



**SEEKING UNEXPECTED, IMAGINATIVE, RESOURCEFUL  
RE-EMPLOYMENT SOLUTIONS**





# ECONOMIC INDEPENDENCE IS A **CRITICAL** **ISSUE**

For more than 36 years, The Community Foundation of Broward has supported basic needs programs to aid struggling Broward residents. In 2016, we redefined our focus and launched Economic Independence, as one of our 10 Issues That Matter. Our work in Economic Independence shines a spotlight on a crisis faced by Broward's working people who are known as - the ALICE population. ALICE stands for Asset Limited, Income Constrained, and Employed.

Broward County is one of the most cost burdened counties in the nation with exceptionally high rents and limited affordable housing options. Prior to the coronavirus, at the height of a bull economy, more than half (54%) of Broward workers were employed in hourly, low wage service sector occupations. Broward's high cost of living paired with the high number of low-wage income earners has resulted in people living paycheck to paycheck, one emergency away from spiraling into despair.

Our goal is to give working people hope, dignity, self-respect and the opportunity to be able to achieve the American Dream. Our focus is to help people gain employment through which they can earn a living wage, enabling them to afford and maintain housing as well as well as provide other necessities like transportation, childcare, and health care.



# BE BOLD PRIZE OVERVIEW

**THE CHALLENGE:** The Community Foundation of Broward launched the Be Bold Prize, with a goal to help as many Broward County residents, especially people of color, who have been displaced from the workforce due to the Coronavirus, to gain stable employment within the next two years.

The Community Foundation of Broward will award a  
**\$1 MILLION PRIZE**  
to implement the most innovative idea/solution.

The challenge is to create new initiatives or scale up proven initiatives that will get Broward County residents back to work. The goals and metrics determined by the awarded initiative will be measured over the two year period to determine its success. Our intent is to encourage new ways of thinking that move beyond traditional workforce development programs and expand the potential for transformative community impact.

Now is the time to tackle COVID-19 job loss and the amplified impact it has had on communities of color.





# BE BOLD PRIZE BACKGROUND

Unemployment has skyrocketed in Broward County and across the nation since the coronavirus pandemic began, upending the fragile financial well-being of millions of families. Now more than ever, workers, especially those in service, hospitality, tourism, retail and healthcare industries, are experiencing unprecedented levels of instability, with many suffering from job loss or struggling to support themselves and their families with low-paying, temporary or part-time jobs.

The events of 2020 exacerbated historical inequities in our country. People of color, particularly black and brown residents, are now dealing with a dual pandemic – both the coronavirus and continued systemic racial injustice. These communities continue to be affected at higher rates by the sobering health impacts of the pandemic as well as layoffs and shift reductions as businesses grapple with closures and limited business hours.

# BE BOLD PRIZE OBJECTIVES

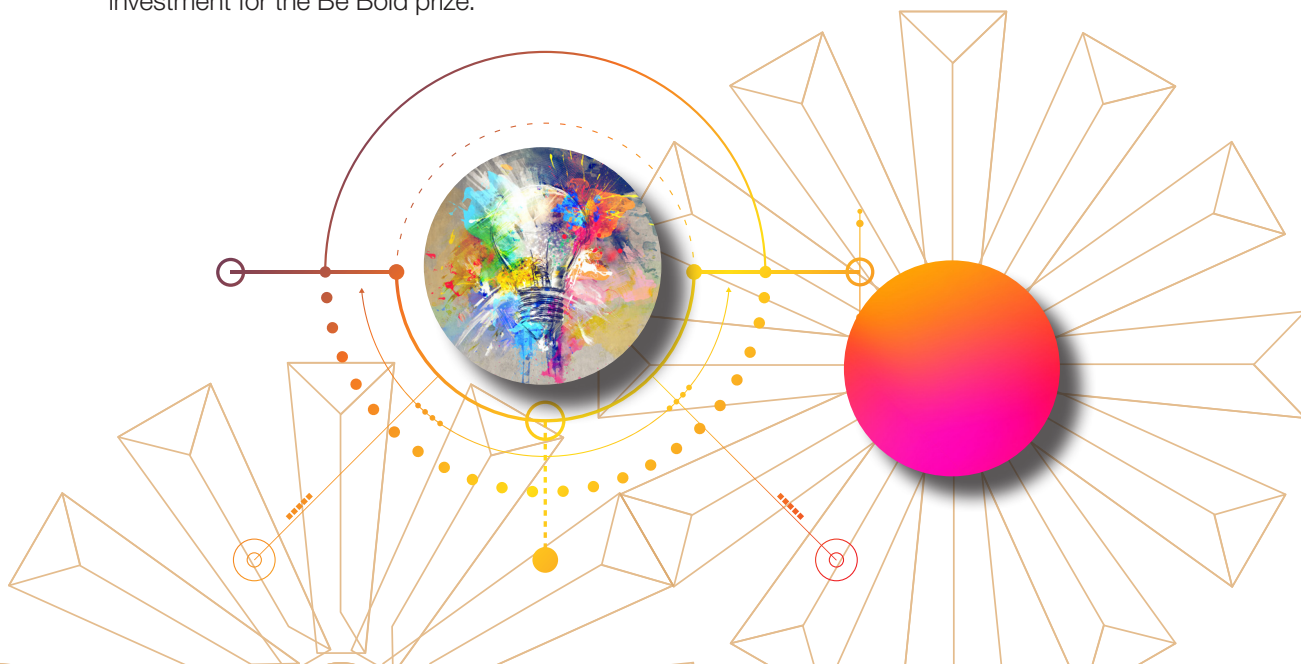
We are looking for more than just bold ideas, but for an idea or solution that, if awarded, can be set in motion immediately – ultimately getting Broward residents back to work as quickly as possible. The following are the Be Bold Prize objectives:

1. Secure employment for a significant portion of currently unemployed Broward residents who were displaced due to coronavirus (after March 17, 2020).
2. Focus on employment for people of color who have been most impacted.
3. Create a unique and/or scalable idea which is sustainable beyond the two-year time period of the grant.



# WHAT'S YOUR BIG IDEA?

- 1.** Do you have a bold, meaningful, innovative idea/solution that could use \$1 million to significantly increase employment and economic opportunity in Broward County over the next two years? Submit your application (an applicant may submit only one proposal).
- 2.** Your idea/solution should be new or a significant expansion of an existing effort to get Broward County residents employed that were hit hardest by the Coronavirus.
- 3.** Collaboration with other organizations is highly encouraged, and employer involvement is a critical element. Collaborative partners may be included in your budget for the role they play in your bold solution. An organization may lead the submission of only one proposal, although you may be a collaborative partner on another applicant's proposal.
- 4.** Priority will be given to solutions that approach the issue through a racial equity lens and address disparities in opportunities and access (that are caused by structural and systemic issues rooted in racism and other forms of oppression) to afford people of color impacted by the pandemic the opportunity to regain to employment.
- 5.** All projects must include a formal third-party evaluation component to help measure return on investment for the Be Bold prize.



## CRITERIA:

# WHAT WE'RE LOOKING FOR?

**Winner(s) will be selected based on the boldness of the solution proposed, the potential for transformative impact, and the likelihood that the solution can be successfully implemented producing results within the two-year funding period. A team of judges will evaluate applications based on the following criteria:**

### INNOVATION

- Does the idea/solution go beyond traditional methods and provide a new solution or creative approach that addresses the defined challenges to employment?
- Is it a novel application of a time-tested idea?
- Is the organization or collaborative group uniquely suited to implement the solution in a way that will be more successful than traditional strategies?

### COMMUNITY IMPACT

Does the proposed idea/solution:

- Create economic opportunity in Broward County?
- Get a significant number of Broward County residents employed within the next two years?
- Provide meaningful, stable employment opportunities and help increase long-term wage-earning potential?
- Address other obstacles to obtaining and maintaining employment, such as childcare or transportation, that will help ensure job retention beyond the two-year period?
- Include a high level of resident engagement to assess the viability of the proposed idea to effectively employ workers displaced by coronavirus?

### COLLABORATION

- Does the concept include plans for engaging partners?
- Does the idea/solution involve employers and include organizations or individuals from different sectors?
- Do all partners demonstrate buy-in and bring something meaningful to the effort?





### COMMITMENT TO EQUITY

- Does the idea/solution address systemic challenges of racism and help advance economic opportunity for communities of color that have been disproportionately affected by the Coronavirus pandemic?
- What percentage of displaced workers come from communities or populations (people of color) that have the highest percentage of unemployment?
- Does the applicant organization's leadership and/or staff include representation from persons of color and reflect the diversity of our community?

### REACH

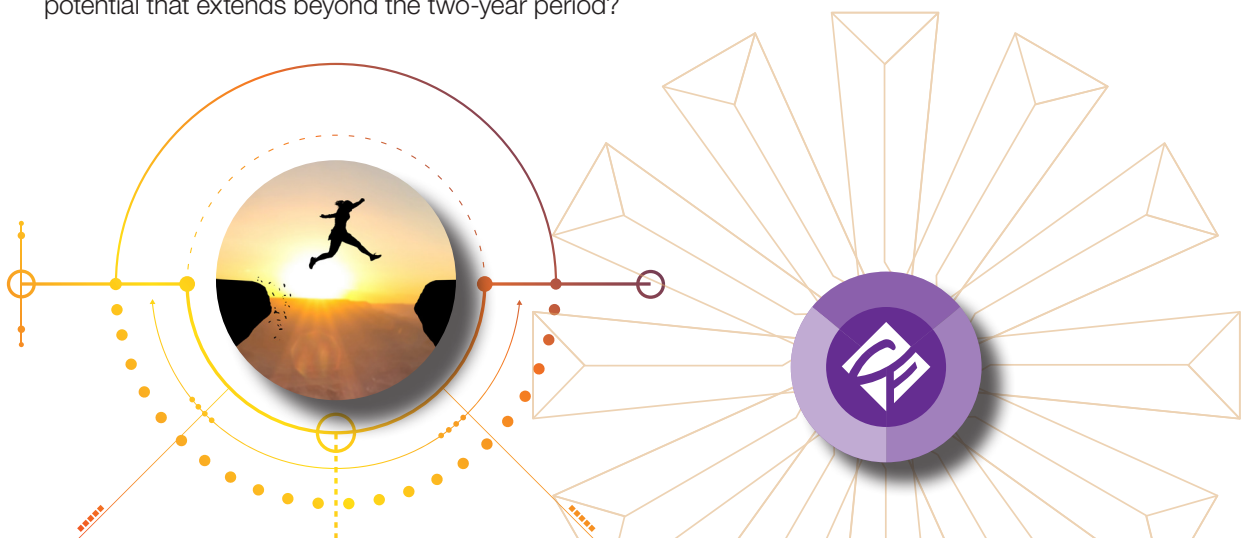
- Does the idea/solution have ambitious goals and embody a **BOLD** idea?
- Does it have the potential to scale up within Broward and potentially serve as a model for other communities?
- Does it incorporate strong, effective and accessible marketing strategies to reach the target populations?

### ORGANIZATION CAPABILITY

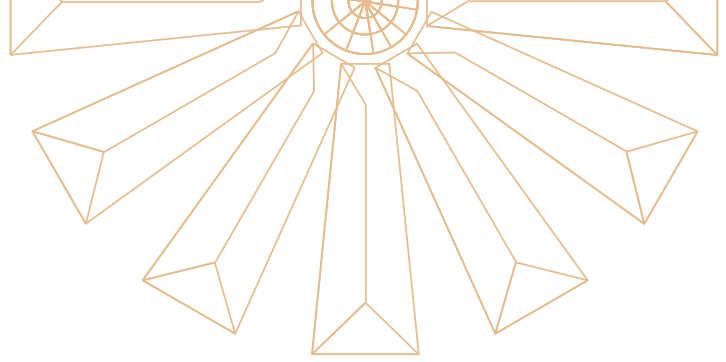
- Does the organization have the infrastructure in place to execute on the idea/solution, and do they have a well-developed, realistic plan for success?
- Does the organization's leadership have a proven track record of success in implementing large-scale, transformative projects?
- Does the organization have the ability to leverage and contribute matching dollars of at least 25% of the prize for the idea/solution?
- Is the proposed budget comprehensive and realistic?
- What are the financials/operating budget for the organization?

### SUSTAINABILITY

- Will the prize be leveraged to obtain future funding?
- Does the organization have a realistic plan in place for continuation of the idea/solution or to ensure its continued impact beyond the two-year funding period?
- Will the jobs obtained by Broward County residents promote long-term stability and wage-earning potential that extends beyond the two-year period?







ELIGIBILITY:

# CAN MY ORGANIZATION APPLY?

**Bold solutions that are submitted must have a charitable intent and assist those who have been hit the hardest by the CORONAVIRUS pandemic and systemic inequities.**

- 1.** The challenge is open to organizations (non-profits, government and for-profit entities) that can directly impact Broward County residents
- 2.** While we will give preference to organizations located in Broward County, organizations outside of Broward may also apply as long as they can demonstrate high-quality programs and a direct impact on getting Broward residents employed. Program must have a proven track record of success or be evidence-based and have the ability and capacity to expand to a new region.
- 3.** Projects are highly encouraged to include collaboration with other organizations to tackle the wide array of issues it will take to employ individuals.
- 4.** The lead non-profit applicant should either have a minimum operating budget of \$500,000 and have been in operation for a minimum of five years, or must have historically demonstrated the capacity to manage a \$1 million grant. For-profit applicants must have a sound business purpose, a minimum of 10 fulltime employees and a minimum of \$1 million gross revenue annually. This requirement reflects our desire to support an organization with the capacity and infrastructure in place to propel transformative change in Broward County. Government municipalities must have an investment grade bond rating.
- 5.** We encourage organizations that are not current Community Foundation grantees to apply.
- 6.** Ineligible projects include fundraisers or events, requests for advertising expenses, capital campaign requests, endowments, academic research without a clear objective to solving the problem and/or lobbying activities.
- 7.** Project funds may not be used to reimburse expenses incurred prior to the project start date.





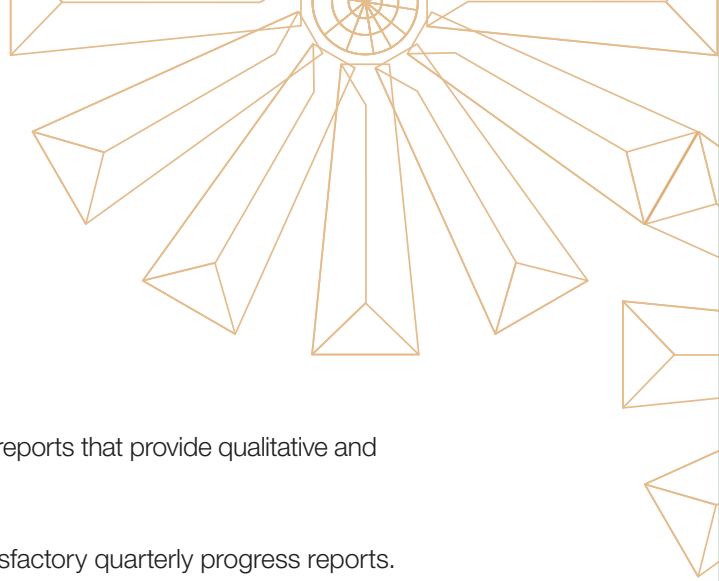
## ATTACHMENTS

### Lead organizations will need to submit (upload) the following attachments:

- Line-item budget for proposed idea including income (both committed and pending funds) and expenses
- Marketing plan for your initiative (no more than one page)
- A 24-month timeline outlining the launch of your idea/solution
- 2-3 external articles that validate your proposed idea/solution as a solution.
- W9 (if applicable)
- IRS Tax Determination Letter (if applicable)
- Most recent 990
- Certified statement by CFO or financial representative indicating the operational budget for the prior four years of the 990 being submitted.
- Proof of your previous experience managing a \$1 million grant (i.e. letter from grantor), if your organization does not meet the minimum annual revenue requirement of \$500,000
- Most recent audited financial statement (operating budget)
- 2020 941 (if applicable)
- 2019 and 2020 Profit & Loss Sheet or business tax returns indicating that your organization meets the revenue requirements (if applicable)
- Most recent bond rating (if applicable)

## TIMELINE

- The challenge launches on January 4, 2021 and closes on April 9, 2021.
- Written applications will be evaluated by a diverse panel of judges representing a variety of sectors.
- The top finalists will be notified in early to mid-May and may be invited to make a live, 10-15 minute pitch to the judges with potential for public viewing, as to why their solution will be the most effective to reduce unemployment in Broward County over the next two years.
- Announcement of winner will be made end of May.



## REPORTING

1. A formal third-party evaluation is required.
2. Prize recipients are required to submit quarterly progress reports that provide qualitative and quantitative data on the project's reach and impact.
3. Future payments are contingent upon submission of satisfactory quarterly progress reports.
4. For a progress report to be considered satisfactory, it must demonstrate meaningful progress against the targets or milestones for that investment period. If meaningful progress has not been made, the report should explain why not and what adjustments are being made to get back on track.
5. Prize recipients may also be asked to participate in periodic meetings with the Foundation to assess the progress of project.
6. Prize recipients must submit a Final Report upon the conclusion of the two-year funding period. The report should be a cumulative, stand-alone document that describes the work performed with the prize funds during the project term. The programmatic section of the report must include any technical data gathered, models developed and summary conclusions. The financial section of the report must include a detailed accounting of how the project funds were spent, and plans for the project sustainability beyond the funding period.

## RECOGNITION

Organizations must be committed to prominently recognizing the Community Foundation and the Fundholders that made the Be Bold Prize Possible on any project related collateral, media, or other PR and must be approved by the Foundation. The contract will provide detailed guidelines for recognition of support and access to our Communications and Branding Guidelines.

## NON-DISCRIMINATION POLICY

The Foundation will not provide support to organizations which, in their constitution or practice, discriminate against a person or group on the basis of: age, political affiliation, race, gender, sexual orientation, gender identity, disability, religious belief, ethnicity, or national origin.

## CONTACT

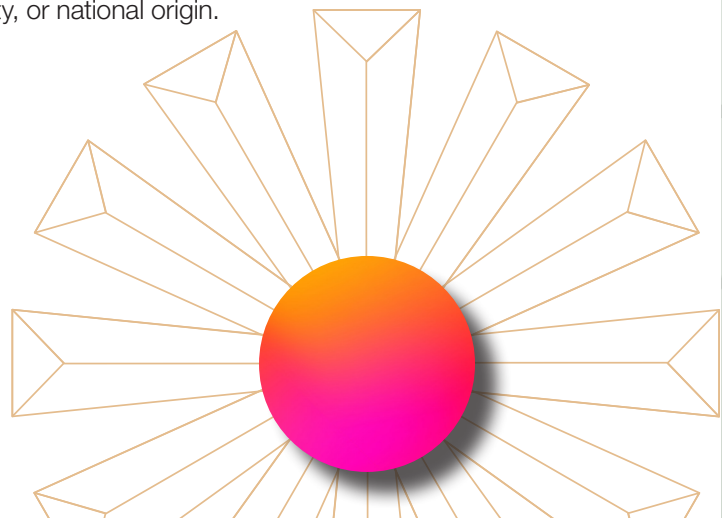
For questions or further information please contact:

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We were the first community foundation in Florida and remain among an elite group of community foundations nationwide to be confirmed in compliance with the National Standards for U.S. Community Foundations.



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