

# Call for the 2019 BIG IDEA and Application

*Have you been thinking about an idea to make an impactful change in your community of Oak Park and/or River Forest?*

*Have you ever said to someone, "What this community really needs is \_\_\_\_\_"?*

*Are you looking for seed funding to launch your idea for community change?*

A giving group established by the Oak Park - River Forest Community Foundation, Entrepreneur Leaders in Philanthropy (ELP), plans to make a catalytic seed grant up to \$50,000 for a transformative idea. Through a competitive process, the aim is to make our community the best place to live for generations to come. It's an investment in our community's future.

Call for entries will take place October 1, 2018 through January 4, 2019. Applicants will be notified on or about January 25<sup>th</sup>. Finalists selected will pitch their Big Idea in a 5 minute presentation to the ELP panel at the *Big Idea Competition* on March 13, 2019.

Winner of the competition will be selected and announced at *Big Idea Competition* during the reception.

## ELIGIBILITY

- Any individual, group or organization that has a big idea that will make an impact on the communities of Oak Park and River Forest.
- The project needs to be aligned with a 501c3 organization. If the applicant does not already have a 501c3 public charity designation, please contact us to discuss.

## SELECTION CRITERIA

We are looking for a Big Idea that:

- positively impacts Oak Park and/or River Forest
- transforms the community
- could put Oak Park and/or River Forest on the map as a national leader

## TIMELINE

Submission period – October 1, 2018 to January 4, 2019

Applicants Notified – January 25, 2019

Coaching Days – February 9 and 23, 2019 *tentative*

Big Idea Pitch Rehearsal—March 11, 2019 @ Wire, Berwyn

Big Idea Competition and Reception – March 13, 2019 @ Wire, Berwyn

**Questions?** Visit the FAQs page on our website [www.oprfcf.org](http://www.oprfcf.org)

Main staff contact: Rhea Yap, Director of Fund & Donor Development, 708-848-1560.

**Due by January 4, 2019, 5pm to [bigidea@oprfcf.org](mailto:bigidea@oprfcf.org)**



**Entrepreneur  
Leaders in  
Philanthropy**

OAK PARK-RIVER FOREST COMMUNITY FOUNDATION

*Entrepreneur Leaders in Philanthropy is a giving group in the  
Oak Park-River Forest Community Foundation family.*

708-848-1560  
[www.oprfcf.org](http://www.oprfcf.org)



# BIG IDEA Application 2019

*Through the Community Foundation, there may be a group of advisors available to help trouble shoot and nurture the idea once it's started. ELP and the OPRFCF reserve the right not to make a grant this cycle.*

**Step 1: Use the Idea Canvas on page 4 to map out your idea. We strongly encourage you to do this exercise before filling out the application so that you fully think through your Idea and the Plan to Execute.**

**Step 2: Complete following then submit to [bigidea@oprfcf.org](mailto:bigidea@oprfcf.org). LIMIT TO 4 PAGES TOTAL.**

Title of Big Idea: \_\_\_\_\_

Your Name:

Your Title (if appropriate, type "student" or "resident"):

The Organization (501c3) Name (affiliated with this project):

Your E-mail Address:

Your Phone Number:

1. What is your Big Idea? (1 paragraph)
2. How will your idea transform the community, and why is that important? (1 paragraph)
3. Make the case for grant investment by addressing the following (1 paragraph response for each question):
  - a) Key Activities: What are the key activities?
  - b) Beneficiaries: Who/what will be your target beneficiaries?
  - c) Key Partners: Who will you work with?
  - d) Your background: What is in yours or your partners' backgrounds that has prepared you for your key activities?
  - e) Value propositions: What will differentiate you from other, existing organizations that are addressing similar needs?
  - f) Buy-in Support: From whom will you need to get buy-in and support? How will you get it?
  - g) Launch: What will deployment look like? What is the timeline?
  - h) Mission Achievements: What will be your metrics for success? What impacts will you have?
  - i) Budget: How will you use the \$50,000 award? What is your overall budget in terms of revenue and expenses? What will make your organization financially sustainable beyond the Big Idea grant?



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<p><b>Key Activities</b></p> <p>What are the services and/or products that you will provide?</p> <p>Will you require a physical location? Will you go to recipients? Will they come to you?</p> <p>How will you deliver your benefits to your recipients?</p>	<p><b>Beneficiaries</b></p> <p>Who will be your target beneficiaries? How will you find them? How will they find you?</p>	<p><b>Value Propositions</b></p> <p>What will make you effective in delivering benefits to your beneficiaries? What benefits will you bring to individuals? To the community?</p> <p>What will differentiate you from other, existing organizations who are addressing similar needs?</p>	<p><b>Key Partners</b></p> <p>Who will you work with? Co-founders? Partners? Other 501c3s? Volunteers?</p>	<p><b>Buy-in Support</b></p> <p>From whom will you need to get buy-in and support? How will you get it?</p>
<p><b>Your Background</b></p> <p>What is in yours or your partners' backgrounds that has prepared you for your key activities?</p>	<p><b>Launch</b></p> <p>What will deployment look like? Gradual, spread over X months? All at once?</p> <p>What will be the infrastructure requirements to launch? What will be the staffing requirements, paid &amp; non-paid?</p>			
<p><b>Mission Budget</b></p> <p>How would you use the BIG IDEA \$50,000 grant? What would be the necessary ongoing revenues and expenses? What will make your organization financially sustainable beyond the Big Idea grant?</p>		<p><b>Mission Achievements, Impacts</b></p> <p>What will be your metrics for success? What impacts will you have?</p>		