



**CALL FOR INITIAL PROPOSALS
DUE 11:59 P.M., AUGUST 29, 2018**

THE ALLIANCE FOR THE AMERICAN DREAM CHALLENGE

The [Alliance for the American Dream](#) initiative, funded by Schmidt Futures, seeks to improve economic opportunities for more Americans and increase the country's competitiveness by building and supporting a stronger, more inclusive middle class. The initiative in Dane County is called [DreamUp Wisconsin](#) and is being led by the University of Wisconsin–Madison.

The first challenge for DreamUp Wisconsin is to develop proposals to **increase the net income of 10,000 Dane County households by 10% by the end of 2020.**

Proposals must:

- Either increase income directly or reduce costs of living (e.g., in areas such as housing, child care, healthcare, education, food, energy, transportation); and
- Include a community-university partnership.

The strongest proposals will:

- Draw from and benefit a diverse set of people and communities;
- Be interdisciplinary or multi-sector; and
- Be evidence-based and use technological innovation.

A Community-University Review Committee will choose **at least 10 initial proposals** to support with up to \$10,000 in development funding and additional in-kind resources (e.g., access to university and community expertise, research support, meeting space and facilitation) to develop ideas into full proposals between September and November, 2018. Teams will be notified whether their initial proposal was chosen for development funding by mid-September.

By December 10, the Community-University Review Committee will choose **3 full proposals** to be advanced to the national semi-final level, to be reviewed by Schmidt Futures. Schmidt Futures has committed to providing additional support for **at least one team** from the University of Wisconsin in 2019.

INITIAL PROPOSAL REQUIREMENTS

At this initial stage, DreamUp Wisconsin welcomes **unsolicited proposals at all levels of development.** In other words, not all proposal elements noted above and detailed below must be in place to be considered. Rather, at this time, we seek to identify the strongest ideas with the potential to increase the net income of Dane County households, thereby increasing access to and support within the middle class.

Proposals at this stage should identify what additional resources would be needed to advance to a full, viable proposal that will meet the full scope of the challenge (a community-university partnership that will increase income by 10% for 10,000 Dane County households by the end of 2020). After reviewing initial proposals, the DreamUp Wisconsin leadership team is available to help identify and facilitate partnerships, as well as link together teams with more modest proposals that potentially can be packaged together to achieve the larger goal.

EVALUATION OF INITIAL PROPOSALS

Initial proposals will be considered and scored by the *DreamUp Wisconsin* Community-University Review Committee using the following criteria:

Total points possible = 100 points

- Potential to impact net income (20 points)
- Scale of solution (potential to impact 10,000 household incomes by 10%) (15 points)
- Implementation Plan (15 points)
- Potential for university-community partnership (10 points)
- Decreases racial, ethnic, or geographic inequities (10 points)
- Innovative, bold, new idea (10 points)
- Use of supporting evidence (10 points)
- Sustainability (5 points)
- Political viability and community support (5 points)

DIRECTIONS

Initial proposals should be completed in the form below and uploaded by **August 29, 2018, 11:59 pm** at https://irpwisc.formstack.com/forms/dreamup_wisc_initial_proposal

Questions can be directed to dreamupalliance@wisc.edu.

1. Proposal Title. Provide a descriptive title for your proposal (25 words maximum).

2. Contact person

Phone

Email

- 3. Initial team members.** *For each team member*, list name, title, organizational affiliation, including UW affiliation (if applicable), and a brief description (100 words maximum per team member) of relevant experience or expertise.

Initial team members, continued.

- 4. Underlying challenge.** (125 words maximum) What is the underlying problem to be solved, and what are the ultimate goals of the proposed solution?

5. Target population. (125 words maximum) What is the target population that will be impacted by the idea (note: must be within Dane County)? Describe the size, demographic characteristics, income level, and geographic locations of the population(s).

6. Proposed solution. (500 words maximum) What is your proposed idea for increasing the net income of households in Dane County by 2020? How will your idea solve the problem described in section 4 (i.e., what is the underlying theory of change)? What specific strategies and activities will be used to address the challenge and achieve the goals described in section 4? In what ways is this an innovative idea? Also present supporting evidence (e.g., research, information/experience from previous or pilot implementation, grounding in technology/data science, etc.) that suggests the strategy will work to increase net income.

7. Implementation Plan. (250 words maximum) How will the idea be implemented? Describe the timeline, capacity of partners and community to implement, and key milestones, as well as potential implementation challenges and how they will be addressed.

8. Community-university partnership. (125 words maximum) Proposals that advance to the next stage must have a community-university partnership. A community partner is a private or public, government, nonprofit or for-profit entity that currently serves or could serve Dane County residents. A University of Wisconsin-Madison partner is at least one faculty member or academic (research) staff person at UW-Madison. If a community-university partnership is already in place, briefly describe the partners and their commitment, expertise, and capacity to carry out the proposed idea. If a partnership is not currently in place, describe your partnership needs and how the *DreamUp Wisconsin* leadership team can best assist you in identifying potential partners.

9. Sustainability. (125 words maximum) How is the proposed solution likely to achieve sustainable increases in net income in Dane County? For example, describe community or political support, potential sources of additional funding, or returns on investment that are necessary for success beyond 2020.

10. Equity considerations. (125 words maximum) Describe whether and how the proposal will decrease income inequities among the county's various racial and ethnic groups and geographic locations. Are there any potential unintended consequences (i.e., how will the team ensure that implementation that helps one group won't harm another)?

11. Additional support needed. (250 words maximum):

- a. Provide a brief budget and budget justification for how you would use up to \$10,000 between September and November to develop a full proposal for consideration by Schmidt Futures. For example, expenses may include salary, consulting fees, meeting space costs, transportation, refreshments for meetings, and purchasing of data or relevant supplies. (Note: development funds will be disbursed to organizations outside the university.)
- b. Describe whether and how your team would benefit from research and administrative support from a UW graduate student (e.g., data analysis, research reviews, note taking).

- c. Describe how the *DreamUp Wisconsin* leadership team can assist you in developing a full proposal (e.g., partner identification, proposal packaging, linking to other university and community resources).