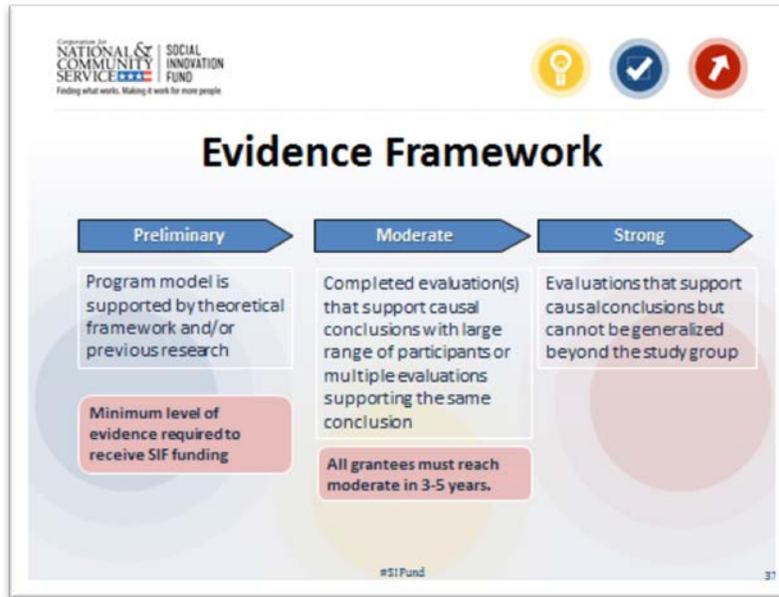
- Rigorous evaluation is required, to not only assess effectiveness, but also to build the existing evidence base for the intervention/model.
- Evaluations are expected to be conducted by third party, independent evaluation partners.
- Each program model is expected to achieve moderate or strong evidence of impact by the end of its three to five year subgrant period.
- CNCS will assess the evidence level of interventions identified in the intermediaries' applications.
- Intermediaries are expected to assess evidence level of the interventions they select.

#SIFund 34

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

Finally, I'll touch on our requirements for evidence and evaluation. Rigorous evaluation, as Michael said previously, of all funded interventions is required. For intermediaries funding many nonprofits to implement a single intervention or program model, that could be just one evaluation. On the other hand, for intermediaries funding many interventions, there would likely be a separate evaluation plan for each. Evaluations must be conducted by an independent third party and must achieve at least a moderate level of evidence before exiting the Social Innovation Fund.



This slide depicts our evidence framework. There are detailed definitions of each of these three levels of evidence in the NOFA, but this slide provides a brief summary. As we've stated, interventions must begin at least at preliminary and then advance a level of evidence while in the SIF, ending at moderate or strong. If an intermediary applicant identified in its proposal the intervention that it was going to be implementing, then we would assess the evidence level at the time of the application to ensure that it's at least preliminary. Otherwise, the intermediary is expected to assess the evidence level as it makes its subgranting decisions.

2014 SIF NOFA Overview for Prospective Applicants

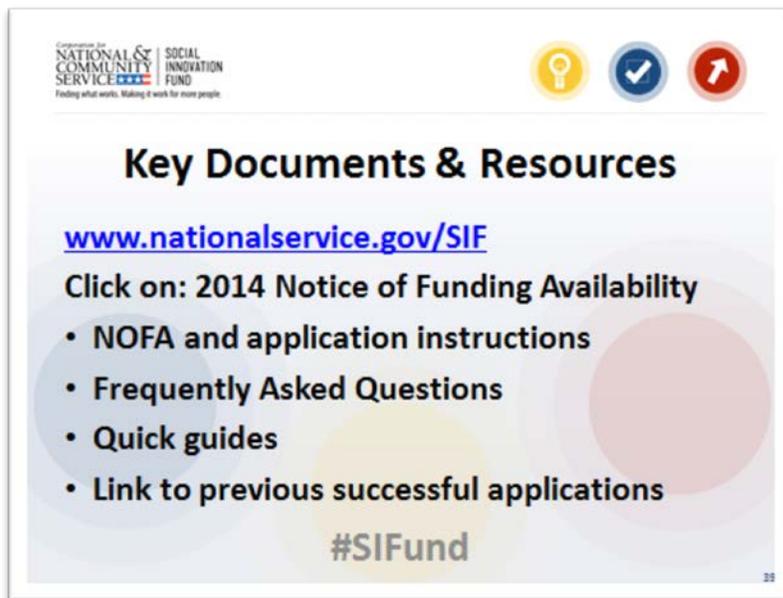
March 3, 2104



So that provides you with a brief, high-level overview of our requirements. I'll touch briefly on the review process so you understand what happens after you submit should you choose to do so. When applications come in the door, they're first reviewed for compliance to ensure that they're eligible to be applicants. And those that are eligible go on expert review. We use individuals external to our agency with expertise in innovation, evaluation, our focus on our priority areas to review the applications and give us their input. The applications, a subset of those, then, go on to internal or staff review. As part of the staff review process, if we have questions about an application, we might request clarification. Not all applications would receive clarification requests. We only do that on an as-needed basis to inform our final funding decisions. We make recommendations to the CEO of the Corporation for National and Community Service who makes final decisions. Then we do notifications of our appropriators of the Congressional Representatives of the approved applicants, and then the applicant themselves. And then grant award happens, hopefully, within two or so weeks after notification.

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104



The screenshot shows the top of a webpage for the National Service Corps Social Innovation Fund. The header includes the organization's logo and tagline, "Finding what works. Making it work for more people." To the right are three circular icons: a yellow lightbulb, a blue checkmark, and a red arrow. The main content area is titled "Key Documents & Resources" and features a blue hyperlink to www.nationalservice.gov/SIF. Below this is the text "Click on: 2014 Notice of Funding Availability" followed by a bulleted list of resources: "NOFA and application instructions", "Frequently Asked Questions", "Quick guides", and "Link to previous successful applications". At the bottom of the content area is the hashtag "#SIFund".

So finally, before we go to the questions that have been coming in, we'll touch on the resources that are available to you on your website. Hopefully, everyone by now has had a chance to look at the NOFA. The NOFA and application instructions definitely are the key resources and documents to reference. There are also frequently asked questions that are based on previous competitions, and we'll be adding to them each week. There are guides on various topics, like financial management systems requirements, and there's a link to previous successful applications that many applicants find helpful to reference. eGrants tips will be posted in the next couple of days to help you navigate that system.

And then a note that the first NOFA that we published on February 24th, we realized after posting it that there were a few key errors, most significantly, the selection criteria table was blank. When converting to PDF, the content disappeared. And the minimum subgrant amount was listed as \$10,000 rather than \$100,000, so that's been corrected. So I encourage you to re-download if you have a hard copy of the NOFA and discard your previous copy. The current copy will say "revised" in the announcement type.

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104



So now we'd love to open it up to your questions:

- **Can two or more grantmakers collaborate on an application?**
 - **[Michael]:** Yes. That's a good question. You'll see that that's certainly a part of an eligible partnership, and we have several of those within our current portfolio, so absolutely yes.
- **Is there any attempt to balance grant awards by geography?**
 - **[Michael]:** So there's a little bit more detail in the NOFA, but as you can see, one of our funding priorities is to make sure that we are encouraging grants from the underrepresented geographies. And so you can take a look at our Social Innovation Fund map on nationalservice.gov/innovation or /SIF, and you can see where we are underrepresented, and we do encourage those applications.
- **In the directions, the application asks to identify one focus area, youth, health or economic. If your collective impact approach branches over all three, how should you indicate that?**
 - **[Michael]:** So I want to let Lois jump in here because we have plenty in our portfolio that certainly touch on more than one issue area. If you're doing it well, you probably will hit more than one. In terms of the collective impact approach specifically, there's a narrative box where you can talk specifically about collective impact, and certainly, I'm sure it would be – if it's part and parcel to your model, it would be throughout the application. But Lois, can speak a little bit more on how they would address multiple funding areas?
 - **[Lois]:** Sure. When you're describing to us in our application what you propose to do, you would provide detail about the focus areas that you're going to be focusing on in your program. But it's important to note that there's a section in the NOFA that talks about the type of SIF, whether it's geographically based or issue based. So if you're geographically based, then you would be focusing, you could focus on one or more of our three areas, but if you're issue based, you'd be picking one particular issue area or focus area.

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2014

- **What is the average grant amount?**
 - **[Michael]:** You can take a look at all of our past grant awards. They certainly range. They're \$1 million on the low end, \$10 million on the high end. And if I were to venture to guess, I would say it's probably somewhere in the middle.
- **This next question is actually for Michelle. What is the relationship of the grant to other federal resources?**
 - **[Michelle]:** Well, for VPP, the SIF funding was our first exploration of federal funds, so we were not leveraging the SIF against other federal funds. I will say, though, that some of our network partners have received funding from other federal organizations, and so they've been looking at ways to just simply align the work so that we're able to have some greater impact. But we -- this is our first federal grant.
- **We are a small nonprofit. We are not a grantmaker. Are we not eligible for funding?**
 - **[Michael]:** Yes. So this round of grant competition, the Social Innovation Fund only funds grantmaking institutions. And then these grantmakers will then, about six months after they get awarded from us, will host their own open competitions, hopefully to find innovative nonprofit organizations like yours. So yes, our grants are only eligible for grantmakers, but if you have a grantmaker that's funding you, or a group or grantmakers, you should encourage them to apply.
- **Could you speak a bit to the requirement to serve philanthropically underserved communities or populations? An example would be helpful.**
 - **[Michael]:** So, I just want to make sure I'm answering the right question. You'll see that there is one of our funding priorities to make sure that the traditionally underserved and underrepresented are at the table, and we're encouraging applications from those communities. And those communities, we listed out a few examples, such as tribal communities and veterans and disabled, economically distressed, etc. So that is what we mean. We want to make sure those communities that are often looked aside are applying and are getting the resources they need to make deference in their communities.

You may see the term philanthropically underserved throughout the application, and it has a few specific reasons why it's calling that out in the application. And if you're wondering what we mean, we try to define that, but those are referring to communities that have less than the average amount of resources coming from philanthropies in their communities than the state and region around them.
- **The next one deals with the role of state and local governments, if you could clarify the possible roles of state and local governments. Does the local government partner have to be like a CEO, mayor, or can it be a local government entity as a whole, like the city or county?**
 - **[Michael]:** Lois, you want take that one?
 - **[Lois]:** I can start taking it. Then I'd encourage if our general counsel representative Angela Williams is on the phone. She can jump in. State and local government, in the eligibility section, it talks about the role that they can play as part of a partnership or collaborative that's applying for funding. They definitely can't be actual – they're not

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

considered grantmakers in this context, so they could be part of a partnership. And they could provide support to the program even though – even if they're not officially part of the application. We have a couple different examples of that where there's strong relationships between our grantee organizations and their subgrantees and city government or other local government entities.

- **This next one deals with the collective impact approach. It says, an organization that has the collective impact approach but does not address either specific target beneficiary, could our issue still be considered a priority?**
 - **[Michael]:** Yes. So the funding priorities stand on their own singularly. So first and foremost, we want to make sure that you meet our basic eligibility criteria and that you're targeting youth development, healthy futures, or economic opportunity in low-income communities. And then from there, there are these funding priorities, which are balancing characteristics, but you could have a collective impact approach that is not serving opportunity youth. So those all can stand on their own.
- **This one deals with the Promise Zone partnership agreement. Can we include the memorandum of understanding, include it with our Promise Zone application, or do you need an updated one specific to the SIF?**
 - **[Michael]:** That might be a question that I'll ask you to e-mail just because I have a couple of follow-up questions in order to answer that question. And so go ahead and send an e-mail. I think – what are we saying – innovation@cns.gov? And we'll get back to you on that question.
- **The NOFA talks about subgrantees having to match the full amount of the grants they expend on a dollar-to-dollar basis. Is this on top of the one-to-one match required to apply for the funding?**
 - **[Michael]:** Lois, you want to take this one?
 - **[Lois]:** Sure. The intermediaries that get funds from us must match it one to one, and then they give grants to local nonprofit organizations who also must match it one to one. So there's a matching component at two different levels, which is what leads to the great leveraging of our resources that Michael talked about before. The language that's talked about expending is a technicality of how the federal government kind of holds you accountable for the match what you raise and for that one-to-one match. For every dollar that you spend, you need to have the match on hand at the time.
- **And we have folks who want to know whether or not you expect to offer this opportunity again in 2015.**
 - **[Michael]:** That is certainly our hope, to offer this opportunity forever. Certainly, our funding is based on Congressional appropriations, so we look forward to those appropriations happening every year.
- **How can potential subgrantees find a list of intermediaries and open competitions?**
 - **[Michael]:** The list of intermediaries and past competitions, maybe, is what they were thinking? If that was the question, all of that is available on our website, nationalservice.gov/sif or [/innovation](http://innovation). And you can see clearly in the left-hand navigation bar how to get to the past competitions as well as the other information you asked for.

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

- **[Lois]:** And this is Lois, I would add that as we select this new set of intermediaries, we'll post their information to the website as well, and then you'll have the opportunity to contact them to find out about the competitions that they'll be running. But that is going to be in the next calendar year.
- **Can subgrants be made to K-12 schools?**
 - **[Michael]:** Lois, can you answer that question?
 - **[Lois]:** Yeah, I believe so, but we'll definitely get an answer and confer with our general counsel and then get that out to you.
 - **[Michael]:** I know that we have grantees that are working in the schools, but the examples that come to my head, they're actually nonprofits working in the schools. So, as Lois said, we'll get the official answer and get that back to you.
- **Would a local community foundation be the type of applicant you would like to see, or would a local Unit Way-type re-grantor be preferred?**
 - **[Michael]:** So I'm going to answer this question in a way that doesn't get me in trouble by saying that there's one type of applicant that we would prefer over another. I would say grantmaking institutions that have strong knowledge of their communities that have a track record of investing in strong, high-impact organizations, that can provide support, that know the issues are the grantmakers that we want, and both of them that you mentioned would be wonderful to have in our portfolio.
- **As a nonprofit, are we just – should we just send our application and hope to get selected, or to partner or find a grantmaker?**
 - **[Michael]:** So as a nonprofit, you can do a couple different things. One is, you should wait to see when the – what the subgranting competitions are going to look like from all the different grantees that we select this round. But two, as I said earlier, really, if you have grantmakers and you're working on an issue and you know they're very committed to it, you should pick up the phone and call them and say, why don't you consider this because we can expand what we're doing. We can reach new people. And so advocate to your funders to apply for the Social Innovation Fund.

[Lois Nemhard]: I decided to refer to our own NOFA to answer one of the questions that was just asked about the schools, and it does say that it should be noted that the types of organizations that can receive SIF subgrants include most charitable organizations, states, local governments, public schools, tribes, as well as certain faith-based organizations, other educational institutions. And if you have more specific questions, please send an e-mail to innovation@cns.gov.

- **We are entering into a new phase of grantmaking based on community change initiatives. Would we be eligible since we don't yet have a built-up grantee base in this arena to show effective evidence-based programs? I'm not clear on this criteria.**
 - **[Michael]:** So the criteria as you read it says that you have to be an existing grantmaker and you have to have a track record of using evidence-based approaches to select nonprofit organizations. It doesn't say that you had to have funded every single thing that you're planning on funding going forward. You just have to prove to our reviewers that you have the track record needed that you'll be successful in this new arena.

[Host]: And that was the last question posted to the chat.

2014 SIF NOFA Overview for Prospective Applicants

March 3, 2104

Corporation for NATIONAL & COMMUNITY SERVICE SOCIAL INNOVATION FUND
Finding what works. Making it work for more people

How to Reach Us

Email: innovation@cns.gov
Voicemail: 202.606.3223
Updates: Sign up at www.nationalservice.gov/sif

#SIFund

41

[Michael Smith]: Great, well, we'll give maybe five seconds to see if there's any more questions for Lois, myself, or Michelle. Alright. Well, it doesn't seem there are. I just want to thank all of you for sticking with us. I've been watching the participants window, and we've had solid, strong showing the whole time. I want to thank Michelle for taking time out of her busy schedule to be here with us, Lois, and all my colleagues here, and we look forward to your applications. We look forward to making a difference together. If we did not answer your questions, please consult the website. Please review the NOFA. Or e-mail us at innovation@cns.gov. Thank you again, and have a wonderful day.

[Host]: Thanks everyone, and this is the conclusion of the webinar. Thank you very much.