



## PRO 2020 – 11

### Social Enterprise Competition Announcement

Release Date: March 13, 2020

**Addendum (#1) Release Date: March 18, 2020**

**Changes are highlighted in YELLOW**

#### **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 (CBHC) announces the **15<sup>th</sup> Annual Social Enterprise 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 address a community need in Hillsborough County. A social enterprise is a business venture that prioritizes a social good along with business success, using business strategies to generate earned income to support an organization's social mission and focus. Applicants may submit only one (1) social enterprise project to the Competition. The CBHC intends to award two (2) ventures.

#### **Awards:**

\$25,000 – First Place

\$15,000 – Second Place

#### **Restricted Communications:**

Communication concerning the Social Enterprise Competition should be restricted to the Project Manager and/or designated CBHC staff.

To submit questions, email Shelton K. Gilyard, Project Manager, at [gilyards@childrensboard.org](mailto:gilyards@childrensboard.org)

#### **Eligibility Requirements:**

To be eligible, the Applicant must be a non-profit organization headquartered or doing substantial related business in Hillsborough County serving children and their families. The mission of the Applicant must align with services for children and their families in at least one (1) of four (4) CBHC focus areas.

The social enterprise venture:

- May be for a non-profit subsidiary, a for-profit subsidiary or a program of the non-profit organization.
- Must be new or in operation for less than twelve (12) months as of January 1, 2020.
- Must be offered free to Hillsborough County Residents, if related to the provision of training.

Examples of social enterprise ventures may include, but are not limited to:

- Service-related (fee for service);
- Product-related (manufacturing and/or sales); or
- Space or venue rental.

At this time the CBHC is not seeking to award the following:

- Individuals;
- Private, Public or Charter Schools;
- Early Care Education settings (Centers or Family Child Care homes); or
- Previous Social Enterprise Competition Winners.

### **CBHC Focus Areas:**

*Children are 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 current developmental functioning.

*Children are Healthy and Safe:* Early preventative health and education prepares a family to develop nurturing and healthy habits which are enhanced by coordination with community partners including healthcare systems and primary care providers.

*Children are Ready to Learn and Succeed:* School readiness services for young children should be designed in a way that foster a nurturing, safe and healthy environment for children and respects a families' cultural values. In addition, quality early learning must also promote early caregiver involvement and professional development for early care educators.

School success for elementary school age children works best in collaboration with teachers, administrators and parents to provide support consistent with school benchmarks. Successful youth services (through middle school age) support leadership development, provides positive role modeling, and motivates students to learn in safe environments.

*Family Support:* Support for the whole family is essential for developing informal supports, stability and overall well-being. Family Support plays an important role in a young child's brain development because early experiences develop through positive relationships which establishes the foundation for secure attachments and future physical, cognitive and social-emotional health.

## **Calendar of Events:**

At least one (1) representative of the interested organization is required to participate in an Information Workshop 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 Workshop may not change the requirements stated in this Announcement unless an Addendum is issued. The questions and responses generated at the Workshop or by email will be posted on the CBHC website under the budgeting tab <http://www.childrensboard.org/budgeting/revenues-and-expenditures/funding-opportunities/>. Applicants selected as Finalists must be available to attend the scheduled practice sessions, final presentation and the Winners must be present at the September 24, 2020, CBHC Board meeting.

**Information Workshop (Required)** – At least one (1) organizational representative must attend.

Date	Time	Location
Friday May 1, 2020	9:00 AM	Children's Board 1002 E. Palm Avenue Tampa, FL 33605

**Letter of Intent (LOI) (Required)** – Organizations planning to participate in the Competition must use the provided template to submit a LOI with an abstract summarizing the project idea and its origin (maximum 50 words).

Date	Time	To
Friday May 8, 2020	11:59 PM	SurveyMonkey Apply <a href="http://www.cbhcgrants.smapply.org">www.cbhcgrants.smapply.org</a>

**Pitch Practice (Optional)** – Participating organizations are encouraged to practice pitching their proposed project ideas to a group business minded entrepreneur in a seven-minute presentation and feedback session. Pitch Practice training sessions are voluntary and will not impact the selection of Finalists.

Date	Time	Location
May 13, 2020 (subject to change)	Call to schedule	Entrepreneur Collaborative Center 2101 E. Palm Ave Tampa, FL 33605 813-204-9267

**Training Sessions** - Three (3) mandatory training sessions will provide participants with information about the Social Enterprise Competition and plan development. In addition, technical assistance from designated staff will be provided to support the development and presentation of your venture. Training Sessions will take place at the Children's Board, **1002 East Palm Avenue, Tampa, FL, 33605**.

<b><u>Session 1</u></b> Friday, May 22 ,2020 from 9:00AM – 12:00PM	<b>Topics to be covered:</b> <ul style="list-style-type: none"><li>• Description of Social Enterprise Venture</li><li>• Industry &amp; Market Analysis</li><li>• Organizational Readiness</li><li>• Business Model Canvas/Asset Inventory</li></ul>
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<b><u>Session 2</u></b> Friday, June 12, 2020 from 9:00AM – 12:00PM	<b><i>Topics to be covered:</i></b> <ul style="list-style-type: none"> <li>• Marketing Plan</li> <li>• Management Plan</li> <li>• Operational Plan</li> <li>• Business Model Canvas</li> </ul>
<b><u>Session 3</u></b> Friday, July 17, 2020 from 9:00AM – 12:00pm	<b><i>Topics to be covered:</i></b> <ul style="list-style-type: none"> <li>• Return on Investment (ROI)</li> <li>• Benefits to Hillsborough County</li> <li>• Financial Plan</li> <li>• Business Goals and Objectives</li> <li>• Packaging Your Plan and Pitch</li> <li>• Feedback on Social Enterprise Plan</li> </ul>

***Submission, Review, and Awards -***

<b><u>Activity</u></b>	<b><u>Deadline / Due Date</u></b>
Written Applicant Questions <a href="mailto:gilyards@childrensboard.org">gilyards@childrensboard.org</a>	Wednesday, July 22, 2020 by 11:59 PM
CBHC Final Answers to Questions posted in website	Friday, July 24, 2020
Application Submission <a href="http://www.cbhcgrants.smapply.org">www.cbhcgrants.smapply.org</a>	Friday, August 7, 2020 by 11:59 PM
Selection of Finalists	Week of August 10, 2020
<b>Practice</b> Presentations by Selected Finalists	August 21, 2020
Finalists' Presentations and Judges' Review	September 11, 2020
Announcement of Winners (During CBHC Board Meeting)	September 24, 2020 at 3:00 PM
Winners' Post Award Meeting	Week of October 5, 2020

## **Submission Instructions:**

The following components are required and must be submitted as one (1) complete document in .pdf format via SurveyMonkey Apply, which may be accessed at [www.cbhcgrants.smapply.org](http://www.cbhcgrants.smapply.org):

1. **Executive Summary** (maximum 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. **Operational Plan** – Include a description of the assets and expertise available to launch your social enterprise venture.
6. **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.
7. **Social Return on Investment (ROI)** – Description of the ROI to include beneficiaries and expected social outcomes for Hillsborough County. The description should also detail how the intent of the proposed project is sustained within the target population.
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. Include a summary of the liability insurance required to support project goals and objectives.
9. **Goals and Objectives** – Create a timeline that includes what will be accomplished and when; Outline goals and objectives which include desired, measurable 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, etc.).

### Formatting:

- Complete on size 8-1/2" x 11" with 1-inch margins and 12 pt. font;
- Maximum twenty (20) pages, not including cover page, table of contents, appendices and supporting documents; and
- All pages numbered.

Applications **will not** be accepted by e-mail, mail, courier or hand delivery.

Please see the SurveyMonkey Apply Applicant Guide, **Appendix (#1)**, for direction on how to use the online grant application system, contact information for SurveyMonkey Apply support staff, and links to frequently asked Applicant questions.

## Appendix (#1) – SurveyMonkey Apply Applicant Guide:

I. Google Chrome is the recommended internet browser. Please avoid using Internet Explorer.  
A. Google Chrome may be downloaded at <https://www.google.com/chrome/>.

II. The link to SurveyMonkey Apply is [www.cbhcgrants.smapply.org](http://www.cbhcgrants.smapply.org).

III. How to Register

A. Register on behalf of an organization

1. Click **Register**;

Log In

Register



2. Complete the required information for who will be the Organization's Main Administrator;  
3. Click **Create Account**; and  
4. You will be asked to enter additional details about the Organization such as the Organization's Name, Address, and Contact Information.

B. Add members individually

1. Login as an organization administrator;

2. Click on **Manage Organization** in the top right corner;

3. Click on **Members**;

4. Click on **Add Member**;

5. Enter the **First Name**, **Last Name**, and **Email Address** of the member;

6. Select if they will have Administrative or Non-Administrative Access;

- **Primary Administrator:** This is the organization member that initially creates the Organization and has full administrative control over the organization's members and applications. They will be able to transfer ownership of the organization, as well as edit and remove members of the organization at any time.
- **Administrator:** These members have similar control over the organization's members and applications as the Primary Administrator. However, they will only be able to edit and remove non-administrative members, or inactive Administrators.
- **Non-Administrative Members:** These members will be able to edit applications on behalf of the organization but will not have access to manage the organization's profile and members. They will also not be able to create or submit applications for an organization.

7. *Optional:* If you have teams created, click to add them to a team;

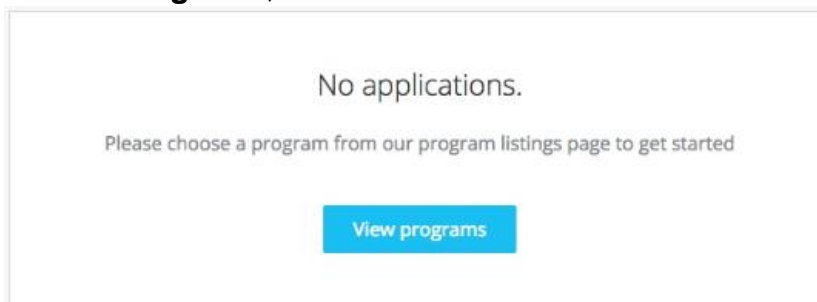
8. *Optional:* Notify the user that you are adding them to the organization; and

9. Click **Add**.

IV. Completing the Application

A. Locate the Application

1. Click **View Programs**;



2. Click **MORE >** for the Application you wish to apply for; and
3. Click **Apply**.

- B. Verify the email associated with the account first by clicking **Send Verification Link** and follow the instructions sent in the email;



- C. Respond to all Application Tasks

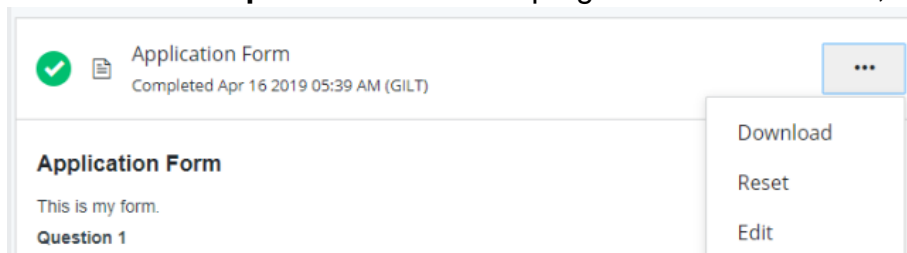
1. Letter of Intent (*template provided; SurveyMonkey Apply upload*)
  - The template may be found at <https://www.childrensboard.org/budgeting/revenues-and-expenditures/funding-opportunities/>
2. Social Enterprise Proposal (*no template provided; SurveyMonkey Apply upload*);

- D. Mark each Task as Complete



- E. Editing a Completed Task

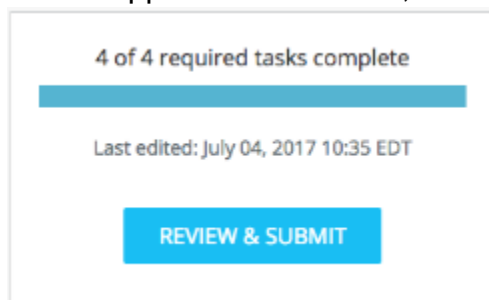
1. Enter your application;
2. Click on the task you wish to edit;
3. Click on the **More Options** icon in the top right corner of the task;



4. Click **Edit**;
5. Click **Previous/ Next** to navigate between the pages and make your changes
6. When done, navigate to the bottom of the page and press **Mark as Complete**.

- F. Submit the Application

1. Within the application to submit, select **Review & Submit**;



2. **Review** application materials;
3. Once you've reviewed all your completed tasks, you can click to **Submit Your Application**.
  - An email confirmation will be sent after submission.

- V. Additional Information

- A. SurveyMonkey Apply FAQ and Troubleshooting

1. General Account FAQ: <https://help.smapply.io/hc/en-us/articles/360032514674-General-Account-FAQ>



2. Completing an Application FAQ: <https://help.smapply.io/hc/en-us/articles/115001445354-Completing-an-Application-FAQ>
  3. Managing your Organization FAQ: <https://help.smapply.io/hc/en-us/articles/360001910093-Managing-your-Organization-FAQ>
  4. How to Ensure Emails are Received from SurveyMonkey Apply: <https://help.smapply.io/hc/en-us/articles/360005301174-How-to-Ensure-Emails-Are-Received-from-SurveyMonkey-Apply>
  5. How to Request Login Assistance: <https://help.smapply.io/hc/en-us/articles/360000921094-How-to-Request-Login-Assistance>
- B. Contacting SurveyMonkey for Support: [https://help.smapply.io/hc/en-us/articles/115001660353-Email-Support#h\\_7ca14a13-1de8-40f0-9455-726415bd56a2](https://help.smapply.io/hc/en-us/articles/115001660353-Email-Support#h_7ca14a13-1de8-40f0-9455-726415bd56a2)

**Appendix (#2) – Rating Sheet:**

**Applicant:** \_\_\_\_\_

**Rater:** \_\_\_\_\_

**Maximum points available = 100. Local impact bonus points = 4.**

**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 describes the venture’s potential to demonstrate social return.

0    1    2    3    4

**3. Financial Return on Investment:** The extent to which the social enterprise 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/Content (30 Points)**

**4. Description of the Social Enterprise Venture:** 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. Market Analysis and Plan Summary:** The extent to which the social enterprise presents compelling documentation that identifies the social enterprise venture’s customers, competitors, pricing & distribution strategies, and potential barriers.

0    1    2    3    4

**6. Operational Plan:** The extent to which the social enterprise 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. Management, Leadership and Staff Team:**

The extent to which the social enterprise 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 16 maximum: \_\_\_\_\_.

Conversion to scale: Points earned \_\_\_\_\_ x 30/16 = \_\_\_\_\_.

**Section III: Rater Overall Impression (10 Points)**

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

0      1      2      3      4

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

0      1      2      3      4

**Scoring for Section III:** Total earned points out of 8 maximum: \_\_\_\_\_.

Conversion to scale: Points earned \_\_\_\_\_ x 10/8 = \_\_\_\_\_.

**Total Score: Section I + Section II + Section III = \_\_\_\_\_**

**Bonus (4 Points):** The extent to which the social enterprise venture demonstrates a local impact for residents of Hillsborough County.

0      1      2      3      4

**Final Score: Sections I+II+III+ Bonus = \_\_\_\_\_**

**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

**This rating form is subject to public records and is open for inspection and copying in accordance with the Chapter 119, Florida Statutes.**