Civic Lab Investment Selection
Informational Webinar

January 13, 2021
Today’s Agenda

- Provide an introduction to New Profit’s Civic Lab
- Review our investment selection approach, process and timeline
- Open it up for Q&A

These slides are available on the announcement blog after the webinar.
We believe that social entrepreneurs are a key lever for change in our country.

New Profit is a pioneering venture philanthropy organization that backs social entrepreneurs who are advancing equity and opportunity in America.

We exist to build a bridge between these leaders and a community of philanthropists who are committed to catalyzing their impact. We invite you to be a part of this dynamic community of social problem solvers with bold visions for the future of our country.
Civic Lab is New Profit’s nonpartisan initiative to invest in innovative solutions building civic trust and an inclusive democracy.
Our Guiding Principles

1. **We believe democracy entrepreneurs who represent the diversity of our country**, including young Americans, Americans of color, and low-income Americans, should be at the helm of leading efforts to transform the civic destiny of our country.

2. **We invest in the long-game.** We want to unlock the latent power of everyday Americans to create enduring local leadership and infrastructure that will drive and sustain civic participation.

3. **We need breakthrough solutions** that target the underlying structural and systemic conditions that have contributed to disenfranchisement in our democracy.

4. **We are committed to diversity of demographics, thought, and geography** to unleash and capture the full potential of the ingenuity and innovation necessary to move our country forward.
Our Theory of Change

Five diverse strategies all targeted at the same goal

1. **GRASSROOTS ORGANIZING**
   - Relational
   - Cultural
   - Digital

2. **DIVERSE PIPELINE FOR PUBLIC SERVICE**
   - Elected
   - Appointed
   - Staff

3. **POLICY ADVOCACY AND ENGAGEMENT WITH PUBLIC LEADERS**

4. **NARRATIVE THAT COUNTERACTS POLARIZATION & MISINFORMATION**

5. **DATA SYSTEMS AND OPERATIONS INFRASTRUCTURE**

INCREASED LEVEL OF CIVIC TRUST AND A STRONG CIVIC CULTURE IN AMERICA
Synergistic Support Model

I. Peer learning community

II. 1:1 Adaptive Leadership Coaching

III. External content experts

IV. New Profit’s capacity building frameworks and tools

$50 - $100K in unrestricted funding
Core Capacity Building Programming

- Refining systems theory of change and connecting it to a compelling story of impact
- Assessing organizational strengths/capabilities and areas for improvement
- Building effective boards
- Developing effective practices for managing teams/stakeholders
- Identifying effective practices for operational excellence in order to execute against organizational strategy (fundraising, finance, HR, and communications)
- 1-2 Additional topics cohort members identify
Civic Lab’s Inaugural Portfolio

Darrell Scott  
Co-Founder and Executive Director, Push Black  
PushBlack is the nation’s largest nonprofit media platform for Black-Americans. It builds deep, daily relationships with Black-Americans through their phones in order to transform Black civic engagement. Over the past year, PushBlack has experienced explosive growth, attracting over 3 million messaging subscribers.

Katie Fahey  
Executive Director, The People  
Building on the success of Voters Not Politicians which mobilized 14 thousand people in Michigan to end partisan gerrymandering, The People brings Americans together to engage in civil discourse, establish and carry out nonpartisan governmental reforms.

Kashif Shaikh  
Co-founder and Executive Director, Pillars Fund  
Pillars Fund invests in opportunities to elevate and amplify the leadership, narratives and talents of American Muslims nationally in civil society, the media and public discourse.

Reverend Gregory Holston  
Executive Director, POWER  
The largest organization of its kind in the mid-Atlantic region, POWER is an interfaith organization committed to building communities of opportunity that work for all. It represents over 50 congregations throughout Southeastern and Central Pennsylvania.

Sarah Audelo  
Executive Director, Alliance for Youth Organizing  
With 11 affiliates across 21 states, The Alliance for Youth Organizing, empowers young people to make change in their communities by supporting and scaling their work of local organizations, building a movement of young people, by young people, for all people.

Emily Cherniack  
Founder and Executive Director, New Politics Academy  
New Politics Academy is building a movement to revitalize our democracy. It supports military veterans and national service alumni to consider politics as a way to continue serving the country.

Steven Olikara  
Founder and President, Millennial Action Project  
Millennial Action Project is the largest nonpartisan organization of millennial policymakers across 28 states in the United States. It develops the next generation to overcome partisanship on future-focused challenges and democracy reforms.
## 2021 High-level Programming Timeline

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*Note: Dates are approximate and subject to change.*
Investment Selection
Who’s eligible to apply?

Organizations with the following six characteristics are eligible to apply to Civic Lab:

1. 501(C)3
2. 2+ years old
3. < $2MM annual budget
4. Org strategy fits into 1+ Civic Lab focus areas
5. Full-time democracy entrepreneur (DE)
6. DE plans to stay in role for duration of 2021
What are we looking for?

- Visionary and proximate leadership
- Innovative and impactful models
- Aspiration and track record of organizational growth
- Fit with New Profit and cohort
What’s the investment selection process and timeline?

**Jan 5–22**
Letter of Inquiry

New Profit team reviews all applications received on a rolling basis.

**Feb/March**
Due Diligence

A select number of organizations are invited in our multi-step and rigorous due diligence process which will entail interviews and requests for additional materials.

**Late March/April**
Selection and announcement

8 organizations will be selected for the 2021 Civic Lab cohort.
What’s in the application?

Question Fields

1. Preliminary Questions
2. Applicant and Democracy Entrepreneur Information
3. Organizational Information
4. Program Model
5. Impact and Vision
6. Financials and Funding
7. Team
8. Equity, Diversity, and Inclusion
9. Personal Story
10. Peer Learning Community
11. Democracy Entrepreneurs Directory
What additional resources exist?

Refer to the 2021 Call for Submissions Announcement on New Profit’s website to access the following information:

1. Civic Lab Overview
2. Informational Webinar Deck
3. SurveyMonkey LOI
4. LOI Template
5. LOI Guide
What questions do you have for us?

Use the Q&A function at the bottom of your screen to submit questions. We will not be recording this section of the webinar.
Thank you for your time and the thought you are putting into completing your LOI. We look forward to learning more about you and the amazing work your organization is doing!

If you still have questions after reviewing this guide, please reach out to the Civic Lab team at catalyze@newprofit.org.