



Pro 2021 – 08
Social Enterprise Competition Announcement
Release Date: March 08, 2021

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 **15th 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 staff.

To submit questions email: Jacob Resnick, Project Manager, at ResnickJ@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, 2021.
 - 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 Information Session may not change the requirements stated in this Announcement unless an Addendum is issued. The questions and responses generated at the Information Session 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 23, 2021, CBHC Board meeting.

Information Session (Required) - At least one (1) organizational representative must attend.

Date	Time	Location
Monday March 29, 2021	1:00 PM – 3:00 PM	Children’s Board 1002 E. Palm Avenue OR GoToMeeting https://www.gotomeet.me/ChildrensBoard/information-session

Letter of Intent - Organizations planning to participate in the competition must submit a Letter of Intent (LOI) to the Children's Board of Hillsborough County. The LOI must be submitted by e-mail referencing: **2021 Social Enterprise Competition**.

Date	Time	To
Friday April 23, 2021	11:59PM	Jacob Resnick, Project Manager ResnickJ@childrensboard.org

Training Sessions - Three (3) mandatory training sessions will provide participants with information about the Social Enterprise Competition and plan development. In addition, technical assistance may be provided to support the development and presentation of your venture.

Training Sessions will take place at the Children’s Board, **1002 E. Palm Avenue, Tampa, FL, 33605**.

<p><u>Session 1</u> Thursday, May 6th, 2021 9:00AM – 11:00AM</p>	<p>Topics to be covered:</p> <ul style="list-style-type: none"> • Description of Social Enterprise Venture • Business Model Canvas / Asset Inventory • Organizational Readiness • Management Plan Summary
<p><u>Session 2</u> Monday, May 17th, 2021 9:00AM – 11:00AM</p>	<p>Topics to be covered:</p> <ul style="list-style-type: none"> • Marketing Plan Summary • Industry & Market Analysis • Packaging Your Plan & the Business Pitch
<p><u>Session 3</u> Tuesday, May 25, 2021 9:00AM – 11:00AM</p>	<p>Topics to be covered:</p> <ul style="list-style-type: none"> • Financial Plan • Return on Investment (including Social ROI and benefits to Hillsborough County) • Operational Plan Summary • Business Goals and Objectives

Submission, Review, and Awards -

<u>Activity</u>	<u>Deadline / Due Date</u>
Written Applicant Questions CBHCFundingRelease@ChildrensBoard.org	June 21, 2021 by 11:59 PM
CBHC Final Answers to Questions posted in website	June 24, 2021
<p align="center">Submission Deadline</p> <p>Delivered by US Mail, Courier (local, Fed Ex, UPS etc.) or hand deliver to:</p>	<p align="center">MUST BE RECEIVED BY: 4:00 PM Thursday, July 1, 2021</p> <p align="center">Children's Board of Hillsborough County 1002 E. Palm Avenue Tampa, FL 33605 Attention: Jacob Resnick, Project Manager</p>
Selection of Finalists	Week of July 5 th , 2021
Practice Presentations by Selected Finalists	July 15, 2021 Board Room CBHC
Finalists' Presentations and Judges' Review	August 12, 2021 Board Room CBHC
Announcement of Winners (During CBHC Board Meeting)	September 23, 2021 at 3:00 PM Board Room CBHC
Winners' Post Award Meeting	September 30, 2021

Social Enterprise Plan Format:

Submission Instructions -

- 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.

Submission Components -

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. **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.
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. **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).

**Children’s Board of Hillsborough County
(Appendix #1) 2021 Social Enterprise Competition 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 plan 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 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 16 maximum: _____.

Conversion to scale: Points earned _____ x 60/16 = _____.

Section II: Social Enterprise Plan/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 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. Operational 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. 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 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 plan 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 plan 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.