

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

The Mayor's Fund to Advance New York City ("The Mayor's Fund" or MF) was awarded a Social Innovation Fund (SIF) grant by the Corporation for National and Community Service in July 2010. This grant provides a unique funding opportunity to develop and replicate innovative anti-poverty programs in selected cities across the country. We are seeking qualified non-profit organizations or state or local government agencies in partner cities to become MF SIF providers (also referred to as subgrantees) and operate particular program models that will be evaluated over five years. Requests for Proposals (RFPs) will be released in late September and October by MF to support the replication of five innovative programs in the following geographic areas: New York City, Kansas City, MO; Memphis, TN; Newark, NJ; Northeast Ohio; San Antonio, TX; Savannah, GA; Tulsa, OK. One or more of the program models will be offered in each partner city; not all cities will operate each program.

Testing innovative solutions to poverty with the goal of improving the lives of low-income people is the mission of New York City's Center for Economic Opportunity (CEO), created by Mayor Michael R. Bloomberg. Other cities have expressed interest in replicating some of CEO's 40 program models. The Mayor's Fund secured a grant from the Social Innovation Fund (SIF) to expand 5 promising economic opportunity program models, and demonstrate their effectiveness in diverse urban settings and populations with rigorous evaluation. Each of the selected program models was identified because of prior experience, existing evidence of effectiveness, and interest from representatives of cities around the country. These five program models include: improving employment among public housing residents; using financial incentives to improve health, schooling, and employment outcomes; using financial incentives to build assets; improving skills and advancement through education and training; and connecting young adults to work and education through internships.

The MF SIF will provide considerable resources and technical assistance to selected subgrantees to replicate the specific program models. Further, these programs will be evaluated using rigorous research strategies, providing solid evidence that policy makers, program operators, and administrators will use in making decisions about future anti-poverty policy and programs. The MF SIF represents a unique opportunity for subgrantees to be on the cutting edge of influencing the next generation of program models to improve the lives of low-income individuals and families, both in their communities and nationally.

A total of five RFPs, one for each program area, will be issued in fall 2010, with proposals due in October and November 2010 (deadlines and application materials differ for each of the five programs). Interested organizations are advised to check [www.nyc.gov/ceo](http://www.nyc.gov/ceo) for announcements about the RFPs. Responses to RFPs are expected to be due 4-6 weeks from the release of each RFP. Programs are generally expected to begin serving participants in the first quarter of 2011.

The Mayor's Fund received an initial SIF grant of \$5.7 million for the first year of an ambitious five-year initiative that proposes to leverage SIF funds into a project totaling approximately \$100 million. SIF funds are contingent on annual appropriations but the assumption is that intermediary grants will be renewed for five years pending availability and strong performance. The dollar value of contracts for subgrantees from the MF SIF will vary across sites and across programs. The scale of the projects and budgets vary considerably from \$200,000 to \$2.6 million.

### **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 will address 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 or local government agencies will be selected to offer the Jobs-Plus model at public housing developments in New York City; San Antonio, TX; and Tulsa, OK.
- **Family Rewards.** Modeled on the success of conditional cash transfer programs in more than 20 countries worldwide, Family Rewards will provide cash incentives to families for achieving milestones that lead to better health, education, and employment outcomes, while improving human capital. Drawing on preliminary results from the New York pilot, the SIF-supported program will focus on the most promising incentives. Organizations will be selected to implement the program in New York City and Memphis, TN.
- **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; 75% of these participants continue to save today. Local organizations will be selected to offer the matched savings account to tax filers in New York City; Newark, NJ; Tulsa, OK; San Antonio, TX.; and Savannah, GA.
- **Young Adult Internship Program.** Based on evidence that short-term paid internships can successfully reengage young adults who have dropped out of school or work, the Young Adult Internship Program will provide paid internships, educational opportunities, and support for disconnected youth aged 18 to 24 in New York City; Newark, NJ; and Kansas City, MO.
- **WorkAdvance.** WorkAdvance will be a sector-based and skills-focused career development program for the working poor and low-income individuals disconnected from the labor market. The replicable model will combine several promising New York City programs and builds on recent evaluations by MDRC and Public/Private Ventures. Organizations will be selected to offer the program in New York City; NE Ohio; and Tulsa, OK.

### **The Social Innovation Fund**

Established in the 2009 Edward M. Kennedy Serve America Act, signed into law by President Obama, 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. This funding will leverage additional private matching funds, required by the intermediary organizations and also at the local level, to support and expand innovative

anti-poverty programs. The Mayor's Fund, a not-for-profit organization that facilitates public-private partnerships, is one of these intermediary organizations.

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

The MF SIF team represents a collaboration among three partners with a track record for supporting and creating innovative, successful anti-poverty programs – The Mayor's Fund, the Center for Economic Opportunity (CEO) and MDRC. The Mayor's Fund<sup>1</sup> will serve as the intermediary for this SIF collaboration, managing provider subgrants. The programs will replicate innovative strategies piloted by CEO,<sup>2</sup> 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. The Mayor's Fund and CEO will work with local funders and other stakeholders to raise the required matching funds.

The Mayor's Fund, CEO, and MDRC,<sup>3</sup> a non-profit education and social policy research organization, will assist grantees in partner cities with program implementation and in conducting evaluations of these new programs. Building a national evidence base is a key element of the SIF and all programs will undergo rigorous evaluations.

**Application Process/Timeline**

Providers, which may include effective partnerships of multiple organizations, will be selected as subgrantees through a competitive process conducted by the Mayor's Fund. The process will include the submission of an optional initial Letter of Intent in advance of the MF's release of a separate RFP for each of the five program models. Each RFP will solicit information on the applicants' capacity to implement the program model at scale within a short timeframe. Applicants will also be asked to propose a detailed implementation plan and budget to accomplish these goals. A small number of highly-qualified providers in each city will then be selected as SIF subgrantees.

The timeline and details of the selection process will vary for each program. **Program-specific information can be found at [www.nyc.gov/ceo](http://www.nyc.gov/ceo)** including more information on program goals, descriptions of the key components of each model, target population(s), locations, research design, and other requirements and guidance.

The Mayor's Fund is currently accepting optional Letters of Intent from interested local providers. Only non-profits or state or local government agencies in our partner cities 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. This letter may also be sent to [sif@cityhall.nyc.gov](mailto:sif@cityhall.nyc.gov). The letter is not required, but submission of letters will help the Mayor's Fund to plan.

Visit [www.nyc.gov/ceo](http://www.nyc.gov/ceo) for more information.

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<sup>1</sup> <http://www.nyc.gov/html/fund/html/home/home.shtml>

<sup>2</sup> <http://www.nyc.gov/ceo>

<sup>3</sup> <http://www.mdrc.org/>