

# 2019 Catalyst Fund

## Application Guidelines — *Deadline: March 24, 2019*

The Catalyst Fund, developed and managed in partnership with the Aspen Institute, recognizes ventures at **critical junctures** on their path to impact, and with **critical need**. These ventures have **high potential** to deepen or widen their impact, and have **significant early momentum**.

To qualify for the [Catalyst Fund](#), you must be a Fellow of the Aspen Global Leadership Network, with a venture or Action Pledge two years active that is poised to continue for the foreseeable future. Submissions must be, or have substantially evolved from, what was designated your leadership venture as a fellow. If you are unsure whether to apply to the Catalyst Fund or the McNulty Prize, please consult our 'cheat sheet'.



### i. Written Statement

#### A. Narrative Statement of the Venture—200 words maximum

- Your venture mission
- When, and why the venture began, detailing the need your venture addresses.
- Your title and role in the venture's achievements.

#### B. Critical Juncture—200 words maximum

- Describe the critical juncture your venture is at. What milestones have you achieved in the last year, and what milestones do you anticipate in the next year? We want to understand the narrative of your venture's journey and trajectory—where are you coming from and where are you going?
- Critical need is a key criterion for the Catalyst Fund—how would funding and/or recognition make a difference for your venture at this specific stage in its development?

#### C. Success to Significance—150 words maximum

*The Catalyst Fund, in the same spirit of the McNulty Prize, celebrates the boldness and impact of AGLN Fellows using their entrepreneurial spirit and private sector or professional platform to address the world's toughest challenges.*

- How are you uniquely positioned to address this issue?
- In what way is the venture an outcome of your fellowship experience?

### 2. Please enumerate and address in detail each of the following:

#### A. Impact—250 words maximum

Describe the impact of your venture on individuals and/or the community, including any key early metrics you track. What evidence shows that the venture has been or will be embraced by those it benefits? How are you poised to grow or deepen your impact, and how will you know when you are successful?

#### B. Creativity—200 words maximum

How does the venture reflect entrepreneurial approaches to addressing the need? What distinguishes it from others?

#### C. Sustainability—200 words maximum

What is your vision for the future of the venture, and the next steps? How is the venture funded now, and how do you envision it will be sustained over time?

### 3. Pertinent Supporting Materials

Share existing materials that demonstrate your record of success.

*Please upload as a single .doc or .pdf file, that is 5 - 8 pages lettersized (8.5 inches x 11 inches).*

- Annual reports or other reports to supporters or investors, and financial statements
- Press coverage and other recognition, photos or pamphlets
- Existing letters or testimonials in support of your venture
- Your CV

### 4. [Optional] A Short Video – YouTube or Vimeo links accepted.

- If you have one, please share an existing video that shows and tells about your venture.

# Should I apply to the Catalyst Fund or the McNulty Prize?

We know that no two ventures are alike; however, we do recognize certain patterns among candidates with successful applications. Below is our “**cheat sheet**” to help you decide whether the Catalyst Fund or the McNulty Prize is more appropriate for your venture at this stage. **These are not requirements, nor hard and fast rules, but rather typical scenarios that we see to help you determine the best fit.**

ALL APPLICANTS		
Leadership	Courageous, adaptive, entrepreneurial spirit, leads with values, integrity and a culture of learning.	
Fellowship	Robust and active engagement with the AGLN	
	<b>CATALYST FUND APPLICANTS</b>	<b>McNULTY PRIZE APPLICANTS</b>
Financial Need	Has <b>critical need</b>	Financial need is not a criterion for the Prize
Organizational Stage	Beyond piloting, and focused on <b>implementing, refining, strengthening</b> the model, and building traction from the community being served. <i>On average, has been in operation for 2-4 years.</i>	Honed an effective model for change. May be focused on <b>institutionalizing, scaling, and exploring systems</b> change. <i>On average, has been in operation for 4 or more years.</i>

## IMPACT

Growth, Reach & Depth	Anticipating key growth milestones. <b>Expanding or deepening</b> the model to address unmet needs. <i>On average, may reach one or two markets.</i>	Proven ability to <b>replicate</b> or significantly deepen existing impact. <i>On average, may reach multiple markets.</i>
Outcomes & Measurement	<b>Early evidence of impact is sensed</b> , exhibited, and captured. <i>In general, can articulate what is being delivered, and the initial impact on individuals.</i>	<b>Delivers consistent results</b> with regular evaluation. <i>In general, can share evidence and measured results of how lives or communities are changed.</i>

## CREATIVITY

Approach	<b>Tested</b> programs and strategies using an entrepreneurial approach. <i>In general, noted among peers as ‘one to watch’.</i>	<b>Well-designed and implemented</b> programs using an entrepreneurial and <b>distinct approach</b> , withstanding strains of growth or replication. <i>In general, model is trusted by and influencing others in its sector.</i>
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## SUSTAINABILITY

Financial Health and Planning	Developed <b>vision and timeline for sustainability</b> and early strategies to expand funding sources. <i>In general, relies on grants and seed/angel funding.</i>	Achieved general financial health, with more <b>mature model</b> and <b>diversity</b> of funding sources. <i>In general, mixes grants with other sources like earned revenue or public-private partnerships.</i>
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