CATHOLIC CHARITIES USA
Innovation
CHALLENGE

APPLICATION OVERVIEW

Submission deadline: Friday, February 10, 2023, at 11:59 p.m. ET. Applications submitted after the deadline will not be accepted.

Only one submission per member agency will be accepted.

Submission Process: Applications must be submitted via the online portal, which can be found at CCUSAInnovates.org

Finalists to be notified: During Spring Gathering, March 20-22, 2023

You will be required to submit the following items[1] via the online portal:

☐ **Item 1:** Identifying Information

☐ **Item 2:** Program Narrative

☐ **Item 3:** Logic Model Chart

☐ **Item 4:** Program Timeline

☐ **Item 5:** Project Budget Worksheet

☐ **Item 6:** Attachments, if needed

An application will not be considered unless all items above are submitted by the deadline.

Submission Confirmation: Acknowledgment of receipt will be sent via email shortly after submition.

All applicants certify upon submission that they will be bound to the program requirements for finalists and winners. Program requirements may be found in the Frequently Asked Questions document.

[1] For additional details, please refer to the Challenge guidelines found at www.CCUSAInnovates.org.

Legal name

Division, department, office or unit, if applicable

Primary address

Phone number

Name of diocesan director, title, phone and email address

FTE count and annual budget (most recent completed fiscal year)

Project title (short, specific and to the point)

Name, title, phone, and email of the person responsible for proposal, if different from diocesan director. (We may contact this person for further information.)

Project abstract: Maximum six lines. This summary is a brief overview of the project, written in the third person that simply and clearly describes the project.

Description of population affected by this initiative: Describe how this population will participate actively in the design and implementation (Maximum six lines).

Objectives: Brief, one-line descriptions that are specific and measurable.

Applicants must submit a narrative that provides a statement of the problem, theory of change, design, expected outcomes and management of the proposed initiative.

The following documents should be attached as separate Items.

- Logic Model Chart (Item 3)

- Program Timeline (Item 4)

- Project Budget (Item 5)

- Other attachments, e.g., biographies/resumes of staff, competitor analysis and letter(s) of support (Item 6)

The following sections must be included as part of the narrative:

A. Problem Statement (300 words maximum)
Briefly describe the nature and scope of the problem that the program will address using data to:

- Provide evidence that the problem exists

- Demonstrate the size and scope of the problem

- Document the effects of the problem on the target population and the larger community

Where possible, data should come from peer-reviewed publications or other evidence-based literature.

B. Innovation in Program Design (300 words maximum)

Explain how this Workforce Development program is different from others attempting to address the problem and its root causes. What is the "Big Idea" behind the program design and delivery of services? Describe:

- How did the target population participate in design? How will they participate in implementation?

- How will case management and wraparound support be provided?

- How do research and/or evaluations contribute to the applicant's understanding of the problem's root causes and potential solutions?

- Identify other non-complementary organizations in your community attempting to address the problem (i.e., competitors). Provide a competitor analysis as an attachment (Item 6).

C. Innovation in Program Implementation (800 words maximum)

Summarize strategies that will be used to achieve the goals and objectives as identified in the Logic Model (Item 3). Application must include the following components:

I. Outreach and marketing. How will you attract clients and collaborators, including potential employers?

II. Training delivery. Describe how you plan to provide skills training (e.g., in-person/virtual hybrid, use of simulators).

III. Impact measurement and evaluation. How will success be defined and measured? For each group of activities in the Logic Model (Item 3), describe:

- What are the key expected outcomes for the target population?

- How will data be collected on outputs and outcomes?

- What is the overall expected long-term and/or community-wide impact?

- Applicants should identify the potential public policy implications of the project (e.g., regulations, local ordinances, local/state/federal laws, etc.).

IV. Management and Personnel. Describe the capacity and capabilities of the member agency to implement this new project.

- Describe the member agency's experience implementing similar projects or initiatives.

- Provide an organizational chart as an attachment (Item 6).

- Provide job descriptions for key staff positions as an attachment (Item 6).

- Provide resumes/CVs for identified staff, advisors and contractors as an attachment (Item 6).

- Describe management systems, including those for fiscal accountability.

V. Collaboration. Describe the types of organizations collaborating on this project and their roles and responsibilities. Include a collaborator list with entity descriptions and relevant links as an attachment (Item 6).

- How will the member agency collaborate with workforce boards, employers, community service organizations, local government, community colleges, vocational trainers and other organizations?

- What role will the above entities fill? (e.g., providing wraparound services, apprenticeships, funding, job leads, curriculum support, etc.)

- Include letters of support, MOUs and other supportive documents as attachments (Item 6).

VI. Funding. If additional start-up funding and/or resources (e.g., volunteers, in-kind donations) are needed, what sources have been identified? How will the member agency leverage the award to fill gaps in the project budget?

VII. Sustainability and Replicability. How does the member agency plan to sustain and/or scale the impact of the project?

- How will the member agency continue to fund the program after the award is spent down?

- How will the member agency ensure the long-term success of the client?

- Does the member agency expect to expand the program after the three-year award period has ended? If so, how? (e.g., scale the agency's program, replicate at other Catholic Charities agencies, document and share best practices beyond the Catholic Charities network, etc.)

Note: Section C should provide detailed information summarized in the logic model (Item 3).
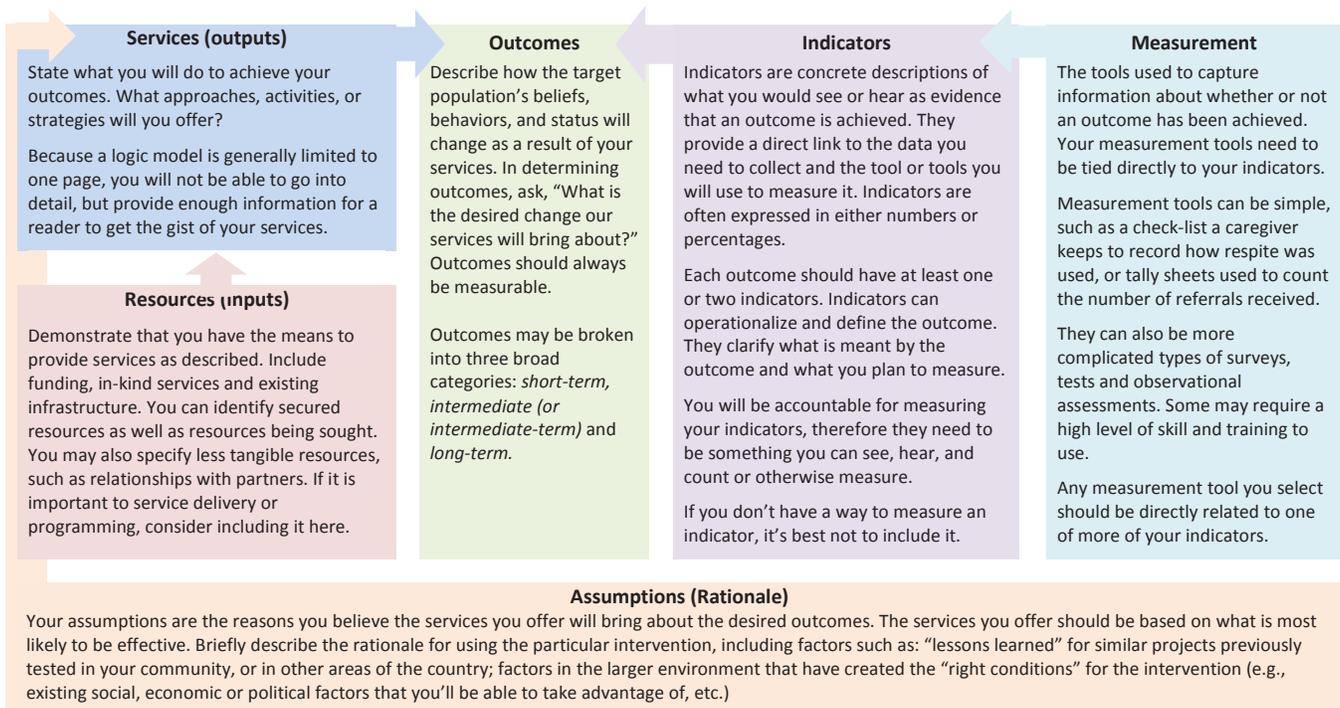
CATHOLIC CHARITIES USA
Innovation
C H A L L E N G E

Applicants must submit a Logic Model. Please use the following link www.friendsnrc.org/evaluation/logic-models/ to learn more about Logic Models.

There, you can download the Logic Model template (pictured below) and adapt it for your own program.

The Title of Your Project

Vision (impact, long-term outcome, goal) Your vision statement is a reflection of the purpose and spirit behind your actions. All activities and outcomes should contribute to the achievement of your vision. A truly inspired vision statement may not be measurable in the short-term, and your program doesn't necessarily have to be responsible for single-handedly achieving it. Rather, your program may be *contributing* to its achievement.

Population and Population Needs A description of the population you are targeting and the specific needs you intend to address through your services.

Services (outputs)	Outcomes	Indicators	Measurement
State what you will do to achieve your outcomes. What approaches, activities, or strategies will you offer? Because a logic model is generally limited to one page, you will not be able to go into detail, but provide enough information for a reader to get the gist of your services.	Describe how the target population's beliefs, behaviors, and status will change as a result of your services. In determining outcomes, ask, "What is the desired change our services will bring about?" Outcomes should always be measurable. Outcomes may be broken into three broad categories: *short-term, intermediate (or intermediate-term)* and *long-term.*	Indicators are concrete descriptions of what you would see or hear as evidence that an outcome is achieved. They provide a direct link to the data you need to collect and the tool or tools you will use to measure it. Indicators are often expressed in either numbers or percentages. Each outcome should have at least one or two indicators. Indicators can operationalize and define the outcome. They clarify what is meant by the outcome and what you plan to measure. You will be accountable for measuring your indicators, therefore they need to be something you can see, hear, and count or otherwise measure. If you don't have a way to measure an indicator, it's best not to include it.	The tools used to capture information about whether or not an outcome has been achieved. Your measurement tools need to be tied directly to your indicators. Measurement tools can be simple, such as a check-list a caregiver keeps to record how respite was used, or tally sheets used to count the number of referrals received. They can also be more complicated types of surveys, tests and observational assessments. Some may require a high level of skill and training to use. Any measurement tool you select should be directly related to one of more of your indicators.

Resources (inputs)

Demonstrate that you have the means to provide services as described. Include funding, in-kind services and existing infrastructure. You can identify secured resources as well as resources being sought. You may also specify less tangible resources, such as relationships with partners. If it is important to service delivery or programming, consider including it here.

Assumptions (Rationale)

Your assumptions are the reasons you believe the services you offer will bring about the desired outcomes. The services you offer should be based on what is most likely to be effective. Briefly describe the rationale for using the particular intervention, including factors such as: "lessons learned" for similar projects previously tested in your community, or in other areas of the country; factors in the larger environment that have created the "right conditions" for the intervention (e.g., existing social, economic or political factors that you'll be able to take advantage of, etc.)

Applicants must submit a tentative timeline related to the Logic Model (Item 3) to include the project scope, specific tasks, resources and key implementation milestones. Please create your own following the Sample Program Timeline Table (see Attachment #1).

Specific milestones related to award distribution:

A. Between October 2023 and June 2024, awardees will confirm their partnership with a research consultant who will help the agency measure the impact of its "Big Idea."

B. Every other month during the award period, awardees will meet with CCUSA to discuss programs, best practices and sharing of resources. These meetings will be mandatory.

C. Quarterly, awardees will submit a report to CCUSA that will include program achievements, challenges and progress data.

D. Annually, awardees will submit a cumulative progress report. This report will contain information on lessons learned, identified metrics, total impact and feasibility of replication.

E. Quarterly for the first year, awardees will participate in workforce development capacity building trainings. These meetings will be mandatory.

F. At the 2024 Annual Gathering, awardees will present on what is working and provide opportunities for cross-learning and feedback on their projects.

G. At the 2025 Annual Gathering, awardees will present final reports on their projects, including lessons learned, identified metrics, total impact and feasibility of replication.

H. At the 2026 Annual Gathering, successful "Big Ideas" lessons will be promoted for possible replication and advocacy purposes.

Program Timeline Template: Suggested Format

IMPLEMENTATION QUARTER	OUTPUT	OUTCOMES	RELATED OBJECTIVES	ACTIVITY	EXPECTED COMPLETION QUARTER

ITEM 5
Project Budget Worksheet

The program budget worksheet should clearly describe every category of income and expense listed in the budget. Justification for the expense should be detailed in the Notes Column of the Budget Worksheet provided in Attachment #3.

There will be no budget narrative, so please include all necessary and relevant information in the note's column

Budget Worksheet: Suggested Format

DESCRIPTION	FY24	FY25	FY26	NOTES/COST BASIS/EXPLANATION
Revenue				
CCUSA Award				
CC Member Agency Support				
Client Fees				
Other Support				
Total Revenue				
Direct Cost				
Program Staff				
Benefits				
Total Staff				
Contractors				
Program Supplies				
Staff Training				
Equipment				
Outreach & Advertisement				
Direct Cost Subtotal				
General Operating Cost				
Rent/Occupancy				
Utilities				
Communications				
Technology/IT Dept. Charge				
Genaral Operating Cost Subtotal				
Indirect Cost				
TOTAL				

Suggested Attachments:

- Resumes/CVs of key identified staff

- Competitor analysis

- Collaborator table

- Letter(s) of support

- MOUs

- Additional attachments as needed

Questions about the RFP should be submitted to the Social Innovation Challenge email: CCUSAInnovates@CatholicCharitiesUSA.org

www.**CCUSAInnovates**.org