



# 2014 Social Innovation Fund NOFA

*for prospective applicants*



# Hosted by



**Meghan Duffy**

Director of Programs

Grantmakers for Effective Organizations



# Agenda

- Welcome and Introduction of Presenters
- About the Social Innovation Fund
- Grantee Perspective
- 2014 Competition Overview and Priorities
- Q&A

# 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

# About CNCS

- 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 improve lives and strengthen communities, fostering civic engagement through service and volunteering, 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



# The Social Innovation Fund

**CREATED BY THE BIPARTISAN PASSAGE OF 2009  
EDWARD M. KENNEDY SERVE AMERICA ACT**

Corporation for  
**NATIONAL &  
COMMUNITY  
SERVICE** 

**SOCIAL  
INNOVATION  
FUND**



# About SIF



The Social Innovation Fund (SIF) is a key White House initiative and program of the Corporation for National and Community Service (CNCS).

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SIF 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.

# Why the SIF?

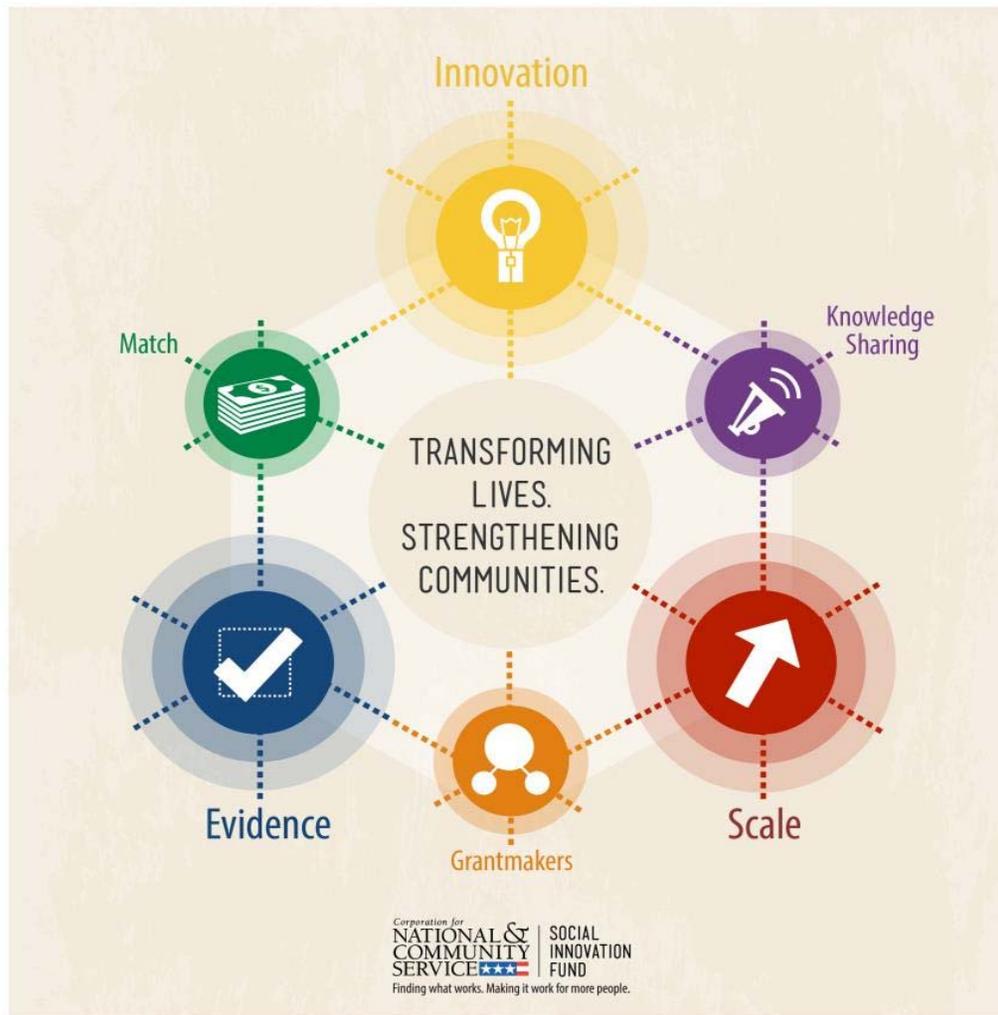
“The bottom line is clear: **solutions to America’s challenges** are being developed every day at the **grass roots** – and government shouldn’t be supplanting those efforts, it should be **supporting those efforts**.

“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*

# Our Approach



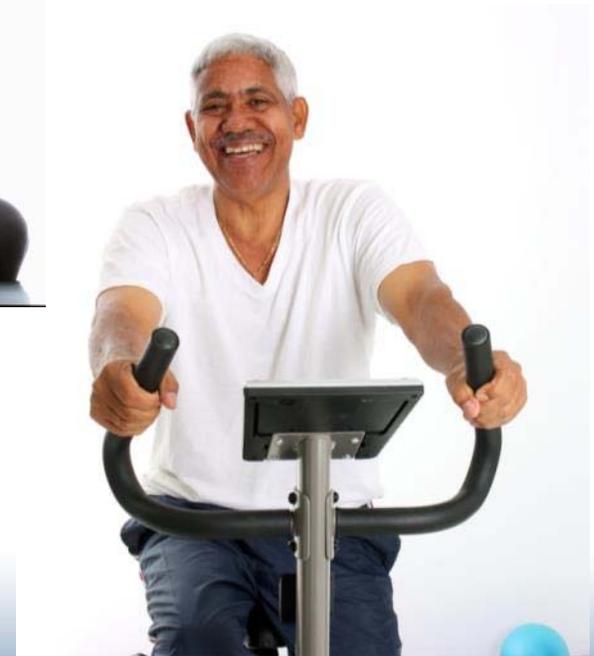
# 3 Focus Areas



## Youth Development



## Healthy Futures



## Economic Opportunity



# Youth Development



Preparing America's youth for success in school, active citizenship, productive work, and healthy and safe lives

# Economic Opportunity



Increasing economic opportunities for economically disadvantaged individuals

# Healthy Futures



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

# Growing Investment & Impact

EXPANDING OUR REACH. DEEPENING IMPACT.



FUNDED



REACHING

277,000  
INDIVIDUALS AND GROWING



\*There are 19 active awards at present.

# Growing Investment & Impact

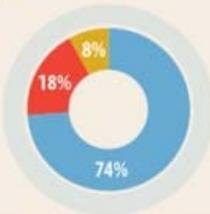


# Growing Investment & Impact

## SOCIAL INNOVATION FUND EVIDENCE AND EVALUATION OVERVIEW

### STEP 1: STARTING WITH EVIDENCE

PROGRAMS ARE SELECTED THROUGH AN OPEN COMPETITION, AND MUST SHOW AT LEAST A PRELIMINARY LEVEL OF EVIDENCE AT ENTRY\*



PRELIMINARY  
MODERATE  
STRONG

\*Assessed by SIF Grantees

### STEP 2: INVESTING IN RIGOROUS DESIGNS

\$60 MILLION IN EVALUATION INVESTMENT

72 EVALUATION DESIGNS\*

47%  
QUASI-EXPERIMENTAL



19%  
NON-EXPERIMENTAL

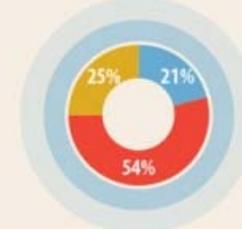
33% EXPERIMENTAL

EXPERTS PROVIDE SUPPORT AND VET DESIGNS

\*As of January, 2014.

### STEP 3: ENDING WITH STRONGER EVIDENCE

PROGRAMS AIM FOR HIGHER LEVELS OF EVIDENCE BY PARTNERING WITH EXTERNAL EVALUATION TEAMS TO IMPLEMENT DESIGNS



PRELIMINARY  
MODERATE  
STRONG

THIS APPROACH WILL IDENTIFY INNOVATIVE AND EFFECTIVE PROGRAMS, BUILD HIGH-IMPACT ORGANIZATIONS FOCUSED ON RESULTS AND PRODUCE BEST PRACTICES THAT WILL STRENGTHEN THE ENTIRE SOCIAL SECTOR.



**We are now faced with the fact,  
my friends, that  
tomorrow is today.**

**We are confronted with the  
fierce urgency of now.**

**In this unfolding conundrum of life  
and history, there is such a thing as  
being too late.**

# Grantee Perspective



## **Janette Kawachi, Ph.D.**

Director of Innovations and Research  
Corporation for Supportive Housing (CSH)

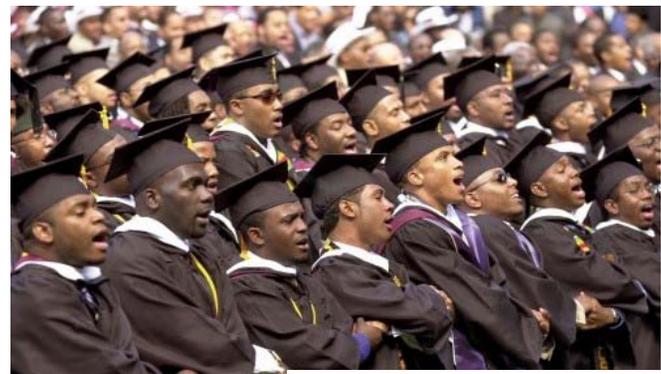
# Why Apply? Grantee Perspective

- **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.**

# \$65.8 Million to Grow Effective Community Solutions



**innovation**



**opportunity**



**impact**

# 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

# 2014 NOFA: Eligibility (cont.)

- **Note:**

- A unit of government is not considered to be an existing grantmaking institution. A unit of general local government may *participate* in an eligible partnership; other units of government may *collaborate* with an existing grantmaking institution or eligible partnership
- A university is not considered an existing grantmaking institution, but may *collaborate* with an existing grantmaking institution or an eligible partnership

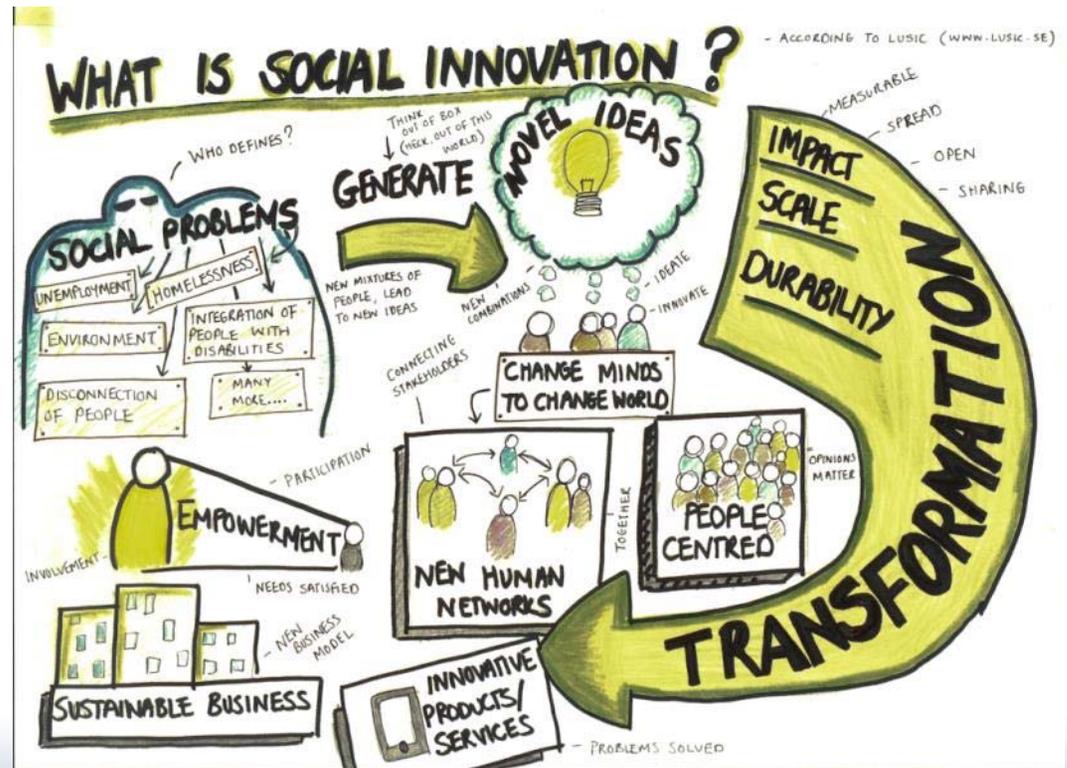
# 2014 NOFA: Funding & Key Dates

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

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

# 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



# 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

# 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

# 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

# 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

# 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

# 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 targeted low-income communities in multiple geographic locations

# Key Requirements



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

# Match 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

# 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

# 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

# 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)

# 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

# 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

# Evidence Framework

## Preliminary

Program model is supported by theoretical framework and/or previous research

Minimum level of evidence required to receive SIF funding

## Moderate

Completed evaluation(s) that support causal conclusions with large range of participants or multiple evaluations supporting the same conclusion

All grantees must reach moderate in 3-5 years.

## Strong

Evaluations that support causal conclusions but cannot be generalized beyond the study group

# Review Process



- Expert Review
- Internal Review
- Clarifications (if necessary)
- Final Decision
- Notification
- Grant Award

# Key Documents & Resources

[www.nationalservice.gov/SIF](http://www.nationalservice.gov/SIF)

## Click on: 2014 Notice of Funding Availability

- NOFA and application instructions
- Frequently Asked Questions
- Quick guides, including **Budgeting for Rigorous Evaluation** and **Subgrantee Evaluation Planning Process**
- Upcoming webinars



# Questions

# How to Reach Us



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**Voicemail:** 202.606.3223

**Updates:** Sign up at [www.nationalservice.gov/sif](http://www.nationalservice.gov/sif)