



New Profit Investment Eligibility Guidelines

Despite being exceptional organizations, many candidate organizations do not fall within our portfolio's strategic parameters. New Profit is currently committed to improving social mobility in the United States by supporting organizations with demonstrated, impressive track records of performance, strong appetites for growth, and high potential for social impact. For each investment cycle, New Profit typically *prioritizes* organizations that:

- Address the following **issues related to social mobility**: education, workforce development, public health, and/or poverty alleviation
- **Aspire to national impact** either through directly scaling their work (and are currently serving in at least two U.S. cities) and/or other indirect strategies (e.g. technology, partnerships, advocacy, etc.)
- Operate and primarily serve **individuals located in the United States**
- Have independent **501(c)(3) status**
- Have a current annual **expense budget ranging between \$1M-\$15M or \$250K+ if applying to one of our [Accelerator programs](#)**
- Are led by **full-time CEOs**
- Have a **diversified revenue mix** (i.e., organizations cannot have 50 percent or more of revenues from one philanthropic donor)



New Profit Investment Selection Criteria

Social Entrepreneur	<ul style="list-style-type: none">● SE demonstrates an intrinsic drive to pursue his / her vision to solve the systemic cause(s) of the problem● SE attracts high-quality resources (e.g., board, funding) that advance the size, capabilities, and influence of the organization● SE demonstrates proclivity to make courageous, data-driven choices that drive organizational performance● SE has deep commitment and knowledge of, and/or experience with the communities that the organization is serving
Direct Impact	<ul style="list-style-type: none">● Organization addresses an urgent problem of significant scale and breadth● Organization's program model can be scaled to serve significantly more direct beneficiaries● Organization shows promising outputs and outcomes● Organization's program model is informed by and continuously refined based on the experiences and inputs of its beneficiaries
Systems Change	<ul style="list-style-type: none">● Organization has a compelling and plausible strategy that leverages the direct program model to change the system driving the core problem● Organizational strategy demonstrates an understanding of the historical and current systemic barriers to opportunity and existing structural inequalities, and how its work seeks to address them
Organizational Capacity for Growth	<ul style="list-style-type: none">● Organization has a track record of healthy financial management● Leadership team, staff and board of directors are aligned around organization's mission, strategy, desire for national impact, and need for long term sustainability
New Profit Fit & Value Add	<ul style="list-style-type: none">● New Profit's strategic support capabilities and partnership have the potential to accelerate impact and sustainability of the organization● Social Entrepreneur desires a candid, collaborative relationship based on a rigorous exchange of ideas