

Should I apply to the McNulty Prize?

We know that no two organizations are alike; however, we do recognize certain patterns among successful candidates. Below is our “cheat sheet” to help you decide whether applying to the McNulty Prize is appropriate for you and your venture at this stage.

Leadership	Courageous, adaptive, entrepreneurial spirit, leads with values, integrity, and a culture of learning. We especially value the experience 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.
Engagement	Robust and active engagement with Aspen Institute Fellowship or Program, and willingness to participate and leverage key platforms, events, and opportunities generated by the Prize recognition and engage with the McNulty Foundation on new and emerging opportunities.
Financial Need	Financial need is not a criterion for the Prize.
Organizational Stage	Mid-stage ventures with a proven and effective model for change; may be more focused on scaling, institutionalizing, and exploring systems change . On average, in operation for 7 or more years, with annual revenue ranging between USD \$750K-2.75 million. Has a website and a robust public communications presence, with the ability to collaborate on and leverage announcements and visibility opportunities. Has the ability to and interest in receiving potential fundraising interest, especially from US-based entities.

IMPACT

Growth, Reach & Depth	Proven ability to replicate or significantly deepen existing impact. On average, it reaches multiple markets.
Outcomes & Measurement	Delivers consistent results with regular evaluation. Impact reporting and storytelling can clearly articulate and share evidence and measured results of how lives or communities have been changed.

LASTING CHANGE

Approach	Addresses root causes of the problem and actively contributes to long-term solutions with partners. Well-designed and implemented programs using a distinct approach, withstanding strains of growth.
Influence	In general, the model is moving the needle on a challenging issue and is trusted by and influencing others in its sector.

SUSTAINABILITY

Financial Health and Planning	General financial health with a more mature model and diverse funding sources. In general, supported by grants, earned revenue sources, and other partnerships.
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