Successful applicants not only present an innovative way of addressing social issues, but also explain why they as individuals have what it takes to succeed. Echoing Green is not a grant-making organization. We are a fellowship program because we believe in the importance of the individual social entrepreneur as well as his/her project. As such, we look at both the applicant and the applicant’s idea.

Applicant Criteria

- **Purpose / Passion**
  Show us that you care deeply about this issue or community and help us understand why. What experiences have compelled you to apply? Show us how your work excites you and keeps you motivated every day.

- **Resilience**
  Social entrepreneurship is tough; you will inevitably face obstacles along the way. Demonstrate that you have bounced back or have the capacity to do so, as well as the ability to foresee any challenges.

- **Leadership**
  You are the CEO of something big and important. Show us that you can lead this organization toward its goals. What unique skills and experiences do you have that will help you succeed? Show us how you are constantly learning, reinventing, and exploring new things. Highlight your achievements in the field, as well as your experience in the geographic region.

- **Ability to Attract Resources**
  Show us that you can attract money, people, and other resources to your cause. What resources have you attracted to your cause in the past? Demonstrate to us that others are confident in your ability to make lasting change. This does not mean that you need to be the person on stage at a 10,000 person rally. Some leaders are more unassuming and still able to get others to care about their cause and take action.

Organization Criteria

- **Innovation**
  We are looking for ideas that have never been tried before. Explain to us how your approach is different from things that have been tried in the past.

- **Importance**
  To be interested in your solution, Echoing Green must first understand why the issue your project will tackle is imperative. Explain to us the problem you want to solve and why it matters. On a global scale, why is this issue important?

- **Potential for Big, Bold Impact**
  Show us how your project will directly impact many lives or change a big system. Or, will your solution set an important example that it will have bold impact indirectly? Some models are so innovative and influential that they change big systems by being replicated by others. Explain to us what sets your organization apart and why you believe it is influential enough to be replicated.

- **A Good Business Model**
  Great ideas fall flat without a solid plan. Your start-up plan – budget, timeline, staffing – should be well thought-out. Be clear and concise in relating the details of how your organization will run. You do not have to have solved everything. We just want to see that you are considering these questions thoughtfully and realistically.

Innovation

Innovation is an important element of the Echoing Green Fellowship. What does Echoing Green mean by innovation?
• An innovative idea is novel, it’s often untried, and it challenges the assumptions made by previous organizations working in the field.

• Innovative ideas can build upon or make improvements to an existing model, or they can create their own unique solutions which have never been tried before.

• Innovation may also be specific to a region or location. For example, bringing a traditional model to new locations, communities, or organizations which have not been historically exposed to this approach may also be considered innovative.

• Innovative ideas bring about dramatic not just incremental change. Tell us how your approach will lead to lasting change and have a greater impact than other models or ideas.

**ELIGIBILITY**

In order to be eligible for an Echoing Green Fellowship, **the applicant** must be:

• Over 18 years old

• Fluent in English

• Able to commit a full 35 hour work week to their organization.

In order to be eligible for an Echoing Green Fellowship, **the organization** must be:

• The original idea of the applicant

• In its start-up phase

• Independent and autonomous

There are often some misconceptions about what types of organizations are eligible for the Echoing Green Fellowship.

Here is some clarification about organizations that are eligible:

• An organization can be either a non-profit, a for-profit, or hybrid.

• An organization does not only have to be run by one individual. Partnerships can apply for a Fellowship

• Organizations still in the idea phase are eligible

There are some programs we will not fund. The following types of organizations are not eligible to apply:

• Students, scholarships, or research projects

• Lobbying or faith-based organizations

• Existing organizations which have grown past their start-up phase

For more information, visit http://echoinggreen.org/app-guidance
## 2014 Application Cycle

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<td>In-person interview</td>
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<td>May 15, 2014</td>
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<td><strong>Requirements</strong></td>
<td>Basic demographic info</td>
<td>Additional essays about yourself and your organization</td>
<td>3-day trip to New York City (funded by Echoing Green)</td>
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<td>Short essays about yourself, your idea/organization, and your partner (if applicable)</td>
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<td><strong># of Participants</strong></td>
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FREQUENTLY ASKED QUESTIONS

Eligibility

How does Echoing Green define a “startup”?

A general rule of thumb is that the organization cannot be up and running with full time staff longer than two years and still be considered a “startup.” There is some flexibility on the two year rule. For example, some organizations spend much more time on research and development of their program model. They may have operated for quite some time in research mode or the management team may have only been able to commit to working on their program part-time while holding down another full-time job.

However, we believe that any organization that is being built to thrive should have a well-defined program model (and possibly a pilot initiated), an initial strategic plan, basic organizational infrastructure, a staffing plan, initial funding sources, and an established and functioning board of directors within two years of launching. If you do not yet have those things in place, you may still be in your startup phase and eligible to apply for Echoing Green.

I’m not sure if my proposal meets your criteria. May I schedule a personal interview or phone call to review my proposal before I decide whether to apply?

No. Echoing Green has a small staff. Annually, we receive over 3,000 applications for our Fellowship programs. If we cannot offer personal interviews to all applicants, we cannot grant personal interviews to any applicants, either over the phone or in person. Please do not contact our office requesting an appointment for a personal interview. However, you are welcome to contact us with specific questions about our process if you do not find the answer here on the website.

If I applied for the fellowship in the past, may I reapply?

Yes. If you applied for an Echoing Green Fellowship in the past, you are welcome to reapply as long as your organization meets our eligibility criteria.

My project is based outside the US and I’m not an American citizen. May I apply for a fellowship?

Yes, as long as you meet our other eligibility criteria. The only limitation on work location is that if your project is based in the US, you must have American work authorization (i.e., citizenship, permanent residence status, or a work visa). We encourage applicants of all nationalities, working in any country, to apply for the fellowship.

My project is structured as a for-profit organization. May I apply for a fellowship?

Yes, as long as you meet our other eligibility criteria. Echoing Green seeks applications for innovative organizations creating high-impact social change, regardless of profit structure.

Fellowship stipends to for-profit organizations are structured as “Recoverable Grants” so that if your organization reaches certain financial milestones you will have to pay us back. Echoing Green seeks to maximize the social impact of our assets and so seeks to “recycle” capital from successful social enterprises that have benefitted from our Fellowship to those at the earliest stages. Echoing Green will retain an option to receive cash or stock proportional to the value of our support, including a small amount of interest, only in the event that your organization experiences an acquisition, buyout, public listing or other major liquidity event or reaches certain financial milestones. We will not hold any voting rights or control over your organization.

I am currently a full time student. May I apply for a fellowship?

Yes. You may apply for our Fellowship Programs while you are a full time student in a degree program. However, you must have completed your studies by July at the beginning of your fellowship period. If you are awarded an Echoing Green Fellowship, you are agreeing to make your organization your full-time employment.
I am working towards my doctorate degree. May I apply for an Echoing Green Fellowship to fund a research project in support of my degree requirements?

No. Echoing Green does not provide scholarship money or fund research. If you are proposing a research project as part of your academic studies, your project is not eligible for our program.

I am working on a book that I believe will have significant social impact. Am I eligible?

No. Echoing Green funds ideas for creating sustainable organizations; we do not fund discrete projects. Examples of discrete projects (those with definitive beginning and ending points) include writing a book or script, producing a play or creating a film.

I currently have a full time job and have been running an organization on the side. Am I eligible to apply for a fellowship?

Yes. If your program meets all eligibility criteria and you are prepared to resign from your current full-time employment if you are selected as a Fellow.

Please note that if you are awarded an Echoing Green Fellowship, you are expected to commit no less than 35 hours per week to your organization. In other words, you will not be able to continue in your current full-time employment if you accept an Echoing Green Fellowship.

I am creating a new project within an existing organization. The new project will be completely under my control and direction. Am I eligible?

No. To be eligible for consideration for an Echoing Green Fellowship, the program must be independent and autonomous. It cannot be under the management of another organization. It cannot depend on another entity for funding or access to funds.

Does Echoing Green require that it is the sole donor of my organization?

No. We understand and encourage applicants to continue to seek funding throughout the application process and during their fellowship if selected. However, funding from Echoing Green should qualify as a significant early investment in your organization.

My organization has a fiscal sponsor. Am I still eligible to apply?

Yes. Echoing Green requires Fellows to lead autonomous organizations. However, as fiscal sponsors generally only provide support and do not exert control over organizational decisions, you are still eligible for a fellowship so long as this applies to your situation.

Do I need to have 501(c)(3) status before I can apply for a fellowship?

No, you do not need to establish 501(c)(3) status or register your organization before you apply.

I have never run a social enterprise before. May I still apply for your program?

Yes. Echoing Green believes in identifying and supporting talented, yet unproven social entrepreneurs.

I have more than one idea for an innovative new program. May I submit both ideas?

No. Echoing Green only allows one submission per applicant per year. Submission of multiple applications, whether for multiple ideas or for a single idea, in a given year, will result in removal from further consideration for a fellowship.

My organization was founded by several people. Can we all apply for the fellowship?

No. Only two founders may apply per organization. As a result, please choose two, at most, to represent your organization to Echoing Green. However, you do not need to change your leadership structure to suit Echoing Green. Even if only two founders can be
Echoing Green Fellows, you can have as many people leading your organization as you see fit.

**Is there a difference in stipend for partnerships?**

Yes. The Echoing Green Global and Climate Fellowships are two-year programs with stipend amounts of $90,000 for a partnership and $80,000 for an individual Fellow.

The Open Society Black Male Achievement Fellowship is an 18-month program with a stipend amount of $70,000 for both partnerships and individual Fellows.