



CASE



The Fred Morgan Kirby Prize for Scaling Social Impact Information Session

July 11, 2022

Thank you for joining us. We will begin shortly.

We're your hosts....



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Agenda

- What is the F. M. Kirby Impact Prize?
- Who is eligible to apply?
- How will the winner be selected?
- What happens if I am selected?
- What can I do if I have more questions?
- Q&A

About CASE

CASE Vision:

All social entrepreneurs have the skills, networks, and funding needed to scale their impact and solve the world's most pressing challenges.

CASE Mission:

CASE prepares leaders and organizations with the business skills needed to achieve lasting social change.



EDUCATION

**Train next generation
social impact leaders**



THOUGHT LEADERSHIP

**Apply a research lens to the
field of social
entrepreneurship.**



PRACTITIONER ENGAGEMENT

**Build strong strategic
networks & develop tools to
accelerate the pace of
change**

What is the F. M. Kirby Impact Prize?

- A global prize to amplify and accelerate impact-driven enterprises ready to scale their impact
- \$100, 000 (USD) in unrestricted funds
- What makes this award unique:
 - Scaling Focus
 - Institutional & Brand Support
 - Open to Nonprofit & For-Profit Models
 - Unrestricted Funding

Who is eligible to apply?

Who is eligible to apply?

STRUCTURE	<p>Nonprofit, for-profit, or hybrid impact enterprise, operating anywhere in the world*</p> <p>*However, due to tax implications, international organizations must also have an established presence in the U.S., whereby they are a United States Taxpayer and hold a federal taxpayer identification number.</p>
IMPACT	<p>Strong evidence of impact over <u>at least 3 years</u> and a thoughtful plan for how to use the Prize to scale that impact over the next 3-5 years.</p>
BUDGET	<p>Minimum operating budget of at least \$250,000 (USD). We believe our strongest applicants will have an operating budget between \$1-3 million (USD)</p>
DIVERSITY	<p>Robust, formal non-discrimination policy that protects against discrimination on the basis of marginalized identities. E.g. race, ethnicity, religion, caste, disability, gender identity, etc.</p>
LEADERSHIP	<p>Exemplary leadership that aligns with the core values of Fred Morgan Kirby, including integrity, resourcefulness, resilience, meaningful collaboration, and diversity.</p>

How is the winner selected?



Impact

Problem

Solution

Evidence



Readiness to Scale

Scaling Strategy

Financial Viability

Ecosystem

Team

Internal Systems



Leadership

Strong Values & Stakeholder
Accountability

Resourcefulness & Resilience

Strategic Collaboration

Team Diversification

Application Process & Timeline

Phase 1 Application

Enterprise Overview
Deck
Up to 250 submissions

Open: Aug 1 – Sept 5

CASE Review: Sept

Phase 2 Application

[INVITED]
Additional Questions
*for ~50 selected
applicants*

Notified: Sept 23

Open: Sept 23 – Oct 28

CASE Review: Oct/Nov

Finalist Interviews

[INVITED]
DD + 60 min virtual
interviews *for ~5-8
selected applicants*

Notified: Nov 14

**Interviews: Nov 28 –
Dec 9**

Awardee Selected

One awardee selected
for 2022-23 Prize

Notified: Jan 25, 2023

**Announced: Feb 22,
2023 (@SBSI)**

Full list of application questions
is available on our website:

bit.ly/kirbyimpactprize

Phase 1: Enterprise Overview Deck

Demographic questions +

Upload a slide deck [via the portal](#) addressing the following prompts:

- What is the problem you are trying to solve?
- Describe your solution (including theory of change).
- What evidence do you have that the solution is working?
- What are your top impact-related KPIs, and results over past 3 years?
- How do you keep your beneficiaries/clients centered?
- Describe your scaling plan.
- How will the F. M. Kirby Prize be transformative for your scaling journey?

**Submission
window:**

**Aug 1 – Sept 5, at
11:59 PM EDT**

**First 250
submissions
will be
reviewed.**

Phase 2: Application

~15 short answer questions addressing

- **Scaling Strategy**
 - Is the enterprise able to clearly articulate the strategy for scaling impact in the next 3-5 yrs.?
- **Financial Viability**
 - Does the enterprise understand the costs, payers, and funding pipeline needed to scale?
- **Ecosystem**
 - How well does the enterprise understand the ecosystem and how the solution interacts with existing players?
- **Talent & Leadership**
 - Given scaling plans, what key talent gaps might you have and how do you plan to fill them?

September 23 , 2022

~50 applicants will be invited to complete Phase 2 of the application

September 23-October 28, 2022, at 11:59 PM EST

Phase 3: Finalist Interviews & Due Diligence

- **Finalists are notified on November 14, 2022**
- **~5-8 applicants will be invited to interview**
- **Virtual, 60-minute interviews**
 - 2-3 Selection Committee members
- **Due Diligence**
 - Members of the selection committee will conduct additional research on the background of applicants who move to this round



**Finalist Interviews:
November 28- December 9, 2022.**

Winner Notification



Winner Notified

January 25, 2023



Winner Publicly
Announced

Fuqua Sustainable
Business & Social Impact
Conference

February 22, 2023

What if I am selected?

What if I am selected?

- Winning enterprise will be notified **January 25, 2023**
- The winning enterprise will be publicly announced at the [Sustainable Business and Social Impact Conference \(SBSI\)](#) **February 22, 2022**
 - *[Optional] CASE will pay the expenses related to travel for two representatives from the winning enterprise pending SBSI format and Duke University's COVID-19 protocols.*
- The enterprise will be amplified through CASE's network and marketing efforts
- The winning enterprise will commit to annual narrative reporting on their progress to CASE and to participate in CASE's evaluation survey over time

Previous Kirby Prize Winners



Healthy Learners
2020-21 Kirby Impact Prize Winner



ServeMinnesota Math Corps
2021-22 Kirby Impact Prize Winner

10 things that get us particularly excited...

1. Articulation of your PIECE of the problem.
2. Meaningful metrics
3. Centering beneficiaries; continuous feedback loop
4. Leadership that reflects the population served
5. Scaling plans that go beyond growth alone
6. Innovative plans for financial sustainability
7. Data systems that promote active learning
8. Demonstrated ability to pivot, learn from failure
9. Continuous testing, iterating
10. Talent (or talent plans) that match scaling plans

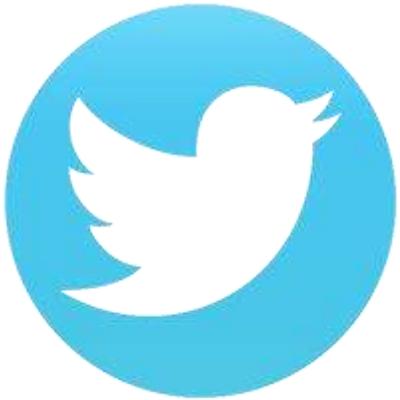
What can I do if I have more questions?

- Watch previous F. M. Kirby Prize Information Sessions discussing the dimensions of the selection rubric

Title	Link to View	Objective
How to Talk About Your Scaling Plan	http://bit.ly/KirbyScaling	In this session we will discuss the five aspects of discussing your scaling plan: Scaling Strategy, Financial Viability, Ecosystem, Team, and Internal Systems.
How to Talk About Your Impact to Date	http://bit.ly/KirbyImpact	In this session, we will discuss the three aspects of discussing your impact: problem, solution, and evidence.
F. M. Kirby and Leadership	http://bit.ly/KirbyandLeadership	In this session, we will discuss the four aspects of discussing your enterprise and its leadership: strong values and stakeholder accountability, resourcefulness and resilience, strategic collaboration, and team diversification

- Submit your questions about the F. M. Kirby Impact Prize [here](#)
- Review the [Frequently Asked Questions Tool](#)
- Read about our [2020-2021 winner](#), [2021-2022 winner](#), [finalists](#) and [lessons learned](#).

Stay in Touch!



@CASEatDuke



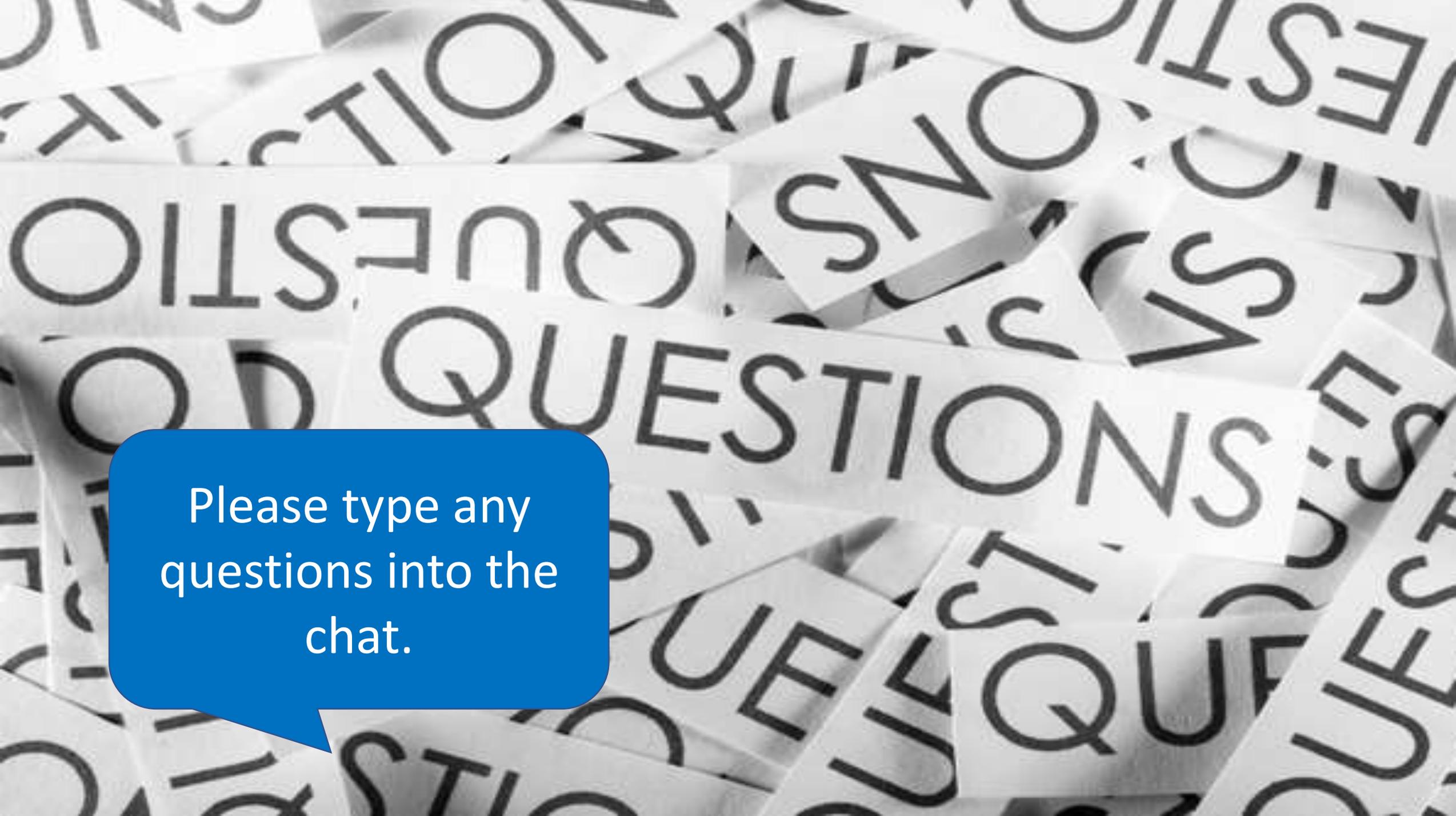
Facebook.com/CASEDuke



CASEatDuke.org



[LinkedIn](#)



Please type any
questions into the
chat.

CASE Resources

Scaling Strategies:

<u>CASE Smart Impact Capital: Articulating Your Impact to Investors</u>	<u>https://vimeo.com/181834167/ff474de205</u>
<u>Scaling Social Impact: Strategies for Spreading Social Innovation</u>	<u>https://centers.fuqua.duke.edu/case/wp-content/uploads/sites/7/2015/02/Article_Dees_ScalingSocialImpact_20041.pdf</u>
<u>Pivoting to Impact: Navigating the Road to Scale</u>	<u>https://medium.com/scaling-pathways/how-to-pivot-to-scaled-impact-lessons-from-visionspring-imazon-evidence-action-fcf96a571f7a</u>
<u>Scaling Pathways: Scaling Snapshots</u>	<u>https://medium.com/scaling-pathways/scalingstories/home</u>

Ecosystem:

<u>Cultivate Your Ecosystem</u>	<u>https://centers.fuqua.duke.edu/case/knowledge_items/cultivate-your-ecosystem/</u>
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CASE Resources

Financial Viability:

<u>CASE Smart Impact Capital</u>	<u>https://casesmartimpact.com/capital/</u>
<u>Financing for Scaled Impact</u>	<u>https://medium.com/scaling-pathways/moneymatters/home</u>

Teams:

<u>People Matter: Evolving Talent to Drive Impact at Scale</u>	<u>https://medium.com/scaling-pathways/peoplepower/home</u>
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Internal Systems

<u>Using Data to Power to Scale</u>	<u>https://medium.com/scaling-pathways/data/home</u>
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