

Notice of Funding Opportunity **Social Innovation Fund** **to Replicate Successful Economic Opportunity Programs**

RFPs will be released in August/September by the Mayor's Fund to Advance to New York City to support the replication of employment, education, savings and incentive programs in New York City, Kansas City, MO; Memphis, TN; Newark, NJ; Northeast Ohio; San Antonio, TX; Savannah, GA; Tulsa, OK. We are seeking qualified non-profit community organizations in partner cities to operate particular program models that will be brought to scale and evaluated over five years.

The Social Innovation Fund

Established by the 2009 Edward M. Kennedy Serve America Act, the Social Innovation Fund is a new public-private investment vehicle designed to identify effective solutions to critical social challenges, and support the replication and expansion of these programs by non-profit organizations. Managed by the Corporation for National and Community Service, approximately \$50 million has been awarded to eleven intermediary organizations nationwide, to be matched 1:3 by private funds.

The Mayor's Fund, Center for Economic Opportunity and MDRC

The Mayor's Fund, a not-for-profit organization that facilitates public-private partnerships, will serve as intermediary for this SIF collaboration to manage provider sub-grants and work with stakeholders to raise the required matching funds over five years. The programs will replicate innovate strategies piloted by the NYC Center for Economic Opportunity (CEO), founded by Mayor Bloomberg in 2006. CEO has operated and evaluated dozens of innovative anti-poverty programs in support of the working poor, disconnected youth, and families with young children. These programs were developed in partnership with leading experts, City agencies, and more than 100 non-profits.

CEO, the Mayor's Fund, and MDRC, a non-profit education and social research organization, will assist grantees in partner cities with implementation and evaluation of the new programs. Building a national evidence base is a key element of the SIF and all programs (with the exception of Jobs-Plus) will undergo a random assignment evaluation.

The Programs

Selected nonprofit organizations in each partner city will implement one or more of the following economic opportunity initiatives and participate in a national evaluation and learning network:

- **Jobs-Plus.** The place-based Jobs-Plus program addresses entrenched poverty among public housing residents by saturating developments with job and career support, community building, and rent incentives. In previous experimental pilots, residents' earnings continued to rise for three years after the program ended, outpacing the income of a comparison group. Non-profit organizations will be selected to offer the Jobs-Plus model at public housing developments in New York City, San Antonio, and Tulsa.
- **Family Rewards.** Built on the success of programs in more than 20 countries worldwide, Family Rewards provides cash incentives to families for achieving milestones that lead to better

health, education, and employment outcomes, while improving human capital. Building on preliminary results from the New York pilot, the SIF-supported program will focus on the most promising incentives. An intermediary and nonprofit organizations will be selected to manage the program in New York City, Memphis, and Savannah.

- **SaveUSA**. SaveUSA will offer a matched savings account to low-income tax filers, building on the savings opportunity presented by EITC refunds. A similar program piloted in NYC resulted in over 80% of participants saving for at least one year to receive the match and 75% continue to save today. Non-profit organizations will be selected to offer the matched savings account to tax filers in New York City, Newark, Tulsa, and San Antonio.
- **Young Adult Internship Program**. Several CEO programs have successfully reengaged young adults who have dropped out of school or work by offering short-term paid internships as a hook for returning to school or work. Non-profit organizations will be selected to provide paid internships, educational opportunities, and support for disconnected youth in New York City, Newark, San Antonio, and Kansas City, MO.
- **WorkAdvance**. This sector-based employment and advancement program combines several promising New York City programs and builds on recent evaluations by MDRC and Public/Private Ventures. Non-profit organizations will be selected to offer the program in New York, NE Ohio, Tulsa, and San Antonio.

Application Process/Timeline

Local providers will be selected through a competitive process led by the Mayor's Fund. The process will include the submission of an initial letter of intent followed by a qualification phase to identify providers with the capacity to implement the program models and deliver high-quality services in a short time frame. A small number of highly qualified providers in each city will then be invited to submit full proposals/program plans. The timeline and details of the selection process may vary for each program. **Please see program-specific selection process information at www.nyc.gov/ceo.**

The Mayor's Fund is currently accepting Letters of Intent from interested local providers. Only non-profits are eligible to apply. Please send the Letter of Intent to: Mayor's Fund to Advance New York City/SIF, 253 Broadway, 8th Floor, New York, NY 10007.

Visit www.nyc.gov/ceo for more information on the selection process and application materials. ***The selection process will begin in August/September and programs are generally expected to serve participants by early 2011.***