GUGGENHEIM

Corporate **Social Responsibility**

PROPEL10

Spring 2016

Innovative Solutions

for positive, scalable social change

At Guggenheim, we are committed to investing in our communities and delivering social impact by engaging our employees, clients and other stakeholders in meaningful and impactful corporate citizenship programs.

Introduction

Guggenheim Partners Corporate Social Responsibility's PROPEL10 strategy seeks to identify best-in-class organizations poised to achieve **positive, scalable social change**.

The selection process will target **high-performing**, **early-stage organizations** using **innovative solutions** to solve social problems. We aim to support organizations that are still experimenting with **big ideas** that have the **potential for even bigger impact**.

PROPEL10 Portfolio Organizations will receive:

Financial Capital	Creative Capital
▪ Cash investment designated for general operating purposes ▪ Funding distributed in two tranches, 6 months apart ▪ Precise level of funding (up to $100,000 per organization) will be a function of the size, budget and relative need of the organization, and the ultimate PROPEL10 portfolio composition	▪ Non-financial contributions, including, but not limited to: – Convenings – Strategic advisory services – Networking – Employee engagement ▪ Creative capital contributions will be determined based on the unique needs of each organization

Focus Criteria

Guggenheim Partners CSR will prioritize organizations that meet the following criteria:

Stage	▪ Modest budget (target $1 – 5 million, no more than $10 million) ▪ Young (target 1 – 5 years old, no more than 10 years old) ▪ Strong team (at least 5 people on staff and/or board)
Target	▪ Underserved populations* ▪ US-based (registered 501c3) ▪ Regional priority given to areas with significant Guggenheim presence (NY, Chicago, LA)
Innovation	▪ Committed leadership employing innovation to produce meaningful solutions to social problems ▪ Program is clearly differentiated from other organizations addressing the same social problem through the use of innovation

*Underserved populations include, but are not limited to: low-income and/or homeless individuals, veterans, ethnic minorities, people with disabilities, and those disadvantaged because of lack of access to basic resources and services.

Eligibility Criteria

In order to apply, organizations must meet the following eligibility criteria:

- ✓ Qualify for non-profit status under the US Internal Revenue Service (501c3)
- ✓ Have at least one full-time staff person
- ✓ Have an observable direct-service program in place
- ✓ Work with an underserved population*
- ✓ Not seek funding for any of the following:
  - Individuals or private foundations
  - Religious organizations, except for non-sectarian activities
  - Travel or conferences for employees
  - Books, research papers or articles
  - International organizations
  - Galas, benefits or other fundraisers
  - Political causes or candidates
  - A group utilizing a fiscal agency
- ✓ Comply with the Guggenheim Partners Non-Discrimination Policy:
  - Guggenheim Partners does not fund organizations that do not comply with our non-discrimination policy. This includes organizations that discriminate against any person on the basis of race, ethnicity, age, religion, sex, gender, sexual orientation, gender identity, gender expression, national origin, physical or mental ability, genetic information, military status, marital status, medical condition, or any category identified by state or local government in their operations or delivery of service.

*Underserved populations include, but are not limited to: low-income and/or homeless individuals, veterans, ethnic minorities, people with disabilities, and those disadvantaged because of lack of access to basic resources and services.

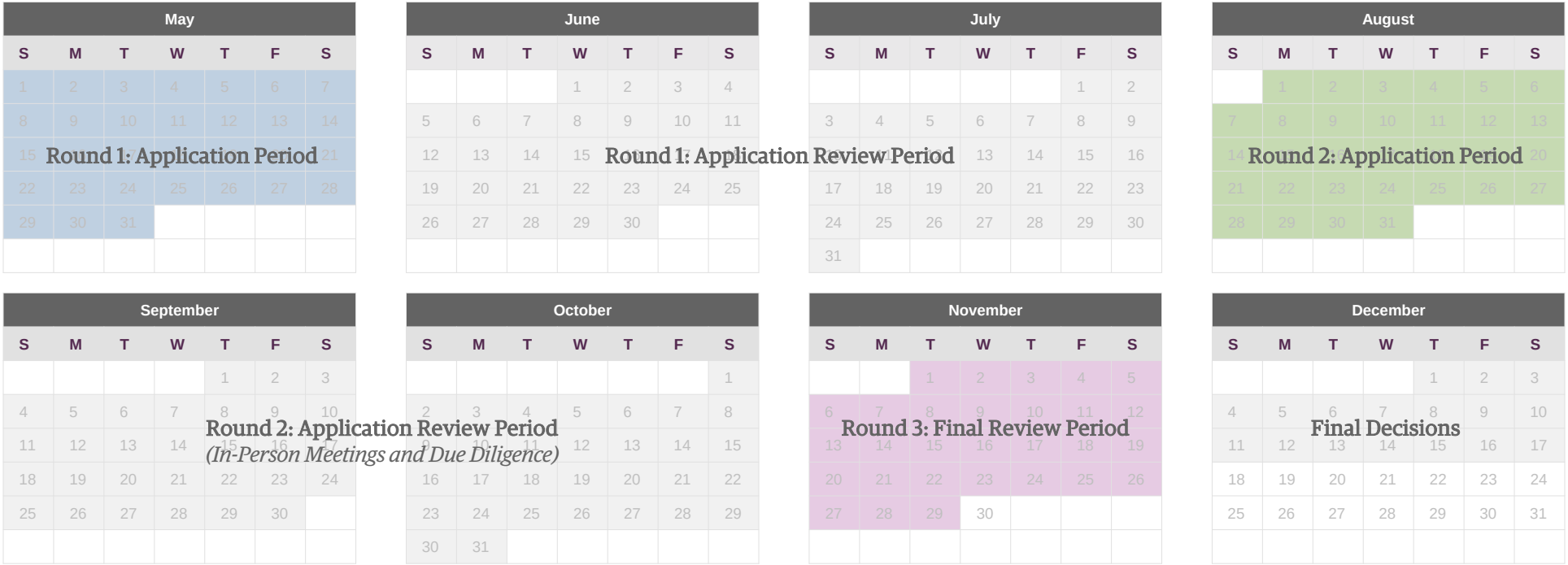
Process Overview

Vetting of PROPEL10 candidates will occur in three rounds:

ROUND 1
Application Part 1

ROUND 2
Application Part 2

ROUND 3
Final Decisions



How To Apply

1. Access the Eligibility Quiz HERE

   If you are eligible, the Round 1 Application will "unlock"

2. Complete the Round 1 Application

   Questions include details on your organization's:

   - *General Mission and Purpose*
   - *Budget*
   - *Leadership*

All application materials can be accessed here: https://guggenheimpartners.com/propel10

Questions? Please consult our FAQs at the end of this document

If you do not find the answer to your question, please email CSR@guggenheimpartners.com

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Appendix

Frequently Asked Questions

FAQs - General

1. I have completed my first-round application, but I'm not sure if it was received. What should I do?

   Log back into WizeHive here. If your application was received, your application status will read "Round 1 Submitted." You should also have received a confirmation email.

2. Can I call or meet with you before the deadline to discuss my application?

   Due to expected volume, we are not able to accept applicant phone calls or meeting requests. After thoroughly consulting this FAQ document, feel free to email any remaining questions to CSR@guggenheimpartners.com. Responses are generally provided within five business days.

3. Will Guggenheim Partners provide feedback regarding my application if my organization does not advance to the second round?

   Unfortunately, due to expected volume, we are not able to provide feedback for first round applicants who are not a strong fit with our PROPEL10 focus.

FAQs – Eligibility

1. My organization does not yet have its 501(c)(3) determination, but I do have a fiscal sponsor. Can I still apply?

   No, all applicants must have 501(c)(3) status.

2. Can you define "regional relevancy"?

   Our funding priorities are in the greater New York, Chicago, and Los Angeles regions. Because we want to be able to build relationships between our offices, our employees, and our portfolio organizations, we seek to fund organizations that are within the greater areas of these cities. Regional relevancy is a priority, but it is not a requirement.

3. Are replications of national programs eligible to apply?

   Yes, with the following caveat: we aim to partner with management teams that have ability to innovate. Some local sites of national programs have very little flexibility in this area and some have lots of flexibility. If yours is an organization with little flexibility, your application may be less competitive.

4. My organization is >5 years old but otherwise fits your characteristics. Are we eligible to apply?

   Yes, with the following caveat: while we consider the early stage to encompass a range of organizations, we are generally more focused on younger non-profits. This is because we believe we can be most impactful to organizations that are still experimenting with their model or are at a true inflection point in their growth.

FAQs – Eligibility *(Continued)*

5. While my organization has existed for 40 years we have new leadership and are taking the organization in new directions. Are we eligible to apply?

   Yes, with the following caveat: a strong case would need to be made that management is actively seeking innovative models to help the organization get to the next level.

6. My organization is local and has total budget >$10 million, but operates a number of programs that function independently and have separate budgets which are smaller than $10 million. Can we apply on behalf of one of these specific programs?

   We only accept applications from organizations whose total budget is less than $10 million.

7. My organization is a local replication of a national organization. Our local budget is less than $10 million, but our national budget rolls up to more than $10 million. Are we eligible to apply?

   Yes, with the following caveat: we aim to partner with management teams that have ability to innovate. Some local sites of national programs have very little flexibility in this area and some have lots of flexibility. If yours is an organization with little flexibility, your application may be less competitive.

FAQs - Application

1. I'm confused - the application is not on your website. Where do I find it?

   You must first take the "Eligibility Quiz" to unlock the Round 1 Application.

2. I have a decent sense of the numbers you're seeking but I'm not 100% sure of all them. What should I do?

   If you have exact numbers, please include them. If you have only a strong estimate, that is fine. All the numbers can be tightened and confirmed in later rounds.

3. My organization is only one year old. How should I answer the questions related to the prior two fiscal years?

   If this is your first or second year of operation, write "N/A" where necessary.

4. Ack! It is impossible for me to answer all the questions within the word count!

   It's okay to be brief here! Remember, this is only an introductory round. There will be additional space in later rounds to more fully explain the details of your program.

Thank you.

Please contact CSR@guggenheimpartners.com with any questions.

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