Black Male Achievement Social Innovation Accelerator
Applicant Guide

ACCEPTING APPLICATIONS NOW THROUGH FRIDAY, APRIL 5, 2013

APPLICANT GUIDE

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A Black Male Achievement Social Innovator is a leader who has shown tangible results in improving the life outcomes of black men and boys and who has the passion and potential to increase his/her national leadership and impact.

About the Leadership & Sustainability Institute
The Leadership & Sustainability Institute for Black Male Achievement (LSI) is a national membership network launched by Open Society Foundations Campaign for Black Male Achievement (CBMA) -- along with support from The California Endowment, The Heinz Endowments, Knight Foundation, Mitchell Kapor Foundation, Robert Wood Johnson Foundation, The Skillman Foundation, Carnegie Corporation of New York, Casey Family Programs -- to ensure the growth, sustainability, and impact of leaders and organizations across the public, private, and nonprofit sectors committed to improving the life outcomes of black men and boys through systemic change.

WHAT WE DO

- **Provide Capacity Building:** Provide and connect leaders and organizations to capacity-building services to grow and sustain their impact
- **Support Networks:** Support existing networks and create new networks as vehicles for leaders and organizations to come together to learn, connect, and collaborate with one another
- **Share Effective Messages:** Develop common messaging and narrative for leaders and organizations to effectively communicate their work to a wide range of audiences
- **Showcase and Spread What Works:** Showcase and spread what works and fuel the momentum for a national movement

OUR CORE VALUES

- **Unity:** Champion a shared agenda of improving life outcomes, opportunities, equality, and justice for black males
- **Inclusion:** Advancing a shared agenda open to all people regardless of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious or political beliefs
- **Celebration:** Commit to a positive narrative that builds off the assets that exist and celebrates and promotes what’s working
- **Collaboration:** Actively collaborate across sectors, fields, issue areas, and movements to best support the shared agenda
- **Reciprocity:** Both give and receive from the network to ensure collective success
- **Results:** Willingness to be held accountable, to use available evidence of what works, measure performance, learn from the results, and continuously improve
- **Social Innovation:** Innovate, lift up, build upon, and spread what is working
- **Respect:** Respect the work of the past and the confidentiality of, and work of, fellow members
About the BMA Social Innovation Accelerator

The BMA Social Innovation Accelerator (the “Accelerator”) is a key strategy of the LSI to provide capacity building and showcase/spread what works by supporting a cohort of five Black Male Achievement Social Innovators.

The Accelerator provides a unique opportunity for organizations with demonstrable outcomes to receive one-on-one capacity-building support, be connected and showcased to local and national funders, and have the opportunity to increase their national leadership and impact in the field of black male achievement.

The Accelerator is modeled after the successes of Root Cause’s Social Innovation Forum (www.rootcause.org/social-innovation-forum). Since 2003, the Social Innovation Forum has been working to bring together nonprofits, philanthropy, government, and business to advance solutions to Greater Boston’s toughest social issues. Over the years, the Social Innovation Forum has held nine Showcase events, recognized 59 Social Innovators, and brought together more than 1,500 philanthropists, foundation staff, businesspeople, and government officials interested in supporting innovative, effective approaches to important social issues. Since last spring, the 2012 Social Innovators have collectively won more than $500,000 in new funding that they directly or indirectly attribute to the Social Innovation Forum. Overall, the Social Innovation Forum has directed more than $9.5 million in cash and in-kind services to Social Innovators.

For our 2013–2014 program, we will select five BMA Social Innovators from nine LSI cities across four target impact areas.

LSI CITIES

We will select BMA Social Innovators from the following LSI cities:
- Baltimore, MD
- Detroit, MI
- Fresno, CA
- Jackson, MS
- Los Angeles, CA
- New York, NY
- Oakland, CA
- Philadelphia, PA
- Pittsburgh, PA

TARGET IMPACT AREAS

We will select BMA Social Innovators who are working in the following target impact areas:
- Attain Education Equity (e.g., after school program, professional development for educators, third grade reading initiative, school discipline policy, etc.)
- Expand Work Opportunities (e.g., vocation-specific education, school-to-work initiatives, incarceration and recidivism reduction, etc.)
- Strengthen Family Structures (e.g., father training programs, mentoring, balanced child support policies, etc.)
- Promote Positive Frames and Messages (e.g., media and social marketing awareness campaigns, etc.)
Benefits to BMA Social Innovators

Benefits to the five BMA Social Innovators include the following:

1. **CAPACITY BUILDING AND COACHING**

   BMA Social Innovators will receive capacity building and coaching valued at more than $150,000 over a period of 12 months, including:
   - Leadership and organizational capacity assessment
   - A consulting process that culminates in the development of the following materials designed for funder/investor audiences:
     - Customized Investor Prospectus
     - Road Show Fundraising Presentation
   - Coaching and group trainings/workshops with BMA Social Innovator cohort (e.g., leadership, presentation, etc.)
   - One-on-one ongoing support to assess organizational needs and get connected to other resources in the LSI network
   - A $10,000 stipend for travel and related expenses

2. **CONNECTIONS AND SHOWCASING**

   BMA Social Innovators will be connected and showcased to funders and leaders in the field of black male achievement through:
   - The opportunity to showcase work to local and national funders and leaders from the public, private, and nonprofit sectors at the BMA Social Innovator Showcase in the spring of 2014
   - Facilitated connections to individual funders
   - Participation in networking events and the LSI’s growing national network of members and partners

3. **OPPORTUNITY TO INCREASE NATIONAL LEADERSHIP AND IMPACT**

   BMA Social Innovators will have the opportunity to increase their national leadership and impact:
   - As part of a unique cohort that is chosen based on its potential for leadership in the field, the BMA Social Innovators will have targeted support and exposure, setting the foundation to increase their national leadership and impact in the field of black male achievement

"With the tools, resources, opportunities, and support provided by the Social Innovation Forum, I have been able to develop the skills and leverage the partnerships necessary to transform Smart from the Start into a strong, sustainable multi-site organization."

Cherie A. Craft, executive director, Smart from the Start

**Expected Outcomes for BMA Social Innovators**

The Accelerator anticipates that its BMA Social Innovators will exit the program with:
   - Recognition as the history-making inaugural cohort of the BMA Social Innovation Accelerator
   - Strengthened organizational and leadership capacities through consulting, coaching, and ongoing support from the LSI
   - Professional tools with which to communicate to investors and opportunities to practice and refine investor pitches
   - Deep, collaborative relationships with other members of the BMA Social Innovator cohort
   - Increased connections to funders and leaders in the field of black male achievement
   - Progress made towards spreading model to make greater impact in BMA Social Innovator’s target impact area(s)
   - Increased national recognition as leaders in the field of black male achievement

www.lsibma.org
Eligibility Requirements
The BMA Social Innovation Accelerator is open to programs and organizations that:

MEET THE BASIC ELIGIBILITY CRITERIA
- Are an LSI member* (Just sign up – it’s free)
- Are public entities, nonprofit organizations, or for-profit organizations**
  - Or are a program/initiative within the above
    [Organizations or programs/initiatives may be engaged in one or more of the following activities: direct service, advocacy (public policy, community organizing, etc.), providing funding, research, communications, managing a network, etc.]
- Have an annual operating budget of at least $1 million
- Have been in operation for at least five years
- Have a presence and/or impact in at least one of nine LSI cities – Baltimore, MD; Detroit, MI; Fresno, CA; Jackson, MS; Los Angeles, CA; New York, NY; Oakland, CA; Philadelphia, PA; or Pittsburgh, PA
  - Organizations and programs/initiatives that are national in scope (i.e., have a national reach) will naturally qualify as having “impact” in these cities
- Are focused on at least one of four target impact areas
  - Attain Educational Equity
  - Expand Work Opportunities
  - Strengthen Family Structures
  - Promote Positive Frames and Messages
- Are committed to the LSI Core Values [http://www.lsibma.org/components-of-the-planning-process/]

MEET THE SELECTION CRITERIA BY DEMONSTRATING
- Strong evidence of effectiveness (e.g., tangible outcomes demonstrated by evaluations, evidence from self-driven performance measurement, etc.)
- Model on the verge of being scaled/spread and taken to the next level
- Potential and intent to affect systemic change
- Visibility in the field and readiness to be showcased at the national level
- Ability and willingness to look beyond self and organization, and across silos, to contribute to the Accelerator cohort and the broader BMA field
- Committed to improving the life outcomes of black men and boys, i.e., have a black male achievement-focused program/initiative and black males represent a significant portion of the beneficiaries served (i.e., serve more than 25% or, if currently at a lower percentage, intend to grow this percentage)
- Willingness to commit the time and effort necessary to get the most out of the Accelerator process

*To join the LSI network and learn more about member benefits, please visit: [www.lsibma.org/become-a-member](http://www.lsibma.org/become-a-member).

**We welcome programs/initiatives within larger organizations as applicants. If this is the case, the program/initiative should meet all of the above-listed eligibility requirements in its own right. Throughout the entire application, please refer to the program/initiative, rather than the parent organization.
Special Cases: Multiple LSI Cities and/or Target Impact Areas

The Leadership & Sustainability Institute understands that a number of Accelerator applicants’ activities will span multiple LSI cities and/or target impact areas. The Accelerator would instruct these applicants as follows:

TWO OR MORE LSI CITIES
On the application form, please indicate all LSI cities in which the organization or program/initiative has a presence or impact. As noted earlier in this Guide, we are calling for nominations from nine LSI cities; however, we will allow the applicant pool to dictate the exact geographic distribution. There is no advantage in listing multiple LSI cities, except to highlight the cities in which the organization or program/initiative operates.

TWO OR MORE TARGET IMPACT AREAS
On the application form, please indicate the target impact area in which the organization or program/initiative aims to have impact. The organization or program/initiative can be engaged in one or more of the following activities: direct service, advocacy (public policy, community organizing, etc.), providing funding, research, communications, and/or managing a network. As noted earlier in this Guide, we will select five BMA Social Innovators from four target impact areas, and we are committed to choose at least one BMA Social Innovation per impact area. Applicants should take care to show that their work is truly driving progress in the target impact area(s) they select. Each target impact area has its own set of expert evaluators who will be reading for applicants’ “fit” within that particular impact area.

Selection Process

The selection process begins upon receipt of the applications by April 5, 2013, and is detailed below:

- **Friday, April 5, 2013:** Applications are due at 5:00 pm EST.
- **April:** Selection committee members, comprised of a diverse range of individuals representing academia, business, community/grassroots, faith-based organizations, government, nonprofit, and philanthropy, will read and score the applications for each target impact area and attend conference calls to select the finalists.
- **Early May:** Finalists invited to interview.
- **Late May – Early June:** Finalists participate in interviews.
- **Early – Mid-June:** The Accelerator team will perform due diligence on the interviewed organizations.
- **Late June:** The 2013 BMA Social Innovators will be notified of their selection.

Time Commitment Required of BMA Social Innovators

In order to take full advantage of the consulting, coaching, and showcasing that the Accelerator provides, BMA Social Innovators should expect to commit an average of six hours per week (e.g., for meetings with consultants, assignments, trainings, pitch practices, occasional check-ins with Accelerator team, etc.) during the first half of the program (September 2013 – January 2014), and present at the BMA Social Innovator Showcase in the spring of 2014.

From February – August 2014, BMA Social Innovators will receive additional coaching and connections to resources (averaging two hours per week). During this coaching phase, the BMA Social Innovators will have continued access to the LSI’s network, resources, and events (including webinars and in-person trainings in select cities).
Upon completion of the full, 12-month program in August 2014, the BMA Social Innovators will conclude their participation with the following: a one-hour debrief interview, an online feedback survey, and a presentation at the second biennial Innovation & Impact Forum for Black Male Achievement (a national convening to showcase “what works” in the field of black male achievement) in the fall/winter of 2014.

“Because of my participation in the Social Innovation Forum I was able to position BTWIC as a leader in the early education advocacy field, secure new board members who have emerged as our organization’s strongest leaders and champions, and garner funding from new sources.”

   Mary L. Reed, president, Bessie Tartt Wilson Initiative for Children, Inc.

Other Commitments Required of BMA Social Innovators
Media release and other commitments are outlined in the Statement of Agreement (http://www.lsibma.org/wp-content/uploads/2013/02/statement-of-agreement.pdf). In order to submit an application for the BMA Social Innovation Accelerator, organizations must accept the terms of this agreement.

Schedule of Events and Activities for BMA Social Innovators
The 2013–2014 BMA Social Innovation Accelerator calendar is outlined below. Those invited to interview will receive a more detailed calendar in the fall of 2013.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Thursday, February 28, 2013</td>
<td>RFP released; nomination process opens</td>
</tr>
<tr>
<td>Thursday, March 14, 2013</td>
<td>Informational webcast #1, 12.30–1.30 pm EST</td>
</tr>
<tr>
<td>Wednesday, March 20, 2013</td>
<td>Informational webcast #2, 12.30–1.30 pm EST</td>
</tr>
<tr>
<td>Friday, April 5, 2013</td>
<td>Applications due, 5:00 pm EST</td>
</tr>
<tr>
<td>Early May</td>
<td>Interview invitations issued</td>
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<tr>
<td>Late May – Early June</td>
<td>Interviews</td>
</tr>
<tr>
<td>Early – Mid-June</td>
<td>Due diligence period</td>
</tr>
<tr>
<td>Late June</td>
<td>BMA Social Innovators notified of their selection</td>
</tr>
<tr>
<td>September 2013 – January 2014</td>
<td>Five-month consulting engagement</td>
</tr>
<tr>
<td>Spring 2014</td>
<td>BMA Social Innovator Showcase</td>
</tr>
<tr>
<td>February – August 2014</td>
<td>Coaching, connections to resources, continued involvement with LSI’s network, resources, and events (including webinars and LSI in-person trainings in select cities)</td>
</tr>
<tr>
<td>Fall/Winter 2014</td>
<td>BMA Social Innovators present at the Innovation &amp; Impact Forum for Black Male Achievement</td>
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How to Apply

To submit an application, follow these three steps:

- Read through this Applicant Guide
- Self-nominate or be nominated via our online nomination form at lsibma.org/nomination. Assuming the nominee meets all of the above-listed eligibility criteria, the organization or program/initiative leader will receive an email with a link to the online application within 48 hours of the time the nomination is received.
- Complete the online application. Applications will be accepted on a rolling basis until Friday, April 5, at 5:00 pm EST; however, early submissions are highly encouraged.

Upon reviewing all of the applications, we will invite a select number of organizations to interview.

To learn more about our selection process and what it means to be a BMA Social Innovator, please attend one of our informational webinars:

**Informational Webinar #1**
Thursday, March 14, 2013, 12:30–1:30 pm EST
Hosted via ReadyTalk
To RSVP, please email accelerator@lsibma.org.

**Informational Webinar #2**
Thursday, March 21, 12:30–1:30 pm EST
Hosted via ReadyTalk
To RSVP, please email accelerator@lsibma.org.

If you have any questions, please do not hesitate to contact Zeina Fayyaz, accelerator manager, at accelerator@lsibma.org or at 617.649.1518.

Best regards,

The Leadership & Sustainability Institute Team
Frequently Asked Questions

Who is The Leadership & Sustainability Institute Team?
PolicyLink and Root Cause are co-leading the implementation of the LSI, which was launched by The Open Society Foundations Campaign for Black Male Achievement in partnership with:

- The California Endowment
- The Heinz Endowments
- Knight Foundation
- Mitchell Kapor Foundation
- Robert Wood Johnson Foundation
- The Skillman Foundation
- Carnegie Corporation of New York
- Casey Family Programs

ABOUT THE OPEN SOCIETY FOUNDATIONS
Active in more than 70 countries, the Open Society Foundations work to build vibrant and tolerant democracies whose governments are accountable to their citizens. Working with local communities, the Open Society Foundations support justice and human rights, freedom of expression, and access to public health and education. [www.soros.org/topics/black-male-achievement](http://www.soros.org/topics/black-male-achievement).

ABOUT POLICYLINK
PolicyLink is a national research and advocacy institute advancing economic and social equity. Founded in 1999, PolicyLink helps create sustainable communities of opportunity that offer access to quality jobs, affordable housing, good schools, transportation, and the benefits of healthy food and physical activity. The organization is based in Oakland, California, with offices in New York City, Los Angeles, and Washington, DC. [www.policylink.org](http://www.policylink.org).

ABOUT ROOT CAUSE
Root Cause is a nonprofit research and consulting firm that partners with nonprofits, philanthropy, government, and business to advance local and national solutions to today’s toughest social issues. Founded in 2004, Root Cause has grown to become a nationally recognized organization with 30 team members and an annual budget of $3 million. Root Cause has worked with leaders from more than 130 organizations and collaborative groups on projects ranging from nonprofit business plans and performance measurement systems to innovative philanthropic collaboratives and multi-sector, place-based strategies for addressing specific social issues. These organizations and projects have subsequently raised more than $50 million. [www.rootcause.org](http://www.rootcause.org).

The Accelerator is modeled after the successes of Root Cause’s Social Innovation Forum ([www.rootcause.org/social-innovation-forum](http://www.rootcause.org/social-innovation-forum)). Since 2003, the Social Innovation Forum has been working to bring together nonprofits, philanthropy, government, and business to advance solutions to Greater Boston’s toughest social issues. Over the years, the Social Innovation Forum has held nine Showcase events, recognized 59 Social Innovators, and brought together more than 1,500 philanthropists, foundation staff, businesspeople, and government officials interested in supporting innovative, effective approaches to important social issues. Since last spring, the 2012 Social Innovators have collectively won
more than $500,000 in new funding that they directly or indirectly attribute to the Social Innovation Forum. Overall, the Social Innovation Forum has directed more than $9.5 million in cash and in-kind services to Social Innovators.

How Does the Leadership & Sustainability Institute Define Social Innovation?
The LSI defines social innovation as the process of finding, testing, and honing potentially transformative approaches to persistent social problems, with the intent of improving the life outcomes of black men and boys through policy and/or practice.

What is the BMA Social Innovator Showcase?
Modeled after private sector venture capital forums, The BMA Social Innovator Showcase is focused on highlighting the BMA Social Innovators to potential investors as national leaders in the field of black male achievement, as well as sparking conversations on the best approaches to developing and spreading innovation in the field of black male achievement. The event will attract a diverse audience of funders and leaders from the public, private, and nonprofit sectors.

How Should I Decide If I Should Apply?
If you are considering applying, we very much welcome and encourage you to do so! Our application process is meant to be a learning opportunity both for applicants and for the LSI team. Through this process, we learn how to be helpful to the chosen BMA Social Innovators and also how to support all Accelerator applicants through the LSI. For example, for applicants who meet our basic eligibility criteria but are not selected for the Accelerator, we would begin the process of supporting those applicants through the LSI’s BMA Capacity Building and Sustainability Center (http://www.lsibma.org/bma-capacity-building-sustainability-center). We encourage you to take this opportunity and apply – and we are here to support you with any questions you may have during the process.

Whom Should I Contact with Questions?
If you have any questions about the selection process, please do not hesitate to contact Zeina Fayyaz, accelerator manager, at accelerator@lsibma.org or at 617.649.1518. You can also visit our website at www.lsibma.org.