

KENCREST NEW BUSINESS IDEA LETTER OF INTENT (LOI)

PURPOSE:

LOIs will be considered for new business development, service delivery approaches, or innovative technology aligned with the KenCrest Mission and Strategic Plan guiding themes.

The KenCrest New Business Idea Program will support business ideas that help create growth opportunities in collaboration with KenCrest and/or improve social enterprise programs that focus on individuals with developmental disabilities or early childhood education.

KenCrest Mission: KenCrest supports community development by exploring possibilities, mobilizing resources, and empowering dreams.

KenCrest Strategic Plan four guiding themes:

Social Responsibility: Achievement by the individual and the families we support is the key to the quality of their lives and the elimination of waiting lists for services

Innovation: We will continue to pursue innovation to maximize skills, overcome barriers, and support achievement, extending innovations into system reforms to create a sustainable platform for service delivery.

Economic Accountability: Regardless of the payer, we will strive to deliver value for those dollars, matching the right service with the right cost for the best outcome.

Strategic Growth: We will grow in a manner keeping with our intention to support achievement, accountability, and innovation

ELIGIBLE APPLICANTS: KenCrest staff, board, individuals and families we serve, selected stakeholders in the field

EVALUATION CRITERIA FOR NEW BUSINESS, SERVICE DELIVERY, OR TECHNOLOGY:

- **Meets KenCrest Mission (CRITICAL CRITERIA)**
- **Adheres to KenCrest Strategic vision (CRITICAL CRITERIA)**
- Provide opportunity for community engagement - interaction, health benefits or increased independence for individuals we serve
- Enhance skills and core competencies of consumers or staff

- Improve effectiveness and efficiency of KenCrest service delivery or response times
- Offer commercial viability and scalability – steady income and increased market coverage; opportunity for expansion
- Number of people impacted (Good image expanded)
- Better perception in heart of community (Positive brand impact)
- Leveraging other Funders - Project has applied or intends to apply for other funds for the project.

WHAT WILL NOT BE CONSIDERED: Subsidies for deficits in program operations; existing program operating expenses; direct support of individuals

DEADLINE: LOI due 9/30/20. LOI approval on Nov 16, 2020. If LOI approved, Full Business Plan due Jan 15, 2021.

GRANT AMOUNT RANGE: \$0 to \$500,000

NUMBER OF GRANTS DISTRIBUTED: To be determined by KenCrest Business Development Committee

Conditional approval of LOI does not guarantee funding. Funding is subject to submission and approval of Full Business Plan. Funds will be distributed upon execution of Grant Agreement