

# JOHN P. McNULTY PRIZE

## APPLICATION GUIDE



The McNulty Prize celebrates breakthrough leaders with moral courage and bold vision, who are creating deep, lasting impact across the world. Three Winners each receive **\$150,000** and support to amplify their efforts. Winners are selected by an international jury that includes **Olara Otunnu, Cheryl Dorsey, Brizio Biondi-Morra, and Darren Walker**. Learn more at [mcnultyfound.org/the-prize](https://mcnultyfound.org/the-prize).

### CRITERIA & ELIGIBILITY

Applicants are evaluated along the following criteria: Leadership, Impact and Lasting Change.

**Inspiring Leadership.** We recognize individuals who are applying their unique talents and resources—local connections and lived experience, their expertise or organizational platform, credibility, and networks—in service of a bold and compelling vision for change.

**Impact.** Impact looks different for every organization. We prioritize organizations that have a proven track record and can clearly illustrate the ways in which communities or systems have been changed.

**Lasting Change.** We lift up organizations that understand and address the root causes of a challenge and contribute to long-term solutions—whether through expanding agency for individuals, shifting the conditions that hold the problem in place, or influencing the sector and collaborating with others.

To qualify for the [John P. McNulty Prize](https://mcnultyfound.org/the-prize):

- You must be a Fellow of the Aspen Institute or AGLN, with an organization or venture that is at least two years active, and poised to continue for the foreseeable future.
- You must hold a leadership role in the organization, where you have taken decisive action to address a societal challenge.
- Organizations must prioritize social impact, whether they are nonprofit, for-profit, or hybrid models.

### TIMELINE & PROCESS: 2024 McNULTY PRIZE



## WHAT WE LOOK FOR

**The Prize is jointly awarded to the leader(s) and the organization.** The Prize highly values truly dynamic individuals as agents of change, whose stories inspire and galvanize others. Of equal value is the lasting change created by strong organizations. Organizations receive the Prize award funding.

**We select high-impact organizations poised for scale.** The McNulty Prize prioritizes organizations at a 'mid-stage' in their life cycle. We define mid-stage organizations as those with a proven and established track record, general financial health or plans for sustainability, with ambition and opportune positioning to further expand their impact and influence.

**Lived experience and proximity to the issue is an asset.** We value the expertise and perspective of leaders who have been directly impacted by the problems they are trying to solve, or are connected in some way to the communities they serve. That might mean your personal experience reflects that of the communities, or you have become proximate through humility, empathetic listening, and adaptability.

**We elevate a range of change-making efforts.** With three Winners, the Prize elevates global leaders with a range of backgrounds and experiences, who demonstrate different approaches to make lasting change. Some tackle an issue through advocacy, programs, or market-based efforts, and others apply different models of change. Some create deep impact, addressing multiple facets of a challenge for one population, while others tackle one specific issue for vast numbers of people or markets.

## SUBMISSIONS

If you are invited to participate in the submission round, you will be requested to respond to the following prompts in our application portal.

### **Section 1: Narrative**

#### **A. Problem Statement**

- What critical issue does your venture address—who is impacted, and what factors contribute to the challenge? How is this issue at the forefront of local or global concerns?
- How does your organization's model of change address the critical issue described?

#### **B. Leadership Statement**

- 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 this a stretch for you? Please describe your personal leadership journey and how you have challenged yourself to answer a call to action—whether influenced by the Aspen Institute Fellowship experience, another ah-ha moment, or something else.

### **Section 2: Short Response**

#### **C. Current Impact**

- a. Describe the impact of your venture on individuals, the community and/or ecosystem. What is the evidence that the venture has been accepted and embraced by those it benefits?
- b. How do you measure and assess the organization's success? What is the reach and scale of your efforts, and how deeply does the organization affect those served? Please include the key metrics that you track over time.

#### **D. Lasting Change**

- a. How does your venture address root causes of the challenge or otherwise create or contribute to long-term solutions? How do you work with others to realize your vision?
- b. Is there evidence that your venture has influenced others in this space, or the sector or systems at large? How replicable or scalable is the model?

### **Section 3: Supplementary Information**

- E. Financial Information.** Please upload in a single .pdf file (page size 8.5" x 11"), information that explains the financial structure of your venture, how it is funded, and how it will be sustained in the long term. Include financial statements that demonstrate annual revenue and expenses, as well as funding sources. We strongly encourage you to share existing documents.
- F. Supporting Materials.** Please upload in a single .doc or .pdf file, up to 10 pages (page size 8.5" x 11"), that demonstrate your record of success. We strongly encourage you to share existing materials.
- G. [Optional] Short Video.** *Encouraged, **not required**—Youtube or Vimeo links accepted*
- Share a self-recorded 2-3 minute video (i.e from your phone or laptop) that responds to the following question: Why do you do this work? What drives you in your leadership?
  - Alternatively, share an **existing** video that shows and tells about your venture, whether narrated personally or showing others involved or affected by the work.

### **Resources**

#### **Learn More About the [McNulty Prize](#)**

- [Overview](#)
- [Cheat Sheet: McNulty Prize or Catalyst Fund?](#)

#### **What Does it Take to Drive Change?**

- [McNulty Prize Leadership Case Studies](#)
- [Stanford Social Innovation Review Series: Pivotal Moments on the Leadership Journey](#)
- [Watch the McNulty Prize Laureates short films](#)