



Pro 2018 – 09 Social Enterprise Plan Competition Announcement Issue Date: April 16, 2018

INTRODUCTION TO THE CHILDREN'S BOARD OF HILLSBOROUGH COUNTY

In 1988, Hillsborough County residents agreed that improving supports and services to our county's children and families was a major priority for our community's future. Thus, the Children's Board was established in 1989 as a Special Taxing District allowing a levy not to exceed 50 cents per \$1,000 of the assessed property tax.

The Children's Board of Hillsborough County, in partnership with the Nonprofit Leadership Center of Tampa Bay, Inc., announces the **13th Annual Social Enterprise Plan Competition**. The competition is designed to encourage and support social enterprise ventures by Hillsborough County non-profit organizations that result in an earned income business strategy that also address a community need in Hillsborough County.

Awards:

\$25,000 – First Place
\$15,000 – Second Place

To submit questions email: Shelton K. Gilyard, Project Manager
gilyards@childrensboard.org

Restricted Communications:

Communication concerning the Social Enterprise Plan Competition should be restricted to the project manager and/or Nonprofit Leadership Center of Tampa Bay designated staff.

Eligibility Requirements:

- Applicants must be a non-profit organization headquartered or doing substantial related business in Hillsborough County serving children and their families;
- The social enterprise venture may be for a non-profit subsidiary, a for-profit subsidiary, or a program of your non-profit organization.
- An organization may submit only one social enterprise plan to the competition.
- Individuals, Hillsborough County Public Schools, Charter Schools, and Child Care Centers are not eligible to enter the competition.



- The social enterprise venture must be new or in operation for less than twelve (12) months as of January 1, 2018.
- Social Enterprise plans must be a venture such as, but not limited to:
 - Service-related (fee for service)
 - Product-related (manufacturing and/or sales)
 - Renting or leasing property
- Previous Social Enterprise Plan Competition winners from 2016 and 2017 are not eligible to enter.
- Applicant missions must align with services for children and their families in one of four CBHC focus areas: Children are Developmentally on Track, Children are Healthy and Safe, Children are Ready to Learn and Succeed, and Children have Supported and Supportive Families.

CBHC Focus Areas:

- **Developmentally on Track:**
Early Identification of developmental needs for children birth to age five is essential for optimizing a child's potential and serves as an opportunity for caregivers to learn more about their child's developmental functioning.
- **Healthy and Safe:**
Early preventative health and education, preparing a family to develop nurturing and healthy habits which are enhanced by coordination with community partners including healthcare systems and primary care providers.
- **Ready to Learn and Succeed:**
School readiness and academic support for children through middle school age designed in a way that foster academic readiness by age eight, successful progress towards grade promotion, and graduation. Activities may support character development, provide positive role modeling, and motivate students to learn in safe environments.
- **Supported and Supportive Families:**
Support for the whole family is essential for developing informal supports, stability and overall well-being. These relationships establish the foundation for secure attachments and future physical, cognitive and social-emotional health.



Calendar of Events

At least one (1) representative from interested organizations are required to participate in an information session that will provide an overview of this year’s competition, explain the entry process and provide an opportunity for general questions to be answered. Responses provided at the briefing may not change the requirements stated in this announcement unless an addendum is issued. The questions and responses generated at the workshop will be posted on the CBHC website under the budgeting tab. Organizations selected as a finalist must be available to attend scheduled practice session, presentation, and winners must be present at the September 27, 2018 CBHC Board meeting.

Information Workshop

Date	Time	Location
Friday May 4, 2018	9:00 AM – 11:00 AM	Children’s Board 1002 E. Palm Avenue

Letter of Intent

Organizations planning to participate in the competition must submit a **Letter of Intent** to the Children's Board of Hillsborough County. The **Letter of Intent** must be submitted by e-mail referencing: ***2018 Social Enterprise Plan Competition.***

Date	Time	To
Friday May 25, 2018	4:00 PM	Shelton K. Gilyard, Project Manager gilyards@childrensboard.org

Social Enterprise Plan Training Sessions

Three (3) mandatory training sessions will provide participants with information about social enterprise and social enterprise plan development. In addition technical assistance from Nonprofit Leadership Center of Tampa Bay, Inc. will be provided to support the development and presentation of your Social Enterprise Plan.

Session 1	Friday June 1, 2018- 9:00 AM – Noon	Children’s Board 1002 E. Palm Ave
Description of Social Enterprise Venture Industry & Market Analysis		
Session 2	Friday June 29, 2018 - 9:00 AM – Noon	Children’s Board 1002 E. Palm Ave
Marketing Plan Summary Management Plan Summary Operational Plan Summary		
Session 3	Friday July 13, 2018 - 9:00 AM – Noon	Children’s Board 1002 E. Palm Ave
Return on Investment (ROI) and Benefits to Hillsborough County Financial Plan Business Goals and Objectives Packaging Your Plan Feedback on Social Enterprise Plan		

Social Enterprise Plan Submission, Review, and Awards

Submission Deadline	MUST BE RECEIVED BY: 4:00 PM Friday August 3, 2018
Delivered by US Mail, Courier (local, Fed Ex, UPS etc.) or hand deliver to:	Children’s Board of Hillsborough County 1002 E. Palm Avenue Tampa, FL 33605 Attention: Shelton K. Gilyard, Project Manager
Training and Technical Assistance for Finalist	Week of August 13, 2018
Finalist Practice Sessions	August 24, 2018
Presentations by Finalists	September 4, 2018
Announcement of Winners	September 27, 2018 at 3:00 PM During the Children’s Board of Hillsborough County Board Meeting

Children's Board of Hillsborough County Social Enterprise Plan Competition Format

The Social Enterprise Plan must be:

- Submitted on 8-1/2" x 11" paper format (one side only) in 12 pt. font.
- Twenty (20) maximum pages not including cover page, table of contents, appendices, and supporting documents.
- One (1) original and five (5) copies of the complete document, including attachments. The original document without staples or binding. The remaining five copies can be bound or packaged for the review team.

Social Enterprise Plan Format:

1. **Executive Summary.** Maximum one (1) page. Highlights of the key aspects of the social enterprise venture. It should include a brief paragraph about each of the major sections of the plan.
2. **Description of the Social Enterprise Venture.** Description of the product/service offering, your vision, mission and social enterprise objectives. Describe how this venture represents an innovative approach to a challenge or issue in Hillsborough County and aligns with your mission. Include data used to demonstrate a community need or how input from residents determined a need existed.
3. **Industry and Market Analysis Summary.** Description of your target market, with relevant statistics, target market segment strategy, service business analysis, and competitive analysis.
4. **Marketing Plan Summary.** Including objectives, positioning, product/service distribution, pricing, promotion, sales strategy, and performance milestones.
5. **Management, Leadership, and Staff Plan Summary.** Description of organizational capacity including management, leadership, staffing resources to include expertise and governance/organizational structure to execute the social enterprise.
6. **Operational Plan.** Include a description of the assets and expertise available to launch your social enterprise venture.
7. **Social Return on Investment (ROI).** Description of the ROI to include beneficiaries and expected social outcomes for Hillsborough County.
8. **Financial Plan.** Include start-up funds and expenses, breakeven analysis, projected profit and loss, project cash flow, projected balance sheet, business ratio, sources and use of financing, and financial return on investment.
9. **Social Enterprise Goals and Objectives.** Create a timeline that includes what will be accomplished and when; Outline goals and objectives which include desired, measureable outcomes (both mission and money), and activities to support the goal and the responsible parties.
10. **Appendices, Supporting Documents.** Supporting documents are optional and may vary by the proposed earned income venture (may include community analysis, research summary, flyers).

**CHILDREN'S BOARD OF HILLSBOROUGH COUNTY
2018 SOCIAL ENTERPRISE PLAN COMPETITION RATING SHEET**

Applicant: _____ **Rater:** _____

Maximum points available = 100.

Section I: Alignment/Returns on Investment (60 Points)

1. Alignment: The strength of the relationship between the organization's mission and the proposed venture as a solution to a challenge or issue in Hillsborough County.

0 1 2 3 4

2. Social Return on Investment: The extent to which the social enterprise plan describes the venture's potential to demonstrate social return and impact.

0 1 2 3 4

3. Financial Return on Investment: The extent to which the social enterprise plan describes and illustrates the financial return on the investment. The earned income projected and costs are reasonable.

0 1 2 3 4

Scoring for Section I: Total earned points out of 12 maximum: _____.

Conversion to scale: Points earned _____ x 60/12 = _____.

Section II: Social Enterprise Plan/Content (40 Points)

4. Description of the Business Model: The extent to which the social enterprise venture presents a credible business model. The social enterprise venture is realistic, well organized and understandable.

0 1 2 3 4

5. Understanding the Marketing Opportunity: The extent to which the social enterprise plan presents compelling documentation that identifies the social enterprise venture's customers, competitors, pricing & distribution strategies, and potential barriers.

0 1 2 3 4

6. Operations Plan: The extent to which the social enterprise plan describes the operations plan; reasonable time frames are presented for implementation, staffing patterns are realistic, and other key systems unique to the social enterprise venture are detailed.

0 1 2 3 4

7. Leveraging and Sustainability: The extent to which the social enterprise plan has described strategies to develop commitments for additional ongoing financial support.

0 1 2 3 4

8. Organizational Capability: The extent to which the organization has the internal capacity to carry out the activities described in the social enterprise plan and supporting materials.

0 1 2 3 4

9. Management, Leadership and Staff Team:

The extent to which the social enterprise plan demonstrates the leadership commitment to the venture and the staff resources dedicated have the appropriate expertise, skills, training and capacity to successfully carry out the proposed social enterprise venture.

0 1 2 3 4

Scoring for Section II: Total earned points out of 24 maximum: _____.

Conversion to scale: Points earned _____ x 40/24 = _____.

Total Score: Section I + Section II = _____

Comments:

Scoring for individual items:

0 = Does not meet/address criteria

1 = Meets/addresses criteria in a minimal way

2 = Meets/addresses criteria in an average manner

3 = Meets/addresses criteria in a very good manner

4 = Meets criteria in a comprehensive manner, outstanding