The Social Entrepreneurship Fund
at Wright State University

Program Overview and Application Materials

DEADLINE: March 10, 2014

Introduction:

The mission of Wright State University is to transform the lives of the students and communities we serve. As a result investing in initiatives that focus on saving the world in some way are key to having the transformative impact we envision. To this end, the purpose of the Social Entrepreneurship Fund (SEF) is to support the realization of innovative ideas about large scale solutions to social problems that affect the greater Dayton area, our country and our world. We see social entrepreneurship as a process to develop mechanisms that creatively address these challenges with collaborative, long term solutions that are more effective and more closely embrace principles of universal human rights than those currently in place. It empowers us all to become agents of positive social change.

Objectives:

- To support the creation of innovative solutions to pressing social problems, related to both organizational/social processes and low cost technologies
- To help WSU students acquire the skills necessary to launch viable social ventures through experiential learning
- To provide opportunities for the WSU community and our partners to practice and model engaged citizenship

Eligibility:

This program promoting social innovation is available to support projects undertaken by undergraduate and graduate students in good academic standing and full time employees of the University. Applications on the part of adjunct faculty will be considered depending on their length of association with the institution. Applicants must complete the SEF Application Questionnaire, the SEF Personal Statement, the SEF Assessment Plan and the SEF Budget Worksheet.

Ideal Eligibility:

The ideal project will (1) provide a truly unique, new approach to a serious and pervasive social problem and (2) be able to become self –sustaining (in other words, function independent of Fund support) within two years. A collaborative, team approach is also desirable.
Types of Support:

Applicants can receive funding for a course release, student stipends and salaries, supplies, travel, and training. For this round of proposals, the maximum grant award possible will be $15,000 annually for two (2) years. In addition to funding, campus experts will also provide consultation related to areas such as research, program evaluation, community planning/organizing, non-profit management, technology transfer and finance.

Selection Criteria:

The selection committee will include representatives from the WSU Foundation/Advancement Office, the Division of Multicultural Affairs & Community Engagement, the College of Business, the departments of Social Work and Urban Planning, a representative from the Student Government Association, and additional individuals from the campus community with expertise related to the particular project.

Applications will be evaluated by the committee based on applicant character (for example leadership experience, demonstrated work ethic/integrity, record of academic accomplishment) and project viability (for example market opportunity, need, relevance of mission, due diligence, understanding of the beneficiaries, etc.). Judges will be looking for the following criteria in selecting projects:

- Focus on and clear understanding of an important social or environmental challenge;
- Analysis of the target demographic and social environment, need, current solutions, market/regulatory/political environment, risks and challenges;
- Articulation of a new approach and need for new solution relative to existing solutions;
- Feasibility of the solution to address the problem, method for evaluating social impact;
- Identification of resources needed, including capital, human resources, partnerships, skills, etc. and plans for obtaining resources to support long term sustainability of the project;
- The applicant(s) potential as a social innovator and commitment to the endeavor;
- Likelihood of success and vision of the initiative after 1, 2, 3 years and beyond.

Class/Work Impact:

Work related to this project should enhance, not interfere with, an applicant’s academic work or employment responsibilities.

Deadline:

Applications should be submitted by email to patricia.d.jones@wright.edu no later than Monday, March 10, 2014.

Informational Meeting:

An informational meeting will be held on Thursday, January 16, 2014 from 11:30am until 1:00pm in 267 University Hall for those interested in submitting a proposal.
The Social Entrepreneurship Fund
Application Questionnaire

Please answer all of the following questions in 5 pages or less.

1. What is the social problem/need you seek to address?
2. How does your initiative address the problem in a new and innovative way?
3. Who will be your collaborators?
4. Describe the strengths, weaknesses, opportunities and threats (SWAT analysis) for your initiative given the current social, political and economic environment. How does it impact populations historically underserved by higher education, the poor or individuals otherwise disenfranchised?
5. What are the financial requirements for your project in the first 1-3 years?
6. Briefly, how will you evaluate social impact, program goals and learning outcomes, qualitatively and/or quantitatively?
7. Why will your venture be successful? What are the biggest risks?
8. What do you hope to accomplish in the first year? After 3 years?
9. Please provide us with a brief description of your proposal that we can use publicly.
The Social Entrepreneurship Fund
Personal Statement

In 500 words or less (total), please answer all of the following questions.

- What drew you to this issue?
- When and how did you come up with your idea?
- How does this opportunity play into your overall educational/career vision?
- What makes you qualified to start and lead this venture?
- What limitations/gaps need to be addressed?
- Describe your approach to problem solving.

If a team is applying, please answer these additional questions in 250 words or less.

- How well do the team members know each other?
- How do the team members’ different experiences and personalities combine to create a strong leadership team for the project?
- What is the role and commitment of each team member?
### Wright State University
#### The Social Entrepreneurship Fund (SEF)
#### PROPOSAL BUDGET

**Applicant(s):**

**Date:**

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<thead>
<tr>
<th>SUGGESTED BUDGET CATEGORIES</th>
<th>REQUESTED SEF SUPPORT</th>
<th>TOTAL SEF SUPPORT REQUESTED</th>
<th>TOTAL NON-SEF SUPPORT</th>
<th>TOTAL PROJECT BUDGET</th>
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<td>Year 1</td>
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<td>Personnel Expenses</td>
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**NOTE:** Please prepare your budget so that the total project budget is rounded to the nearest $100.

*Applications that include a request for a course release must be accompanied by a letter of support from the Chair of the academic department from which the leave is requested.*
**Wright State University**

The Social Entrepreneurship Fund

**Assessment Plan**

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<tr>
<th>Description of Goal</th>
<th>Incremental Objectives</th>
<th>Measurements</th>
<th>Outcomes*</th>
<th>Planned Change in Response to Outcomes*</th>
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* To be completed after assessment data is collected and analyzed