

JOHN P. McNULTY PRIZE

APPLICATION GUIDE



The McNulty Prize celebrates breakthrough leaders who have turned their talents and resources towards dismantling our toughest problems. Three Winners each receive \$150,000 and support to amplify their efforts. Winners are selected by an international jury that includes **Madeleine Albright**, **Olara Otunnu**, **Brizio Biondi-Morra**, and **Darren Walker**. Learn more at mcnultyfound.org/the-prize.

CRITERIA & ELIGIBILITY

Applicants are evaluated based on their **inspiring leadership, impact, and lasting change**. To qualify:

- You must be a Fellow of the Aspen Institute or AGLN
- Your venture must be at least two years active 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

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 award funding.

WE SELECT HIGH-IMPACT ORGANIZATIONS POISED FOR SCALE. The McNulty Prize prioritizes organizations at a 'mid-stage' in their life cycle—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 perspective of leaders directly impacted by the problems they are trying to solve, or are connected to the communities they serve—whether your experience reflects the community's, or you have become proximate through humility, listening, and adaptability.

WE ELEVATE A RANGE OF CHANGE-MAKING EFFORTS. With three Winners, the Prize lifts up leaders with a range of backgrounds and experiences who demonstrate different approaches to make lasting change. Some use an advocacy or market-based approach, and others apply different models of change. Some create deep impact, addressing many facets of the challenge for one population, while others tackle one specific issue for vast numbers of people.

TIMELINE & PROCESS: 2022 McNULTY PRIZE



SUBMISSION GUIDELINES

All fellows who would like to be considered for the McNulty Prize must first submit an [Expression of Interest](#). If you are invited to participate in the submission round, you will be requested to respond to the following prompts.

Section 1: Narrative

A. Problem Statement (250 words maximum)

- 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 (250 words maximum)

- 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, and how you were influenced by the Aspen Fellowship experience.

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? (200 words)
- 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. (150 words)

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? (200 words)
- 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? (150 words)

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—those suggested below, or other pertinent materials that highlight your impact.
 - a. Annual reports or other reports to supporters or investors
 - b. Organizational model or strategic plan summaries
 - c. Press coverage or other outside recognition
 - d. Testimonials in support of your leadership and venture
 - e. Pamphlets or photos
 - f. Your CV
- 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.