

# The Secretary's Award for Public-Philanthropic Partnerships

*Housing and Community Development in Action*



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For more information go to [www.huduser.gov/secaward/cof](http://www.huduser.gov/secaward/cof).

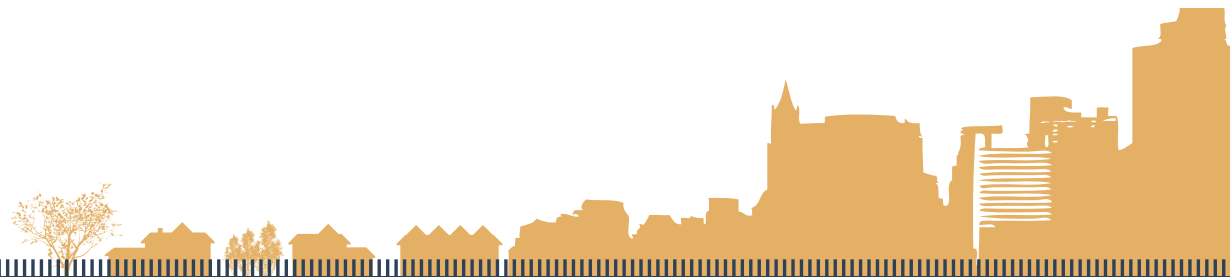


# The Secretary's Award for Public-Philanthropic Partnerships

*Housing and Community Development in Action*

*The Department of Housing and Urban Development, in partnership with the Council on Foundations, announces the annual Secretary's Award for Public-Philanthropic Partnerships. The Secretary's Award for Public-Philanthropic Partnerships recognizes excellence in partnerships that have both transformed the relationship between the sectors and led to measurable benefits in terms of increased economic employment, health, safety, education, disaster resilience, inclusivity and cultural opportunities, and/or housing access for low- and moderate-income families.*

Estimated giving by the nation's more than 86,700 foundations totaled nearly \$76 billion in 2018 (Giving USA, 2019). Not only do foundations provide valuable financial resources for nonprofit providers, but they are also led by a board of trustees and staff who provide expert knowledge of the challenges and opportunities faced by the communities they serve. These human resources facilitate the capacity of foundations to provide leadership on issues like housing and community development. By strengthening the connection between the U.S. Department of Housing and Urban Development (HUD) and philanthropy, this award highlights the power of collective impact that can be achieved through public-philanthropic partnerships between government entities and foundations.



## Nature of the Award

This award emphasizes cross-sector partnerships between the philanthropic and public sectors. The goal is to recognize the partnership process and its impact as a community strategy to increase the quality of life for low- and moderate-income residents across all American geographies — urban, suburban, and rural. Examples of desired nominations may include projects affiliated with housing and neighborhood improvements, education, health and recreation, transportation, community participation, arts and culture, safety, disaster response, innovative regional approaches, and economic development. Recognizing that foundations of all sizes partner with public agencies, the jury will take asset and staff size into consideration to ensure that the award recipients reflect a diversity of foundations.

Other details include:

- The award will be given to up to ten foundations for completed or ongoing initiatives that are executed in partnership with any local, regional, or federal government. Recognizing the unique challenges, opportunities, and promise present in rural America, at least two awards will be awarded to rural initiatives. **The initiative submitted should have been either (1) completed between January 2020 – January 2021, or (2) if ongoing, in effect since at least January 2020.**
- Award winners from 2020 are ineligible to apply for one year following their award.
- The award will recognize foundations that have navigated cross-sector relationships and built a stronger effort than either partner could have produced alone.

## Criteria for Judging

Five key criteria will drive the review process. Specific questions for each can be found on the application form:

### I. Strength of the Cross-Sector Partnership (50 points).

The submission should demonstrate that the project utilized a cross-sector partnership to implement a successful initiative and must provide a detailed account of how partners were involved in each stage of the initiative. Submissions that can show proof of formal public-philanthropic partnership efforts and demonstrated changes and improvements are highly desired.

**II. Locally Driven Outcomes (20 points).** The submission should highlight the geographically focused nature of the foundation's work, the initiative's results, and a clear connection between the initiative's inputs and community outcomes, including how they have been or will be measured. A particular emphasis should be placed on how the initiative produces solutions driven by local needs and active community engagement.

**III. Lasting Impact (10 points).** The submission should show how the effort has or will maintain a lasting impact in the community.

**IV. Evidence-Based Innovation (10 points).** The submission should discuss how the project/its partnership components are seen as innovative in the community and are guided by evidence and data-driven interventions. Please include supporting documentation to this effect, including letters of support, evaluation conclusions, or press coverage.

**V. Transferability (10 points).** The submission should suggest how the program can provide useful, prescriptive measures for other communities similarly situated to replicate or adapt.

## Availability of Bonus Points

Bonus points are available for meeting the following additional criteria:

- Council on Foundations members in good standing in 2020 will receive 5 bonus points. Applicants who are community foundations with National Standards for U.S. Community Foundations® accreditation will receive 3 bonus points.
- Foundations with proof of current compliance with any accrediting body related to organizational performance or excellence will receive a maximum of 3 bonus points.

## Eligibility

The competition is open to all charitable foundations, including Council members and nonmembers. For purposes of this award program, a foundation must qualify as either a community foundation or community trust under IRC §§ 501(c)(3), 509(a)(2) and Sec. 1.170A-9(f) of the Treasury Regulations, a private foundation under IRC §§ 501(c)(3) and 509(a) including private operating foundations under 170(b)(1)(F), or a corporate giving program, and must have a primary purpose of (i) supporting charitable activities by making grants to unrelated organizations or institutions or to individuals for scientific, educational, cultural, religious, or other charitable purposes or (ii) engaging in direct charitable activities or programs. Additionally, the foundation must be properly organized in and maintain a primary place of business in the United States. Foreign citizens can participate as employees of an entity that is properly organized in the United States and maintains a primary place of business in the country. Eligibility for a prize award is contingent upon fulfilling all requirements set forth herein. HUD will not select an individual or entity as a winner that has an active exclusion in the System for Award Management ([www.sam.gov](http://www.sam.gov)) or if there exist any actions that are in tension with the mission of HUD.



## Judging and Award Ceremony

Judging for the Secretary's Award for Public-Philanthropic Partnerships will take place in April 2021 by a panel of jurors composed of Council and HUD staff. The award presentation will occur at the Council on Foundations' Annual Leading Together Conference to be held virtually in mid-June 2021. Each winning initiative will be highlighted in the award presentation and prominently featured in the Council and HUD's publications. HUD and the Council on Foundations will assist winners in efforts to feature the winning initiatives in appropriate local media markets and social media outlets.

## Submission Information and Requirements

All entries must be completed using the fillable PDF form and submitted by an eligible foundation via e-mail to [HUDaward@cof.org](mailto:HUDaward@cof.org). The fillable PDF form will be available beginning Monday, January 11, 2021, at [www.cof.org/hud](http://www.cof.org/hud) and [www.huduser.gov/secaward/cof](http://www.huduser.gov/secaward/cof). The deadline for completing submission is 11:59 p.m. PT, Monday, March 1, 2021.

### The electronic submission should include the following information:

**I. The Official Application Form.** A 2021 Secretary's Award for Public-Philanthropic Partnerships application form that includes the title of the entry, name and contact information of the person from the foundation submitting the application and who serves as the point of contact for the award application, and information about the foundation and project.

**II. An Executive Summary about the Applicant and the Project.** A brief summary of the initiative (200 to 300 words) that can be used for publication and includes profile data on the foundation application including the initiative's goals, objectives, partners, public funding sources, and results, as applicable.

**III. A Project Summary.** This should include an explanation of how the applicant meets the eligibility and award criteria (600 to 800 words).

**IV. Support Letter.** One letter or statement in support of the initiative. A letter or statement should offer support for the value of the effort and may not be written by the foundation under consideration. Comments from partners (including the government partner), residents, donors, and other local stakeholders familiar with or knowledgeable about the nominated effort are encouraged. The letter must accompany the application via e-mail and can be addressed to the applicant or the panel of judges.

**V. Images.** Please submit three to five digital images (.jpg format). All images should be at least 2 MB and 300 dpi or higher resolution in order to be suitable for printing on posters. Images should supplement the content in the application. Photo collages and PowerPoint presentations ARE NOT acceptable substitutions for photos. Only submit digital images that are not copyrighted and may be reproduced by the Council on Foundations or HUD without a fee, charge, or copyright infringement. Entries without accompanying images will be disqualified.

**VI. Supporting Documentation.** One additional item (not to exceed five pages) may be included as an attachment. The supporting item must be e-mailed with the application. The supporting item could take the form of review of the implementation effort, analysis of the results, newspaper clipping, editorials, etc. (The supplemental item must be submitted via e-mail with the fillable PDF application form as a Word document, PDF file, or a Web link.)

## Additional Information

The award committee's procedures prohibit any communication with jurors on behalf of an entry. Such communication is cause for disqualification. All applications become the property of the Council on Foundations.

No registration fee is required for submitting an entry.

Additional information about submitting an application to the 2021 Secretary's Award for Public-Philanthropic Partnerships, along with the fillable PDF application form, is available on the HUD and the Council on Foundations websites ([www.huduser.gov/secaward/cof](http://www.huduser.gov/secaward/cof) and [www.cof.org/hud](http://www.cof.org/hud)). If you have questions or need additional information, contact the Council ([HUDaward@cof.org](mailto:HUDaward@cof.org) or 703-879-0733).

## Deadline

**The Council must receive the completed PDF application and any accompanying materials via e-mail by 11:59 p.m. PT, Monday, March 1, 2021. Any entries submitted after this date will not be eligible.**

