

# Nonprofit Catalyst 2018 Program

## Application and Scholarship Information



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# **Nonprofit Catalyst 2018 Program Overview**

## **The Program**

In an effort to increase the number of local nonprofits creating revenue-producing social enterprises, SocialVentures, American Electric Power, The Columbus Foundation, IGS Energy, Safelite AutoGlass, and United Way of Central Ohio are offering a comprehensive consulting and mentoring package to a select number of nonprofits. Work will begin with a kick-off meeting April 26, 2018, and continue until December 2019. The goal is for each participant to have a launch-ready concept and business plan to take to market.

This is a competitive application process. No more than six nonprofit organizations will be selected to participate in each Catalyst program cohort. Applications may be submitted at any time between January 8 and March 19, 2018. Admission to the program will be on a rolling basis until the six cohort positions are filled.

The program has three components:

1. The SE Catalyst™ initiative led by CauselImpact, consisting of one-on-one coaching, monthly meetings of the cohort members, and mid-term and final evaluation presentations before a panel of experts.
2. The Nonprofit Sustainability Showcase to present your concept before the public, investors, and donors.
3. One year of bi-monthly peer review and coaching sessions with other cohort members to refine and adapt your business concept to ensure your business has the best chance of successful launch.

## **Eligibility**

Any nonprofit organization which operates in Central Ohio may apply.

## **Requirements for Participation**

Applicants must:

- Submit a completed application no later than March 19, 2018.
- Commit to full participation in the Nonprofit Catalyst program:
  - Designating this project as a strategic priority;
  - Assembling an Impact Team (a description of the Impact Team is below);
  - Assigning a project leader from the organization's leadership team;
  - Participating in monthly group sessions and plan presentations in 2018;
  - Developing, over the course of the program, a detailed business plan to launch-ready status;

- Participation in bi-monthly peer review and advising sessions in 2019 to sustain progress and increase the likelihood of completion of development and launch of a social enterprise.
- The chief executive and board chair must be available for a joint interview before acceptance can be offered. Notification of acceptance will be made on or before March 30, 2018.
- If accepted, the project leader and at least two members of the Impact Team must attend the kick-off session April 26, 2018, from 3:00 to 5:00 pm. Subsequent cohort and individual sessions will be scheduled to accommodate all cohort members' schedules to the greatest degree possible.
- The formal business plan development process concludes with presentations to the program funders and the public at the Nonprofit Sustainability Showcase planned for February 2019.
- Cohort members must submit brief progress dashboard reports to SocialVentures in August and December 2018, and in February of 2019 and 2020. These reports will be compiled and forwarded to the program sponsors.
- Cohort members must submit their revenues, expenses, payroll, and number of employees to SocialVentures for fiscal years ending in 2017, 2018, 2019 and 2020.

### **Cost**

The cost of the program is \$20,000, payable in three installments on April 15, August 15, and December 1, 2018. Scholarship grants are available as part of this application. Organizations may choose to be considered for a scholarship for one of the following amounts: \$5,000, \$10,000, \$15,000 or \$15,500.

### **Application Submissions**

Program and Scholarship Applications must be submitted using SocialVentures' online application (<http://socialventurescbus.com/nonprofit-catalyst-2018-program-application/>). Applications must be submitted by March 19, 2018. For questions about the form, please send an email to [info@socialventurescbus.com](mailto:info@socialventurescbus.com). Incomplete applications will not be considered.

## **Impact Team™**

As part of this program, each participating nonprofit organization will form an Impact Team, which is responsible for guiding the process of program review and new venture development. Functionally, the team makes recommendations to the executive director and board. The Team is recruited by the executive director or CEO, with help from the board chair and/or an internal champion. In most cases, the internal champion organizes and facilitates the Impact Team meetings, with assistance from outside team members.

### Impact Team Role and Responsibilities

- Offer advice and guidance based on experience in entrepreneurial business, marketing and/or strategic planning;
- Challenge assumptions and ask questions, acting as skeptics when necessary to keep plans firmly grounded in reality;
- Assist in establishing evaluation criteria, reviewing program analysis results, and making recommendations regarding re-balancing of resources;
- Serve as a sounding board for the project management team as information and research findings are presented;
- Assist in the opportunity research or feasibility study phase by offering ideas on resources for information and community connections;
- Take an active and vocal role in providing the organization with a fresh perspective;
- Assist in analyzing the results of the planning process and formulating recommendations to the board of directors regarding next action steps;
- Share business expertise in various aspects of organizational management—human resource development, marketing, financial systems, cost/benefit analysis, and the like;
- Help the organization develop market positioning and strategies for key products and services or develop business plan outlines for new high potential ideas; and
- Serve as a guide to action plan implementation, and provide feedback from general community stakeholders.

## **Nonprofit Catalyst 2018 Program and Scholarship Application**

This application is available at <http://socialventurescbus.com/nonprofit-catalyst-2018-program-application/> and must be submitted online. The following reflects the fields included in the application, so that applicants can prepare and route to stakeholders for input and approval in advance of submission.

### **Organization Information**

Organization name:

Address:

City:

State:

ZIP:

Phone:

Fax:

Year founded:

Website:

Is your organization affiliated with a regional or national organization? If so, please identify:

Organization contact name:

Organization contact title:

Organization contact email:

What is your organization's mission?

Your organization's area(s) of social impact (select at least one):

- Arts
- Education
- Employment and job training
- Ending human trafficking
- Environment and sustainability
- Health
- Hunger
- Individuals with disabilities
- Nonprofit support
- Poverty alleviation
- Youth and Children

Budget for current fiscal year—revenues:

Budget for current fiscal year—expenses:

Results of the most recently completed fiscal year—revenues:

Results of the most recently completed fiscal year—expenses:

Results of the most recently completed fiscal year—net income:  
Results of the most recently completed fiscal year—payroll:  
Results of the most recently completed fiscal year—employees (FTEs):

Please list the names and affiliation with your organization of at least five people who have agreed to be part of your Impact Team if your organization is accepted into the program.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Has your board supported your application to this program?

- Yes
- No

Do you currently receive grant funding from any of these organizations? Check all that apply:

- American Electric Power
- The Columbus Foundation
- IGS Energy
- Safelite AutoGlass
- United Way of Central Ohio

### **Participation Information**

1. Do you currently operate, or have you ever operated, a social enterprise? If so, please describe it briefly. (100 words)
2. Give a brief description of your new enterprise idea: (250 words)
3. What are your mission objectives for this new initiative? (100 words)
4. What are your financial objectives for this new initiative? (100 words)
5. What else are you hoping to achieve by being a participant? (100 words)
6. How does this proposed enterprise fit into your organization's strategic plan? (100 words)
7. How do you believe your organization is prepared for managing a new enterprise? (100 words)

8. What makes your organization an excellent candidate for this funding assistance through this program? (100 words)

### **Scholarship Information**

Does your organization wish to apply for a scholarship?

- Yes
- No

Please indicate the scholarship level your organization is applying for (the program cost is \$20,000):

- \$5,000
- \$10,000
- \$15,000
- \$15,500

Why does your organization need financial assistance to participate in Nonprofit Catalyst and how did you determine the amount of funding you requested?

What makes your organization an excellent candidate for this scholarship?

### **Criteria and Terms**

Your organization must meet the following criteria and agree to comply with the following terms to be considered for Nonprofit Catalyst:

- Your organization's board is aware of and supportive of your participation in this program.
- Your organization commits to maintaining an Impact Team from April 2018 through February 2019. Your organization's Impact Team will be comprised of staff, board members, and outside experts.
- Your organization commits to actively participating throughout 2018 by completing work assignments, attending monthly cohort meetings, giving mid-term and final presentations.
- Your organization commits to present as part of SocialVenture's Nonprofit Sustainability Showcase event in February 2019.
- Your organization commits to participate in bi-monthly cohort peer review and advising sessions through 2019.

- Your organization agrees to provide progress reports to SocialVentures and sponsors in August 2018, December 2018, February 2019, and February 2020.
- Your organization agrees to provide data on your organization's revenues, expenses, employment, payroll, and social impact to SocialVentures for your fiscal years ending in 2017, 2018, 2019, and 2020.
- Your organization understands that the scholarship can be terminated, and all undisbursed grant payments cancelled, if your organization fails to continue active participation in all components of the Nonprofit Catalyst program, including submission of all required reports and data.

Both statements below must be checked for your organization to be considered for Nonprofit Catalyst.

- I hereby agree to the above criteria and terms on behalf of my organization.
- I hereby certify that I am authorized to agree to the above criteria and terms on behalf of my organization.

Type your name in this field to certify the above statements. Filling in your name constitutes your signature.