

NYC Innovative Nonprofit Awards

CEO Overview:

The Center for Economic Opportunity (CEO) was created in 2006 to implement and evaluate innovative new anti-poverty programs in New York City. The Center works collaboratively with City agencies to design, implement, and advocate for a range of programs, policy proposals, and research projects that represent nationwide best practices and cutting-edge ideas. CEO oversees the evaluation of each initiative and shares results with colleagues across the country.

CEO is committed to monitoring and evaluating all of its projects to determine which are successful. Programs are evaluated to measure impacts and to provide objective evidence to help decide whether they should be continued, replicated, or eliminated.

CEO initiatives represent new ideas, best practices, and expansions of successful program models. Since 2006, more than 50 initiatives have been launched in partnership with City agencies.

CEO is currently expanding its services and program portfolio through the City's Young Men's Initiative. CEO is also working in partnership with the Mayor's Fund to Advance New York City to replicate its programs in New York and cities across the country through the federal Social Innovation Fund, an effort that will build a national body of evidence that can inform future policy and practice. CEO also helped to inform the Census Bureau's new Supplemental Poverty Measure, released in November 2011 and November 2012.

CEO has become a national leader in innovative and effective anti-poverty programs. In February 2012, CEO was named the winner of the Innovations in American Government Award by the Ash Center for Democratic Governance at Harvard University's Kennedy School of Government.

Innovative Nonprofit Awards:

CEO is proud to conduct the first annual NYC Innovative Nonprofit Awards as a way to recognize the strong work of local nonprofits, and to further its mission of identifying new strategies in the effort to fight poverty in New York City. Recognized innovations could include a stand-alone program or an innovative strategy or practice used within an organization or program.

Awards: 1st and 2nd place winners will receive \$20,000 and \$10,000 respectively.

Award Criteria:

- A. Innovation and Creativity:** The proposed program should take a thoughtful approach to tackling the challenges of poverty. The innovation could include a new type of service, a new strategy for blending funding streams to create a continuum of services, applying an evidence-based program in a new way or with a new population, or an existing program that uses research and experience to refine its approach and better serve its target population. Applicants should describe why they believe their proposed initiative is innovative.
- B. Poverty Impact:** The proposed program should broadly fall under one of CEO's focus areas, including asset development, workforce development, education and employment for at-risk or disconnected youth, criminal justice programming, work support take-up, or health initiatives that reduce teen pregnancy or obesity. The proposed initiative should be making a tangible

impact, at a scale commensurate to its scope, on low-income populations in New York City. The focus could be on particular communities or specific sub-populations such as young adults, people with a criminal justice history or the working poor. Whatever the focus and scale, the program must improve the lives of low-income New York City residents and have existing outcome data to provide evidence of this impact. Programs should not merely collect data, but actively use it to examine outcomes and use it to improve the programs' performance and anti-poverty impact.

- C. Potential Impact on the Field:** The innovative initiative should have the potential to be replicated by other organizations or provide important lessons learned or best practices to the field. The winning programs should be able to serve as instructive models and inspire changes in practice at other nonprofits or government agencies. Programs should have the desire and ability to serve as models that can be scaled up or in some way replicated to benefit more New Yorkers.

Eligibility Requirements:

Nonprofits of all sizes are encouraged to apply, and programs will not be evaluated based on the number of people served, but rather based on the quality of the outcomes for those people.

- Any non-profit organization operating in NYC is eligible to apply.
- Nominated innovations cannot be current or previous CEO programs, although a new practice added to one of those program models would be eligible.
- The innovative element of the recognized program must be currently active, and must have at least one year of demonstrated outcome data demonstrating efficacy.

Application Questions:

Address the award criteria described above in responding to the following questions:

1. **The Program:** Describe your program or strategy proposed for this award. What are the key elements of the program? How long has it been operating? What are the key goals and objectives of the program? How is the program currently funded and what is the cost per person?
2. **The Innovation:** Describe how the proposed initiative is innovative, and how it led to a positive change. What gap is it addressing? What is new, different, and creative about the initiative? How is it innovative compared to what similar organizations are doing?
3. **Data and Evidence:** Provide data on initiative's outcomes (provide a minimum of one full year of program operations). Provide specific data showing the total number of participants reached and the number of participants that achieve each outcome. Describe how you have used data to track the program and in performance improvement. If the program has been evaluated, describe how the evaluation was conducted and what the findings were. Describe also any qualitative information you have describing other ways the program/strategy made an impact.

4. **Transferability:** What is the relevance of the initiative to other non-profits/policymakers? What are the key lessons learned of this program? What are the specific aspects of the initiative that could be transferred to other organizations or adapted in other areas? What is the potential to scale up the program?
5. **Award:** Award funds are intended to be used to support the organizational infrastructure of the winning group, or to strengthen/expand the winning program. Award funds can be used for new collaborations to expand programs, efforts to create new funding sources for the programs, technical assistance to build staff capacity, provide support to other agencies interested in creating replications of the programs, improvements to data infrastructure or quality improvement efforts, creating video or web-based materials for the program, evaluation activities, or other ways to expand the program model. Describe how you would use the funds if selected for the Innovation Award.

APPLY:

Process: Applicants should submit a brief (**no more than 5 pages single-spaced**) description of their program and responses to all of the questions listed in the “Application Questions” section above by **April 12, 2013**. Proposals must be single spaced, in 12 point font with 1” margins.

CEO will accept written questions about the award until **March 29, 2013**.

A review committee will review all applications and make final decisions based on the criteria outlined above. Award winners will be announced in the spring of 2013 at a CEO Learning Network recognition event for providers, policymakers, and researchers, and will be publicized on the CEO website and other publications.

Please submit applications, as well as any questions about the award, to ceo@cityhall.nyc.gov.

CEO would like to thank the Harvard Kennedy School’s Ash Center for Democratic Governance and Innovation for its funds from its Innovations In American Government Award, which provide the needed resources to offer the awards for this competition.



CEO Local Anti-Poverty Innovation Awards Application Cover Page

Name of Proposed Initiative for Award

Name of Organization

Contact Name

Title

Street Address

City

Zip Code

Email

Telephone

Two Sentence Description of Initiative Being Proposed for Award

Target Population of the Initiative

Total Organization Budget:

Total Organization Staff:

Project-Specific Budget For Proposed Program

Number of Project-Specific Staff

Please attach your five page proposal to this coverpage document.