



## The Fred Morgan Kirby Prize for Scaling Social Impact

### **ELIGIBILITY QUESTIONS:**

- Are you an impact-driven enterprise?
- Do you have an anti-discrimination policy (prohibits discrimination on the basis of marginalized identities? Note: this includes, but is not limited to: religion, race/ethnicity, immigration status, sex, gender, caste, ability status, sexual orientation etc. This is a non-exhaustive list and the identities may vary based on your geographic region.
- If selected, do you agree to:
  - Not redistribute prize funds to other organizations or individuals
  - Participate in the Kirby Impact Prize program evaluation\*; and
  - Allow CASE and Fuqua School of Business to use the enterprise's name, logo, and story in media and marketing efforts.

### **DEMOGRAPHIC QUESTIONS:**

**Primary Contact Name:**

**Primary Contact Email Address:**

**Enterprise Name**

**Enterprise Leadership:**

- Founder
- CEO
- Names and Titles of Senior Leadership Team

**Overall staff size (full-time equivalents only)**

**What percentage of the senior leadership team are:**

- women
- individuals from marginalized populations (please describe)

**What percentage of non-managerial full-time workers are:**

- women
- individuals from marginalized populations (please describe)

**Location of Enterprise Headquarters**

**What geographic region(s) are you serving? (select all that apply)**

**What specific country or countries are you currently serving? (List below)**

**If you are operating in the United States of America, please list the cities and states in which you currently operate:**



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**What is your annual operating budget for the most recent fiscal year?**

- >\$100K
- \$100K-\$250K
- \$250K-\$500K
- \$500K-\$1M
- \$1M-\$3M
- \$3M-\$5M
- \$5M-\$7M
- \$7M-\$10M
- \$10M +

**How many years have you been in operation?**

**What is your organizational structure?**

- Non-profit
- For-profit enterprise
- Hybrid

**Is the enterprise incorporated or certified as a mission-driven organization?**

**What is your social impact area(s)? \*select all that apply**

- a. Arts & Culture
- b. Civil Society
- c. Community Involvement
- d. Disaster Relief/ Public Safety
- e. Economic Development
- f. Education
- g. Environment
- h. Food and Nutrition
- i. Health & Human Services
- j. Housing
- k. Science and Technology
- l. Youth Development
- m. Other: please describe



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**Does your proposed solution address one of the United Nations 17 Sustainable Development Goals?**  
(select all that apply).

- Poverty
- Hunger
- Health and Wellbeing
- Education
- Gender Equality
- Clean Water and Sanitation
- Affordable and Clean Energy
- Work and Economic Growth
- Industry, Innovation, and Infrastructure
- Reduced Inequalities
- Sustainable Cities and Communities
- Responsible Consumption and Production
- Climate Action
- Life Below Water
- Life on Land
- Peace, Justice, and Strong Institutions
- Partnerships for the Goals

**Please list any previous awards or fellowships you have been awarded by year.**



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## **APPLICATION QUESTIONS**

### **Describe the problem your enterprise is trying to solve (max 150 words)**

*A strong answer will include a concise description of the problem, its root causes and the specific aspect of the problem that your enterprise is targeting. It will also provide evidence to support your claims.*

### **Describe your solution. (max 300 words).**

*A strong answer would include a description of your primary product or service lines couched within your organization's theory of change\* and how your solution is innovative compared to others.*

*Note: it is not necessary to prove causality to be a successful applicant.*

*\*Theory of Change: your theory of how your activities lead to the impacts you aim to achieve.*

- Inputs: money, equipment, people, or other things needed for the enterprise to do its work
- Activities: the things you do to produce social or financial value
- Outputs: quantifiable results of your activities (e.g. business growth indicators, etc.)
- Outcomes: larger changes the enterprise seeks to make- expressed as an increase or decrease
- Impact: change that is statistically attributable to the solution

### **If your long-term scaling plans are successful, what is your vision of what the future will look like? (max 150 words)**

### **Describe the process for evaluating your current impact. (max 150 words)**

*A strong answer will explain how you are collecting impact evidence, including any systems being used, and how impact data is informing decisions or providing feedback.*

### **What are your top (3-5) key performance indicators and what are the results for these KPIs over the past 3 years? (max 150 words).**

### **Describe your scaling goal for the next 3-5 years and the strategy you will use to achieve this goal. (max 300 words)**

*A strong answer will include a clear articulation of your scaling goal, how you plan to pursue and achieve that goal, and how you will know if you are successful.*



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Rank the top two strategies that best match the way you are working to scale your impact

- Increasing the number of products/services you provide in existing geographies (i.e. selling more to existing customers, finding new customers in existing locations)
- Increasing your organizational 'footprint' (i.e. expanding to new geographies where your enterprise will provide products/services)
- Partnering with government to increase reach and/or sustainability of impact
- Partnering with organizations outside of government (such as other NGOs or corporations) to increase reach and/or sustainability of impact
- Sharing freely or selling (through technical assistance, consulting, etc.) your knowledge, research, or other IP with others so that they can achieve more impact
- Influencing norms, behaviors, awareness on particular topic(s) to achieve impact
- None of the above match well with my strategy, please describe:
- None of the above match well with my strategy, please describe:

If you win the F. M. Kirby Impact Prize, how will the award be transformative for your scaling journey?  
(max 150 words)

What was your total funding for the past fiscal year?

What percent came from the following sources?

- Earned Revenue
- Foundation Grants
- Individual Donations
- Government
- Corporate
- Investment Capital- Equity
- Investment Capital- Loans
- Other, please describe

How much money do you believe is needed to fund your scaling plans over the next 3 years (in US dollars)?

What do you anticipate will be your primary sources of funding for the next 3 years? Please explain.  
(max 150 words)



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**How much cash do you currently have in reserve and what is your current monthly burn rate? *\*per the confidentiality statement information provided will remain confidential to the prize selection committee.***

- Cash in Reserve:
- Monthly Burn Rate:

**Tell us about your team. What specific roles or skills do they possess that make you poised to execute on your scaling strategy? What are your biggest talent gaps and your plan to address them? (max 300 words)**

**Do you provide specific content in worker training on inclusion and diversity issues related to marginalized groups? If so, please describe. (max 150 words)**

**How do you hold yourself accountable to your clients of beneficiaries? (max 300 words)**

*A strong answer will explain how, and how often, you solicit feedback from or center the voices of your clients or beneficiaries.*

**Explain how your internal and external teams reflect diversity of thought, lived experience, education, and socio-economic status of your intended beneficiaries? (max 300 words)**