



New Profit Investment Selection Criteria

Social Entrepreneur	<ul style="list-style-type: none">● SE demonstrates an intrinsic drive to pursue his / her vision to solve the systemic cause(s) of the problem● SE attracts high-quality resources (e.g., board, funding) that advance the size, capabilities, and influence of the organization● SE demonstrates proclivity to make courageous, data-driven choices that drive organizational performance● SE has deep commitment and knowledge of, and/or experience with the communities that the organization is serving
Direct Impact	<ul style="list-style-type: none">● Organization addresses an urgent problem of significant scale and breadth● Organization's program model can be scaled to serve significantly more direct beneficiaries● Organization shows promising outputs and outcomes● Organization's program model is informed by and continuously refined based on the experiences and inputs of its beneficiaries
Systems Change	<ul style="list-style-type: none">● Organization has a compelling and plausible strategy that leverages the direct program model to change the system driving the core problem● Organizational strategy demonstrates an understanding of the historical and current systemic barriers to opportunity and existing structural inequalities, and how its work seeks to address them
Organizational Capacity for Growth	<ul style="list-style-type: none">● Organization has a track record of healthy financial management● Leadership team, staff and board of directors are aligned around organization's mission, strategy, desire for national impact, and need for long term sustainability
New Profit Fit & Value Add	<ul style="list-style-type: none">● New Profit's strategic support capabilities and partnership have the potential to accelerate impact and sustainability of the organization● Social Entrepreneur desires a candid, collaborative relationship based on a rigorous exchange of ideas