



**WELCOME TO THE 5<sup>th</sup> ANNUAL *FAST COMPANY*/MONITOR GROUP SOCIAL CAPITALIST AWARDS...**

The Social Capitalist Awards represent the most comprehensive effort to evaluate and honor top non-profit organizations—with the intent of both encouraging social entrepreneurs and holding them accountable. Winners will appear in the December 2007/January 2008 issue of *Fast Company* and on [fastcompany.com](http://fastcompany.com), and will be honored in January at an awards celebration. In addition, all Social Capitalist Award winners will be eligible for selection by our partner, the Schwab Foundation for Social Entrepreneurship, as a "Social Entrepreneur of the Year." Winners of this award are invited to the World Economic Forum in Davos, Switzerland, and brought into an exclusive network of influential change makers.

Our evaluation process, which will take place over the next four months, assesses non-profit groups on several dimensions: Social Impact, Aspiration and Growth, Entrepreneurship, Innovation and Sustainability. Any organization that meets or exceeds our rigorous criteria along these five dimensions will be a 2008 Social Capitalist Award winner.

This letter will provide you with important details about the application itself, upcoming deadlines and the next steps in the process.

**REQUIRED MATERIALS:**

By **Friday, June 29<sup>th</sup>**, each organization is required to complete and submit an application consisting of the following 6 items:

- 1) Copies of 990 forms and professional audits for the past two years
- 2) A complete list of your Board of Directors, along with their profession or external affiliations
- 3) Bios of the key leadership for your organization (Executive Director / CEO and top direct reports). If available (though not required) please also include any organizational charts and job descriptions for the management of the organization
- 4) A copy of your organization's mission statement
- 5) A completed copy of the survey questions (attached Excel file)
- 6) A personal statement from the Executive Director / CEO which addresses the three questions detailed below. Please limit your personal statement to three pages in length

In addition, you are welcome (but not required) to submit copies of your annual report or collateral materials describing your organization and its mission. You may also cut and paste any existing information to answer any of the questions in the application, so long as it directly answers the question.

**Focus Questions for Executive Director / CEO Personal Statement:**

- A) Describe the social need(s) or problem(s) that your organization addresses (including relevant data where appropriate), the specific aspects of the issue that make it particularly challenging to address, and the most important levers for change in targeting that issue

- B) Describe your organization's approach to solving this problem, and explain how your organization creates both direct and systemic impact. Please highlight aspects where the organization is entrepreneurial or innovative in its approach.

By DIRECT impact, we mean the primary results of your work. For example, a literacy program might count as its direct impact the number of children its program touches and the increase in children's reading scores in school. Likewise, a job skills training program may consider the number of people who were able to secure jobs after using its services as direct impact.

By SYSTEMIC impact, we mean the secondary or macro-level results of your work. This sort of impact often targets systems, whether formal or informal. An example of formal systemic impact would be efforts that lead to policy or legislative change affecting the standards of treatment in institutions for the mentally ill. An example of informal systemic impact would be a housing development organization whose multiple projects aid in the economic revitalization of a community or city. Overall, when we think about systemic impact, we are looking for macro-level change that results from your work; identifiable change that ripples out in some way from the direct impact.

- C) Describe the future vision of the organization and its strategy and plans for achieving that vision.

**How To Submit:**

Please email the required materials to:  
**SCA2007@Monitor.com**

If you do not have electronic copies of the 990 forms and professional audits, hard copies may be mailed to the following address:

Mia Kulla  
Monitor Group  
2 Canal Park  
Cambridge, MA 02141

**Application Deadline:**

All applications must be received in their entirety on or before June 29, 2007. This deadline applies to all materials arriving both electronically or by mail, so please plan accordingly.

**QUESTIONS ABOUT THE APPLICATION**

If you have any questions about the application itself or about the application process, please email us at:  
**SCA2007@Monitor.com**

We will respond as quickly as possible to help address your questions and assist you in the application process.

**IMPORTANT CONFIDENTIALITY NOTICE**

All information collected from you during this process will be kept strictly confidential (unless already public, such as the form 990s). *Fast Company* will make public only the names of the Social Capitalist Award winners. Portions of the data may be used by either *Fast Company* or Monitor Group for research purposes related to the social sector, but your specific information will remain confidential.

**ELIGIBILITY REQUIREMENTS**

The 2007 Fast Company / Monitor Group Social Capitalist Awards are open to non-profit organizations that are based in the U.S. and are at least 2 years old (founded prior to 2005) and have audited financials for the past two years.

This award is designed to honor organizations that are pioneering innovative, high-impact strategies for social change. We do not consider traditional grant making (even if it targets unusual recipients or social entrepreneurs) to fall into this category. That being said, we do accept nominations of venture funds and other organizations involved in forms of "high-engagement" philanthropy or other approaches that attempt a new or creative approach to funder/fundee relationships. We are not excluding foundations from our evaluation process, but the Social Capitalist assessment criteria are biased in favor of service delivery, advocacy and field building organizations.

**NEXT STEPS**

We will contact all winners of the 5<sup>th</sup> Annual Social Capitalist Awards by September 28, 2007. We also may contact you during the evaluation period if we have significant questions about your application.

Congratulations on the valuable work that your organization is performing. We're looking forward to getting to know your organization even better over the course of the next few weeks and months.

Good Luck!

Regards,

**The Social Capitalist Team,**

**Monitor Group**

Tammy Hobbs

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**Fast Company**

Keith Hammonds