



**Women for Social Innovation**  
***The Turning Point Prize***  
**Guidelines for Applicants**

***The Turning Point Prize***

Women for Social Innovation (WSI) is a giving circle that donates to and advises a donor fund of WOMEN'S WAY. Its mission is to provide philanthropic investments to emerging social innovators whose ideas hold promise to improve life for women, girls and families, in the Greater Philadelphia area.

*The Turning Point Prize* is seed money given annually to an emerging "social innovator" – who develops a creative and entrepreneurial solution to a difficult problem affecting a segment of women, girls, and families. Each applicant's idea will be judged on the definition of the problem, the project goals and impact, innovativeness of the idea, feasibility of the project plan, the vision of success, and entrepreneurial spirit.

The 2012 *Turning Point Prize* is \$15,000.

**You are eligible to apply if you:**

- are currently a resident of or student enrolled in a college or graduate school in Bucks, Chester, Delaware, Montgomery or Philadelphia counties in PA, or Camden, Burlington, or Gloucester counties in NJ;
- have an educational institution with 501(c)(3) tax status or other 501(c)(3) not-for-profit organization that has agreed to sponsor your project;
- are not an employee of your sponsoring organization; and
- the project addresses problems facing women, girls and families in the Greater Philadelphia area

**Application Process and Requirements**

- The application must be completed and returned by 5:00 pm on December 28, 2011.
- Two pre-application information sessions will be held at WOMEN'S WAY, 123 S. Broad St., Philadelphia PA 19109, 8<sup>th</sup> Floor. Applicants are encouraged to attend. See website for dates ([www.womenforsocialinnovation.org](http://www.womenforsocialinnovation.org)).
- All applications received by the deadline will be screened by WSI members in January and February 2012. WSI will select a short list of finalists who will be invited to provide additional information, and to present his/her proposal to WSI members.
- All applications require two letters of reference from faculty members, managers or directors of 501(c)(3) not-for-profit organizations, or community leaders that address your capabilities, character and entrepreneurial spirit, as well as support for your project.

- Because funds from *The Turning Point Prize* will be disbursed through your not-for-profit sponsor, a letter from the sponsoring institution acknowledging its 501(c)(3) tax status and agreeing to sponsor your project will be necessary.
- Projects must be completed within ten months of receipt of the award.
- Funds may be used only for direct expenses associated with the project.

### **Criteria for Selection**

WSI Members will evaluate applications based on the following criteria:

- Definition of problem
- Project goals and impact on problem
- Innovativeness of idea
- Feasibility of project plan
- Vision of success
- Entrepreneurial spirit

In February 2012, finalists will be sent invitations to make a presentation to the WSI members on a specified date during the beginning of March 2012. The invitations will include details on the content, date and time of the presentations. The 2012 *Turning Point Prize* winner will be announced at the WOMEN'S WAY Powerful Voice Awards dinner.

### **Requirements of Award Recipient**

*The Turning Point Prize* winner will be required to:

- Be present at the 2012 *Turning Point Prize* announcement at the WOMEN'S WAY Powerful Voice Awards dinner.
- Be available for up to two other WSI events during the year;
- Be available for media interviews as requested;
- Prepare an interim narrative and financial progress report six months after the project begins; and
- Prepare a final presentation that captures the success of the project and lessons learned. A final financial report also will be required.

### **Receipt of Funds**

The award recipient, the award recipient's organizational sponsor, WSI and WOMEN'S WAY will enter into an agreement. Upon execution of the contract, a check for up to 70% of the award will be sent to the sponsoring organization, earmarked for the recipient's project. The balance of the award will be sent to the sponsoring organization after the winner's 6-month progress report is accepted by WSI and WOMEN'S WAY. See attached guidelines for sponsoring organizations.

## Reporting

The Turning Point Prize winner, in conjunction with his or her sponsoring organization, must submit to WSI and WW a 6-month progress report, and, within 90 days of project completion, must submit a final report comprised of a narrative describing project outcomes and a financial accounting report. All reports shall be presented as both a written document and an in-person presentation to Members.

**About Women for Social Innovation:** Throughout the nation, individuals – especially women – are creating “Giving Circles” to share a collaborative process of hands-on philanthropy. Women for Social Innovation is a Giving Circle dedicated to supporting emerging social innovators whose ideas hold promise to improve life for women, girls and families, in Greater Philadelphia. The core membership of Women for Social Innovation reflects a diversity of ages, prior philanthropic experience, professional backgrounds and interests.

Women for Social Innovation is a donor advised fund of WOMEN’S WAY. Founded in 1977, **WOMEN’S WAY** is the nation’s oldest and largest women’s funding federation. WOMEN’S WAY’s mission is to fight for and achieve women’s equality, safety, self-sufficiency and reproductive freedom through women-centered funding, advocacy and education.

For more information contact Nancy Moses at [nancy@nancymoses.com](mailto:nancy@nancymoses.com).