

# Catalyst Fund

## Application Guidelines

[The McNulty Prize Catalyst Fund](#), developed and managed by the McNulty Foundation in partnership with the Aspen Institute, recognizes **early-stage impact ventures** with **significant momentum**. Catalyst Fund candidates should exhibit **high potential to deepen or widen their organization's impact**, have a **vital need for support**, and be at a **critical juncture** on their path to creating meaningful change.

### Eligibility

To qualify for the Catalyst Fund:

- You must be a Fellow of the Aspen Institute, with a venture (or Action Pledge) influenced by your Fellowship experience in some way
- Your venture (or Action Pledge) must be operational and poised to continue for the foreseeable future
- You must hold a leadership role, where you have taken decisive action to lead against a societal challenge
- Organizations must prioritize social impact, whether they are nonprofit, for-profit, or hybrid models, and be able to receive grants

### Application Form

If you are invited to apply, candidates will be asked to complete the following application.

#### 1. Narrative Statement

##### A. Problem & Approach (300 words maximum)

- Describe the critical issue your venture seeks to address. Include relevant context about the communities or systems affected by this issue.
- What is your venture's mission?
- What distinguishes your model and approach from others?

##### B. Impact (250 words maximum)

- Describe the impact of your venture on individuals, the community and/or ecosystem.
- Describe the reach and depth including any key early metrics you track.
- How do you know what is the evidence that the venture has been accepted and embraced by those it benefits?
- How are you poised to grow or deepen your impact, and how will you know when you are successful?

##### C. Critical Juncture (200 words maximum)

*Through the Catalyst Fund we strive to support efforts that are at a critical juncture where visibility, recognition and financial support will meaningfully advance your venture. Please share your current inflection point, detail any significant momentum and your vision for the future.*

- How would you describe the critical juncture you are at now? What milestones have you achieved to date, and what milestones do you anticipate in the next year?
- Why is now the right time for support and recognition?
- Critical need is a key criterion for the Catalyst Fund—how would funding and/or recognition make a difference for your venture at this specific stage?
- How is the venture funded now, and how do you envision it will be sustained? What is your vision for the future?

##### D. Success to Significance (150 words maximum)

*The Catalyst Fund, celebrates bold leaders who have leveraged their expertise and platforms to address the world's toughest challenges.*

- What is your title and role in the venture's achievements?
- How are you uniquely positioned to address this issue - what lived experiences, talents, resources, etc do you bring to this work?
- In what way is leading this effort a stretch for you? How has your leadership journey been influenced by your Aspen fellowship or program experience?

#### 2. Additional Materials

##### A. Supporting Documents. Please upload as a single .doc or .pdf file, that is up to 7 pages letter-sized (8.5 x 11 inches).

You are invited but not required to share existing materials demonstrating your record of success. We strongly encourage you to share existing materials. This may include:

- Financial statements, annual reports, impact reports or other materials to supporters or investors
- Press coverage and other recognition, photos or pamphlets
- Organizational charts, theory of change, or strategy / program area summaries
- Existing letters of recommendation or testimonials in support of your venture
- Your CV

##### B. Short Video

*Encouraged, not required—Youtube or Vimeo links accepted*

- If you have one, please share an existing video that shows and tells about your venture.
- We are not looking for professional filmmaking but for a visual way to capture the power of the work.

The Catalyst Fund is administered in partnership with the Aspen Institute  
If you are interested in being considered, please reach out to your Fellowship Director  
or contact us at [info@mcnultyfound.org](mailto:info@mcnultyfound.org)