



What happens when you mix social innovation, a prize sponsored by Deloitte, and a powerful ecosystem? An exciting approach to help more students take the right steps to succeed. **The Deloitte RightStep™ Innovation Prize** is designed to help scale the next cutting edge approach in education.

## Prize Overview

**Recognizing Innovation in Education:** The Deloitte RightStep™ Innovation Prize seeks to recognize a 501(c)(3) organization or a for profit organization with a social mission that has a proven approach that leverages technology innovatively to achieve key outcomes in education

**Desired Target Group:** Growth stage organizations that are looking to scale their approach. Participants must directly or indirectly serve children and youth along the K-12 continuum, including those that are underserved

**Intended Education Outcomes:** Through the Deloitte RightStep™ Innovation Prize, Deloitte is looking for organizations that will help drive the key education outcomes associated with student success, such as reading / math proficiency, on-time graduation rates and college readiness

**Award Details:** The winning organization will have the opportunity to receive a multi-tiered level of support to help scale its proven approach through Deloitte’s breadth of services and geographic reach:

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**Cash Prize**  
\$100K cash prize awarded
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**Pro Bono Support**  
\$100K in professional services to help the organization scale
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**Access to Deloitte Ecosystem**  
Ability to tap into Deloitte’s extensive network

## Deloitte RightStep™ Program Overview

A classroom full of children or young adults is never just that – at Deloitte, we see a room full of CEOs, CFOs, doctors, public servants, and teachers to name a few. But we’re doing more than seeing their potential. We’re taking steps to help them achieve success. Through our RightStep™ programs, Deloitte is helping these children unleash their full potential by building confidence, inspiring leadership, fostering trust and taking the right steps to build brighter futures.

RightStep™ is part of Deloitte’s larger commitment to Corporate Citizenship. Deloitte’s Corporate Citizenship programs range from pro bono services and skills-based volunteering to nonprofit board membership, service sabbaticals, and a range of community involvement activities. Deloitte promotes a stronger economy and society by serving the public interest, building a culture of purpose, and inspiring leadership in others – within and outside Deloitte.

### RightStep™ Program Testimonials

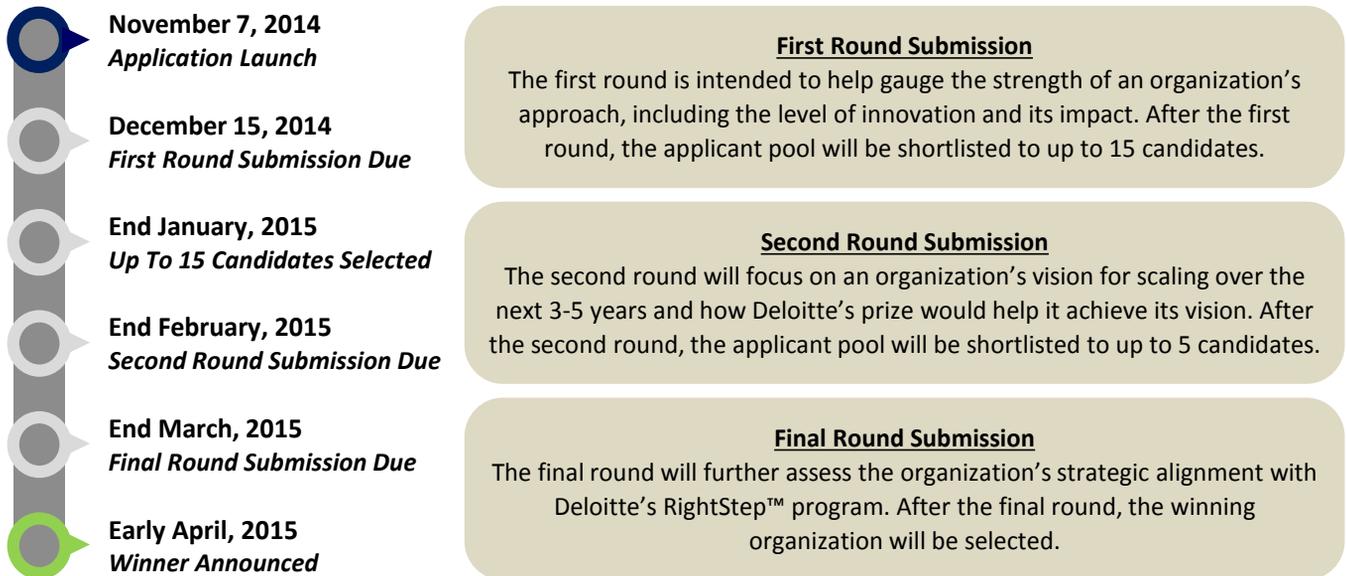
*“Deloitte’s pro bono work for College Summit didn’t just allow us to focus on our programs – it turbocharged the impact of those programs. Now high school teachers, principals and district superintendents are able to follow the progress of low-income students on their path to college – and intervene immediately wherever help is needed.”*

**- Keith Frome, CEO-Elect, College Summit**

*“Deloitte’s transformative collaboration with City Year including intellectual capital, volunteer leadership and financial resources has propelled City Year to develop and execute effective strategies in support of keeping students on track to success.”*

**- Jim Balfanz, President, City Year**

## Selection Process and Timeline



## Eligible Organizations

### In order to be eligible for the prize, organizations must meet the following criteria:

- Either a registered 501(c)(3) entity or a for profit organization with a social mission. For profit organizations must be focused on creating or enhancing social impact
- Not a publicly funded school / school district or other U.S. government organization (*Note: 501(c)(3)s that receive less than 50% public funding are eligible*)
- Operate primarily within the United States
- Directly or indirectly serve children and youth along the K-12 continuum, including those that are underserved
- Have a proven approach that leverages technology
- Provide services in at least one U.S. city, (e.g., new locations and/or additional beneficiaries served) with plans to scale their proven approach in the near future
- Current annual expense budget of at least 500,000 USD
- Led by a full-time CEO or equivalent role
- Not receive 50% or more of revenue from one philanthropic donor or investor
- No current or planned cash and / or pro bono support from Deloitte in Fiscal Year 2015 (*June 2014 – May 2015*)

## How To Apply – Round 1

### In order to make our online submission process as simple as possible, we have streamlined the first round application into three easy steps:



**Review and acknowledge the eligibility criteria**, ensuring that your organization meets all of the listed criteria prior to beginning the application



**Review and acknowledge the Official Rules** (*available on our website*), which include details on the selection process, requirements for the application, and the judging criteria



**Submit the application form and required supplementary materials** via the online platform by no later than December 15th, 2014 5:00 PM EST

## Contact Information

**Website:** <http://www.deloitte.com/us/deloitte-rightstep-innovation>

**Email:** [edinnoprize@deloitte.com](mailto:edinnoprize@deloitte.com)

**Twitter:** #RightStepInnovation

 <https://www.facebook.com/DeloitteUniversity>

 <https://www.linkedin.com/company/1038>

 <http://www.twitter.com/deloitteus>

# Frequently Asked Questions (FAQs)

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## DEFINITIONS

- **YOUR PRIZE IS OPEN TO 501(c)(3) ORGANIZATIONS AND FOR PROFIT ORGANIZATIONS WITH A SOCIAL MISSION. HOW DO YOU DEFINE FOR PROFIT ORGANIZATIONS WITH A SOCIAL MISSION?**
  - We define for profit organizations with a social mission as organizations that are developed and run for a social purpose. They have a business plan and sustainable revenue streams, which enables them to compete in mainstream markets, often challenging the status quo, and maximize their social impact. They have direct beneficiaries who are individuals that cannot obtain needed services from for profit businesses without a social mission and the wider community, and a fair proportion of surpluses are reinvested into their business.
- **WHAT DO YOU MEAN BY AN ORGANIZATION HAVING A PROVEN APPROACH THAT LEVERAGES TECHNOLOGY?**
  - We define a proven approach as one that has been piloted with demonstrated success amongst key stakeholders, e.g., a school or school district. We are looking at approaches where the technology that is being leveraged to improve education outcomes already exists or has been developed and the organization is now looking to scale this approach.
- **CAN YOU PROVIDE SOME EXAMPLES OF ORGANIZATIONS THAT WOULD FIT YOUR CRITERIA?**
  - Types of organizations that may fall within our set of criteria include, but are not limited to: mentorship organizations, online learning platforms, community-based learning platforms, human capital development organizations, and personalized learning platforms.
- **WHAT DO YOU MEAN BY INNOVATION?**
  - We have deliberately not defined the term ‘innovation’ as we do not want to place any restriction on entries. We are interested in learning how your approach is unique and different.

## ELIGIBILITY

- **DO I HAVE TO BE US BASED?**
  - Yes, we can only work organizations that operate primarily within the United States.
- **CAN I APPLY AS AN INDIVIDUAL?**
  - You must register as a legal US resident representing an organization or company. We can only accept applications from a member of the leadership team.
- **AM I ELIGIBLE IF I’M CURRENTLY RECEIVING SUPPORT FROM DELOITTE?**
  - Organizations currently receiving or that have plans to receive cash or pro bono support from Deloitte in the current fiscal year (ends May 31st, 2015) will not be eligible for the prize.

## APPLICATION

- **WHERE CAN I FIND MORE DETAILS ON THE SELECTION PROCESS AND JUDGING CRITERIA FOR THE COMPETITION?**
  - For the rules of the competition, including the selection process and judging criteria, please refer to our Official Rules document, which is available on our website (*link below*). The Official Rules will need to be reviewed and acknowledged before you can begin the application.
- **CAN I NOMINATE ANOTHER ORGANIZATION?**
  - If you would like to nominate an organization, please forward the website link to them but they must submit the application themselves. The website will include a link to the first round application on November 7<sup>th</sup>.
- **CAN I REACH OUT TO DELOITTE STAFF FOR ASSISTANCE IN COMPLETING THE APPLICATION?**
  - Organizations will not be allowed to reach out to Deloitte staff throughout the duration of the competition for any assistance with the completion of the application. Prize staff will only address clarifying questions on the application / selection process or technical issues, such as applicants not being able to access, save, or submit the online form.
- **WHAT WILL YOU DO WITH THE ENTRY INFORMATION I PROVIDE?**
  - Please refer to the entry requirements section of our Official Rules (available on our website) for further information on how your entry information will be used.
- **IS THERE A FEE?**
  - No, there is no fee for applying to the competition. Additionally, there will be no costs charged to the winning organization selected. All benefits outlined will be provided free of charge.

## Additional Questions? Contact us!