

# The Secretary's Awards 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).



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*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 Awards for Public-Philanthropic Partnerships as part of the Council's Annual Conference. The Secretary's Awards for Public-Philanthropic Partnerships recognize 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 \$60 billion in 2014 alone, with total foundation assets estimated at just over \$798 billion (Foundation Center, 2014). Not only do foundations provide valuable financial resources for non-profit providers, they are 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 Department of Housing and Urban Development (HUD) and philanthropy, these awards highlight the power of collective impact that can be achieved through public-philanthropic partnerships between government entities and foundations.



## Nature of the Awards

These awards emphasize 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:

- Awards will be given 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 three awards will be awarded to rural initiatives. **The initiative submitted should have been either (1) completed between February 2016–February 2017, or (2) if ongoing, in effect since at least February 2016.**
- Award winners from 2016 are ineligible to apply for one year following their award.

Awards 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 and/or 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 2016 will receive 10 bonus points. Applicants who are community foundations with National Standards for U.S. Community Foundations® accreditation will receive 5 bonus points.
- Foundations with proof of current compliance with any accrediting body related to organizational performance or excellence will receive a maximum of 5 bonus points.

## Eligibility

The competition is open to all charitable foundations, including Council members and nonmembers. For purposes of this awards 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 that is currently on the Excluded Parties List (<http://www.epls.gov/>) as a finalist or winner.

## Judging and Awards Ceremony

Judging for the Secretary's Awards for Public-Philanthropic Partnerships will take place in March 2017 by a panel of national jurors. The awards presentation will occur during the Council's 2017 Annual Conference in Dallas, Texas, April 23–26, 2017. The award winners will receive a plaque for the organization and branding collateral for their use. Each winner will be entitled to two reduced-rate registrations of \$600 to attend the full conference. Each will be highlighted in the awards presentation from the stage and featured in a national media strategy. HUD and the Council on Foundations will also make efforts to feature the awards process and each recipient in appropriate local media markets and in various national trade publications and social media outlets.

## Submission Information and Requirements

All entries must be completed using the awards' 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 Tuesday, January 17, 2017, 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, Friday, March 3, 2017.

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

**I. The Official Application Form.** A 2017 Secretary's Awards 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 Letters and Statements.** 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 a high resolution image of your foundation's logo.** In addition, submit up to five digital images (.jpg format) with photo captions that provide context and show the initiative's results. Images should supplement what exists in the application. A 15 to 25 word caption should accompany each image. Photo collages and PowerPoint presentations ARE NOT acceptable substitutions for photos. Submit only 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 illustrations will be disqualified.

**VI. Supporting Documentation and Attachments.** 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.)

***Brevity is encouraged in all documents.***

## Additional Information

The awards 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 2017 Secretary's Awards 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 on Foundations must receive the completed PDF form/application via e-mail and any accompanying materials by 11:59 p.m. PT, Friday, March 3, 2017. Any entries submitted after this date will not be eligible.**

