

The Secretary's Award for Community Foundations

Housing and Community Development in Action



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The Department of Housing and Urban Development, in partnership with the Council on Foundations' Public-Philanthropic Partnership Initiative, announces the inaugural annual Secretary's Award for Community Foundations as part of the Council's annual Fall Conference for Community Foundations. The Secretary's Award for Community Foundations recognizes excellence in public-philanthropic partnerships that have both transformed the relationship between the sectors and led to measurable benefits in terms of increased economic employment, health, safety, education, sustainability, inclusivity and cultural opportunities, and/or housing access for low and moderate-income families.

In the United States, community foundations serve tens of thousands of donors, administer more than \$49 billion in charitable funds, and address the core concerns of more than 725 communities and regions.

Not only are community foundations a valuable repository of local wealth resources held in perpetuity, they are led by a local board of trustees and staff that provide in-depth knowledge of community challenges, opportunities, and broader resources. This facilitates the foundation's capacity to provide leadership on housing and community development while guiding donors toward impactful investments in housing solutions.

By strengthening the connection between the Department of Housing and Urban Development (HUD) and community foundations, 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. Examples of desired nominations may include projects affiliated with housing and neighborhood improvements, education, health and recreation, transportation, community participation, arts and culture, safety, sustainability, and economic development. Recognizing that community 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 community foundations.

Other details include:

- HUD and the Council will select a total of 10 awards to be given to community foundations, one each in the 10 HUD-defined regions of the country (see map on right).
- Awards will be given to community foundations for completed or ongoing initiatives that are executed in partnership with a local, regional, or federal government agency. **The initiative submitted should have been either (1) completed within the last calendar year since the application deadline or (2) if ongoing, in effect for a minimum of one year before the application deadline.**

Awards will recognize community foundations that have navigated cross-sector relationships and built a stronger effort than either partner could have produced alone.

HUD Office Locations





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. Place-Based Results (15 points).

The submission should highlight the place-based results achieved to date and make a clear connection between the project's inputs and community outcomes and how they have been or will be measured.

III. Sustainability (15 points). The submission should show how the effort has or will maintain a lasting impact in the community.

IV. Innovation (10 points). The submission should discuss how the project and/or its partnership components have been seen as innovative in the community and include supporting documentation to that effect, such as letters of support, evaluation conclusions, press coverage, and more.

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:

- Community foundations demonstrating proof of current compliance with the Council's National Standards for U.S. Community Foundations™ are eligible for 15 bonus points.
- Council on Foundations members in good standing in 2012 will receive 10 bonus points.
- Community foundations with proof of current compliance with any accrediting body related to organizational performance or excellence will receive 5 bonus points.

Eligibility

This competition is open to all community foundations, both Council members and nonmembers, and accreditation with the National Standards for U.S. Community Foundations™ is not required. For this awards program, a community foundation is defined as a tax-exempt, nonprofit, autonomous, publicly supported, nonsectarian philanthropic institution with a long-term goal of building permanent, named component funds established by many separate donors to carry out their charitable interests and for the broad-based charitable interest and benefit of residents of a defined geographic area. The community foundation must be incorporated in and maintain a primary place of business in the United

States. Foreign citizens can participate as employees of an entity that is properly incorporated in the United States and maintains a primary place of business in the country. Contestants may submit more than one entry if they have developed more than one project. 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 HUD Secretary's Community Foundation Awards program will take place in May 2012. The awards presentation will occur during the Council's 2012 Fall Conference for Community Foundations in New Orleans, September 10–12. The award winners will receive a plaque for the organization and branding collateral for their use. 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 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 award's fillable PDF form and submitted via e-mail to HUDaward@cof.org. The fillable PDF form will be available beginning Monday, March 12, at <http://ppp.cof.org/HUDaward> and www.huduser.org/secaward/cof. The deadline for completing submissions is **11:59 pm (Pacific) Friday, May 11, 2012**.

The electronic submission should include the following information:

I. The Official Application Form. A 2012 Secretary's Award for Community Foundations application form that includes the title of the entry, name and contact information of the person from the community foundation submitting the application and who serves as the point of contact for the award application, and information about the community foundation and project.

II. An Executive Summary about the Applicant and the Project. A brief summary of the initiative (200 to 400 words) that can be used for publication and includes profile data on the community foundation applicant (indicating service area and assets under management) and most recent data on the initiative such as goals, objectives, partners, 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 (800 to 1,000 words).

IV. Support Letters and Statements. One to five letters or statements in support of the initiative. Letters or statements should offer support for the value of the effort and may not be written by the community 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. These letters should accompany the application and not be mailed separately.

V. Images. 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. 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.

Additional information that supports the application may be included as attachments. All supporting materials listed above must be included with the application. Supporting documentation should take the form of reviews of the implementation effort, analysis of the results, newspaper clippings, editorials, and more. (Supplemental items must be submitted via e-mail with the fillable PDF application form as Word documents, PDF files, or Web links.)

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. Winning entries 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 2012 Secretary's Award for Community Foundations, along with the fillable PDF application form, is available on the HUD and the Council on Foundations websites (www.huduser.org/secaward/cof and <http://ppp.cof.org/HUDaward>).

If you have questions or need additional information, contact the Council's Public-Philanthropic Partnership Initiative (HUDaward@cof.org or **703-879-0688**).

Deadline

The Council on Foundations must receive completed PDF form/application via e-mail and any accompanying materials by 11:59 pm (Pacific) Friday, May 11, 2012. Any entries submitted after this date will not be eligible.

