

# Is your venture a better fit for the Catalyst Fund or the McNulty Prize?

We know that no two organizations are alike; however, we do recognize certain patterns among successful candidates. Below is a “cheat sheet” to help you decide if your venture has stronger alignment with the [McNulty Prize](#) or the [Catalyst Fund](#) criteria. These are not requirements, nor hard and fast rules, but rather tips to help you determine the best fit.

ALL CANDIDATES		
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.	
Fellowship	Robust and active engagement with Aspen Institute Fellowship or Initiative, and willingness to participate and leverage key platforms, events and opportunities generated by the Prize recognition.	
	<b>CATALYST FUND CANDIDATES</b>	<b>McNULTY PRIZE CANDIDATES</b>
Financial Need	Has <b>critical need</b>	Financial need is not a criterion for the Prize
Organizational Stage	Beyond piloting, and focused on <b>implementing, refining, strengthening</b> the model, and building traction from the community being served.  On average, has been in operation for 2-4 years.	Mid-stage ventures with a proven and effective model for change; may be focused on <b>scaling, institutionalizing, and exploring systems change</b> .  On average, in operation for 7 or more years.

## IMPACT

Growth, Reach & Depth	Anticipating key growth milestones, with high potential to deepen or widen their impact. <b>Expanding or deepening</b> the model to address unmet needs.  On average, may reach one or two markets.	Proven ability to <b>replicate or significantly deepen</b> existing impact.  On average, it reaches multiple markets.
Outcomes & Measurement	<b>Early evidence of impact is sensed</b> , exhibited, and captured. In general, can articulate what is being delivered, and the initial impact on individuals. Significant early momentum.	<b>Delivers consistent results</b> with regular evaluation. In general, can share evidence and measured results of how lives or communities are changed.

## LASTING CHANGE

Approach	Model considers root causes of the problem and agency of communities served.  <b>Tested</b> programs and strategies using an entrepreneurial and creative approach.	Addresses root causes of the problem and actively contributes to long-term solutions with partners.  <b>Well-designed and implemented</b> programs using a distinct approach, withstanding strains of growth.
Influence	In general, noted among peers as ‘one to watch’.	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	Developed strategies to expand funding sources.  In general, relies on grants and seed funding.	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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