Thank you for joining us. We’ll be starting shortly.

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
I’m your host....

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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.
What is the F. M. Kirby Impact Prize?

- A **new** global prize to amplify and accelerate impact-driven enterprises
- $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?

The F. M. Kirby Impact Prize is open to all impact enterprises, operating anywhere in the world, that meet the following criteria:

1. Nonprofit, for-profit, or hybrid enterprise
2. Strong evidence of impact over the last 3 years and has a plan to scale that impact in the next 3-5 years
3. Has exemplary leadership that aligns with the core values of Fred Morgan Kirby: integrity, resourcefulness, resilience, meaningful collaboration, and diversity
Who is eligible to apply?

4. Robust anti-discrimination or inclusivity policy that prohibits discrimination on the basis of marginalized identities

**Resources to help get started:**

- [https://tinyurl.com/sampleantidiscrimination](https://tinyurl.com/sampleantidiscrimination)

- [https://tinyurl.com/nonprofitinclusiveness](https://tinyurl.com/nonprofitinclusiveness)

- [https://tinyurl.com/biasimpactassessment](https://tinyurl.com/biasimpactassessment)

How will the winner be selected?

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<tr>
<th>Application Phase</th>
<th>Application Review</th>
<th>Semi-Finalist Notified</th>
<th>Due Diligence</th>
<th>Semi-Finalist Interviews</th>
<th>Winner Notified</th>
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<tr>
<td><strong>Deadline:</strong> September 30</td>
<td>November 2- November 5</td>
<td>November 10-November 24</td>
<td>Week of December 21st</td>
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October

November 10-November 24
How will the winner be selected?

Application Phase
- Apply online via application portal
- Short essay questions
- Word limit 150-300
- Deadline: September 30th at 11:59PM EST
- F. M. Kirby Impact Prize Selection Committee

Due Diligence Phase
November 2- November 24
Members of the selection committee will conduct additional desk research on the background of applicants who move into this round

Interview Phase
November 10- November 24
- Approx. 60-90 minutes
- Conducted virtually
Applicants in this phase will be required to submit the most recent balance sheet, income statement, and cash flow statement

How will the winner be selected?

IMPACT
READINESS TO SCALE
LEadership
How will the winner be selected?

**Impact:** What problem is your enterprise trying to solve? To what extent does your solution solve the problem and is there a demonstrated need for the solution among your beneficiaries?

Watch CASE’s Smart Impact Capital video Impact Evidence

A. **Problem** - do you have a clear and well researched understanding of the problem you are attempting to solve and the root causes for the problem?

B. **Solution** - What future state are you working to create? How does this solution uniquely contribute to the future that you envision? What are the underlying assumptions and risks in your model?

C. **Evidence** - What compelling evidence, for at least 3 years, do you have that your solution is having the intended impact? How do you know that this is the best solution compared to other available solutions?

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How will the winner be selected?

**Readiness to Scale:** Are you clear on the key elements that are critical to scaling your solution?

*Scale:* expanding on the enterprise’s impact or the impact of their particular innovation to match the size of the problem you are trying to solve.

A. **Scaling Strategy** - Do you have a clearly articulated strategy to scale the impact over the next 3-5 years? What goals do you hope to achieve?

B. **Financial Viability** - What are the costs and who should the payers be in the short and long term? Is the funding pipeline aligned with the proposed scaling plan?

C. **Ecosystem** - Have you mapped the ecosystem in which the enterprise operates? Do you understand how your solution interacts with existing forces or players? How will these either accelerate impact or present barriers?

D. **Team** - Do you understand what team needs to be in place to execute your scaling plan? Are there any current gaps in capacities?

E. **Internal Systems** - Do you understand the internal systems and structures required to execute your scaling plan?
How will the winner be selected?

Leadership- Does the enterprise and its leadership reflect a way of working that aligns with integrity, resourcefulness, and resilience? Do they embrace meaningful collaboration and diversity as a means to find the best solutions?

A. Strong Values & Stakeholder Accountability- Are the enterprise and its leadership explicit about the core values that drive their work? How do you hold yourself accountable to stakeholders and beneficiaries you aim to serve?

B. Resourcefulness & Resilience- Are the enterprise and its senior leadership solutions-oriented? Do they possess a strong internal locus of control that allows them to persevere in the face of challenges?

C. Strategic Collaboration- How does the enterprise identify and engage potential partners and allies? How do you leverage strategic collaboration to advance impact?

D. Team Diversification- Have you built internal and external teams that reflect diversity of thought, lived experience/background, education, socio-economic status etc. How have you leveraged this diversity in strategic decision-making?

What if I am selected?

• Winning enterprise will be notified in December of 2020

• The finalists and winning enterprise will be publically announced at the Sustainable Business and Social Impact Conference (SBSI) in February 2021
  • CASE will pay the expenses related to travel if the conference is held in person (TBD-depending on COVID-19 pandemic)

• The enterprise will be amplified through CASE’s network and marketing efforts

• The winning enterprise will commit to narrative reporting on their progress to CASE and to participate in CASE’s evaluation survey over time
What can I do if I have more questions?

• Register for and attend Information Sessions*:

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<thead>
<tr>
<th>Title</th>
<th>Date and Time</th>
<th>Objective</th>
<th>Link to Register</th>
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<tbody>
<tr>
<td>How to Talk About Your Scaling Plan</td>
<td>Thurs. August 27th 11:30am-12pm</td>
<td>In this session we will discuss the five aspects of discussing your scaling plan: Scaling Strategy, Financial Viability, Ecosystem, Team, and Internal Systems.</td>
<td><a href="https://tinyurl.com/scalingplan">https://tinyurl.com/scalingplan</a></td>
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<tr>
<td>How to Talk About Your Impact to Date</td>
<td>Fri. September 11th 12-12:30pm</td>
<td>In this session, we will discuss the three aspects of discussing your impact: problem, solution, and evidence.</td>
<td><a href="https://tinyurl.com/impactevidence">https://tinyurl.com/impactevidence</a></td>
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<tr>
<td>F. M. Kirby and Leadership</td>
<td>Tues. September 22nd 6-6:30pm</td>
<td>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</td>
<td><a href="https://tinyurl.com/fmkirbyleadership">https://tinyurl.com/fmkirbyleadership</a></td>
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• Submit your questions on the F. M. Kirby Impact Prize webpage

• Review the Frequently Asked Questions Tool- in development

*Each session will be recorded and posted on the F. M. Kirby Impact Prize webpage

Stay in Touch!

@CASEatDuke  Facebook.com/CASEDuke  CASEatDuke.org  LinkedIn
Questions?