



# Spring 2020 Innovation Fund Application Questions

## Open Call

Thank you for your interest in The Workers Lab Innovation Fund!

This document is intended to provide a full overview of The Workers Lab Innovation Fund application for the Spring 2020 cycle to assist you in preparing your application in advance. **This is not the site to complete and submit the application.**

To complete the application, please visit our [Innovation Fund application portal](#) to register. The application cycle will open March 11, 2020 and close April 22, 2020 at 11:59PM PST. If you have any questions about the application, please contact: [innovationfund@theworkerslab.com](mailto:innovationfund@theworkerslab.com).

## Tips & Recommendations

- Look over and prepare the necessary information before beginning the application.
- If your project is fiscally sponsored, please fill out the Fiscal Sponsor Information section of this application starting on page 15. If you are applying on behalf of an independent organization, you may skip that section.
- The application should take between **1-2 hours to complete**, depending on your level of preparedness.
- **When inputting your application into our application portal, save your application** after you complete each section.



## Spring 2020 Innovation Fund Application Questions

### General Information

1. Applicant Type
  - a. Fiscally Sponsored Project
  - b. Independent Organization
2. Name of Organization/Project  
*[Hint: For Organizations please enter your Organization's Legal Name]*
3. Organization/Project Country
4. Organization/Project Address
5. Organization/Project City
6. Organization/Project State
7. Organization/Project Postal/ZIP Code  
*[Hint: If not applicable write N/A]*
8. Does your organization/project have any web or social media presence?
  - a. Yes
  - b. No
9. Organization/Project Digital Media Channels and Assets  
*[Hint: Please select all that apply]*
  - a. Website: Website URL
  - b. Twitter: Website URL
  - c. Instagram: Website URL
  - d. LinkedIn: Website URL
  - e. Facebook: Website URL
10. Organization/Project Logo: File upload
  - a. Please upload a high-resolution logo for your organization and/or project.  
*[Hint: Max File Size is 5MB Min. 300 dpi or 1024 x 768 pixels]*

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11. Organization/Project Mission (150 words)

12. Organization Type

*[If you are a fiscally sponsored organization skip to question 13]*

a. Non-profit

i. Project Non-profit (optional)

1. Community-Based Organization
2. Philanthropy
3. Social Enterprise
4. Educational Institution
5. Research or Think Tank
6. Worker Center
7. Membership or Affiliate Organization
8. Leadership Development Organization
9. Innovation Lab
10. Non-profit Other (Please Specify)

b. For-Profit

i. Project For-Profit (optional)

1. Social Enterprise
2. Certified Benefit Corporation
3. Private Company
4. Bank or Financial Institution
5. Co-working Space/Social Club
6. Media
7. For-Profit Other (Please Specify)

c. Government

d. Cooperative

e. Labor Union

f. Other (Please Specify)

13. Please indicate the size of your organization (independent organizations) or your project team (fiscally sponsored projects).

- a. 1 - 4 people
- b. 5 - 9 people
- c. 10 - 19 people

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- d. 20 - 49 people
  - e. 50 - 99 people
  - f. 100 - 249 people
  - g. 250 - 449 people
  - h. 500 - 999 people
  - i. 1,000+ people
    - i. Please choose all staff types within the Organization/project:
      - 1. Full-time Employees
      - 2. Part-time Employees
      - 3. Independent Contractors
      - 4. Volunteers
        - a. Total # of Full-time Employees (optional)
        - b. Total # of Part-time Employees (optional)
        - c. Total # of Independent Contractors (optional)
        - d. Total # of Volunteers (optional)
14. Your organization/project is led by a: (Choose One)
- a. Woman of Color
  - b. Person of Color
  - c. Woman
  - d. Other
  - e. Project Led by Other (Please Specify)
15. What percentage of your organization/project's staff are people of color?
- a. None
  - b. 1 - 24%
  - c. 25 - 49%
  - d. 50 - 74%
  - e. 75 - 99%
  - f. 100%
16. What percentage of your organization/project's staff are women of color?
- a. None
  - b. 1 - 24%
  - c. 25 - 49%
  - d. 50 - 74%

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- e. 75 - 99%
  - f. 100%
17. What percentage of your organization/project's staff are women?
- a. None
  - b. 1 - 24%
  - c. 25 - 49%
  - d. 50 - 74%
  - e. 75 - 99%
  - f. 100%
18. Have you previously applied for The Workers Lab Innovation Fund?
- a. Yes
  - b. No
    - i. Please indicate any cycles in which you've previously applied (Check all that apply)  
*[Hint: This question is for data collection purposes only. There are no restrictions around the number of times you can apply, and previous applications will not be evaluated in this cycle.]*
      - 1. 2017 or Prior
      - 2. 2018 Spring
      - 3. 2018 Fall
      - 4. 2019 Spring
      - 5. 2019 Fall
19. Have you previously received funding (of any form) from The Workers Lab?
- a. Yes
  - b. No
20. Have you previously participated in other programs led by The Workers Lab?
- a. Yes
  - b. No
21. How did you hear about the 2020 Innovation Fund?
- a. Email
  - b. Facebook
  - c. LinkedIn
  - d. Twitter
  - e. Instagram

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- f. The Workers Lab Blog/Website
  - g. Word of Mouth
  - h. Referral
  - i. Advertising
  - j. Conference/Event
  - k. Radio
  - l. TV
  - m. Print
  - n. Other [Please specify]
22. The Innovation Fund prize is a cash grant. Are you also actively seeking a grant, loan, or additional financial support for this project elsewhere? (optional)
- [Hint: There is no wrong answer to this question. It simply gives us a sense of other forms of capital you are seeking for this project outside of this grant.]*
- a. Grant
  - b. Loan
  - c. Either
  - d. Other [Please specify]

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### Contact Information

*[Hint: Please share the information for the person completing this application in the **applicant** fields. If that person is different from the primary financial decision maker of the organization or project, please provide the information for that person in the **primary contact** fields.]*

23. Applicant: First Name
24. Applicant: Last Name
25. Applicant: Role/Title
26. Applicant: Email Address
27. Applicant: Phone Number
  
28. Primary Contact: First Name
29. Primary Contact: Last Name
30. Primary Contact: Role/Title
31. Primary Contact: Email Address
32. Primary Contact: Phone Number

### Project Information

33. Project Name (140 characters)
34. Please indicate the size of the Project Team  
*[If you are a fiscally sponsored organization skip to question 13]*
  - a. 1 - 4 people
  - b. 5 - 9 people
  - c. 10 - 19 people
  - d. 20 - 49 people
  - e. 50 - 99 people
  - f. 100 - 249 people
  - g. 250 - 449 people
  - h. 500 - 999 people
  - i. 1,000+ people

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- j. Other
  - k. Same as size of organization
    - i. Please choose all that apply:
      - 1. Full-time Employees
      - 2. Part-time Employees
      - 3. Independent Contractors
      - 4. Volunteers
      - 5. Same as organization breakdown
        - a. Total # of Full-time Employees (optional)
        - b. Total # of Part-time Employees (optional)
        - c. Total # of Independent Contractors (optional)
        - d. Total # of Volunteers (optional)
        - e. Same as organization breakdown
35. Please provide a brief description of the **problem** this project addresses. (150 words)
36. Please provide a brief overview of the **proposed solution**. (150 words)
37. Please describe how this project **provides support for workers to realize their aspirations** for themselves, their families, and their communities. (150 words)
- [Hint: Consider your project's theory of change and ultimately, how this project helps workers have more autonomy, agency, and/or power in any of the following domains: home, workplace, community, industry/sector, economy, or our democracy.]*
38. Please describe how **workers** will be **engaged and/or impacted** by this project. (150 words)
- [Hint: If relevant, please quantify any data points and metrics for engagement and/or impact]*

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39. Please describe how this project considers or has already identified a **pathway to scale**. (150 words max)

*[Hint: We are actively seeking projects who are considering how to scale proposed solutions during or after the 12 month grant period. Key factors you might consider describing include, but are not limited to:*

- a. workers that can be reached;
- b. sectors that can be transformed;
- c. geographies that can be reached;
- d. models that can be replicated;
- e. ways in which cross-sector partnerships are leveraged (non-profit, for-profit and public sector);
- f. existing policies that can be built upon or new policies that can be created]

40. Please describe how this project considers or has already identified a **pathway to sustainability**. (150 words max)

*[Hint: We are actively seeking projects who are considering how to sustain proposed solutions during or after the 12 month grant period. Key factors applicants might consider describing in the application include, but are not limited to:*

- a. *revenue model -- including start up capital and sunk costs, operating costs, projected cash flow;*
- b. *market analysis/unique value proposition;*
- c. *ways in which cross-sector partnerships can be leveraged;*
- d. *leadership and staffing;*
- e. *plan for continuous learning and improvement]*

41. Please share the **primary goals** for this project and the estimated timeline for achieving each. Goals should follow **S.M.A.R.T. goals** guidance.

*[Hint: Please include up to three S.M.A.R.T goals. To make sure your goals are clear and attainable, each one should be:*

- a. *Specific (simple, sensible, significant);*
- b. *Measurable (meaningful, motivating);*
- c. *Achievable (agreed, attainable);*
- d. *Relevant (reasonable, realistic and resourced, results-based);*

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- e. *Time bound (time-based, time limited, time/cost limited, timely, time-sensitive).]*
  - i. Goal #1 (50 words max)
  - ii. Goal #2 (50 words max)
  - iii. Goal #3 (50 words max)

42. What are the **top three strategies** employed specifically by this project?

*[Hint: Please identify your top three strategies, choose one from each list #1-#3.]*

a. Strategy #1

- i. Job Placement
- ii. Job Training & Skills Development
- iii. Legal Protections
- iv. Policy Advocacy
- v. Research, Tool or Framework Development
- vi. Technology Product Development
- vii. Worker Centered Financing
- viii. Worker Education
- ix. Worker Organizing, Advocacy or Activism
- x. Worker Ownership
- xi. Other (optional)

b. Strategy #2

- i. Job Placement
- ii. Job Training & Skills Development
- iii. Legal Protections
- iv. Policy Advocacy
- v. Research, Tool or Framework Development
- vi. Technology Product Development
- vii. Worker Centered Financing
- viii. Worker Education
- ix. Worker Organizing, Advocacy or Activism
- x. Worker Ownership
- xi. Other (optional)

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- c. Strategy #3
  - i. Job Placement
  - ii. Job Training & Skills Development
  - iii. Legal Protections
  - iv. Policy Advocacy
  - v. Research, Tool or Framework Development
  - vi. Technology Product Development
  - vii. Worker Centered Financing
  - viii. Worker Education
  - ix. Worker Organizing, Advocacy or Activism
  - x. Worker Ownership
  - xi. Other (optional)

43. What **sector(s)/industries** are served specifically by this project?

*[Hint: Select all that apply]*

- a. Agriculture, Forestry, Farming & Fishing
- b. Arts
- c. Childcare
- d. Construction
- e. Educational Services
- f. Finance
- g. Food service
- h. Healthcare
- i. Homecare
- j. Hospitality & Accommodation
- k. Information
- l. Insurance
- m. Leisure & Entertainment
- n. Manufacturing
- o. Mining
- p. Professional and business services
- q. Public Administration
- r. Real Estate
- s. Recreational

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- t. Rental & Leasing
  - u. Retail/Wholesale
  - v. Social Assistance
  - w. Technology
  - x. Transportation, Logistics & Warehousing
  - y. Utilities
  - z. Other Sector/Industry (Please Specify)
44. What is the **geographic reach** specifically for this project?
- [Hint: Select all that apply]*
- a. This project has international reach.
    - i. Geographic reach by country [Hint: Select all that apply]
  - b. This project has national reach in the United States.
  - c. This project takes place in one or more states.
    - i. Geographic reach by state [Hint: Select all that apply]
  - d. This project serves the following cities/regions.
    - i. Geographic reach by city/region [Hint: Select all that apply]
45. What **stage of development** is your project in?
- [Help: Please select one]*
- a. Idea - problem has been identified; currently reviewing a range of potential ideas, and deciding which to pursue
  - b. Solution: you've pinpointed the idea; now analyzing potential solutions (program, service, product, strategy, new approach, etc.) or already developing a prototype solution for a future pilot
  - c. Pilot - ready to test a solution; looking to experiment or already experimenting with the goal of establishing proof points that the project is promising and able to affect the target problem
  - d. Implementation: ready to expand to an initial market; solution is being refined or has been refined from pilot testing, learning, and improvements to solution model
  - e. Scale: ready to expand the project's reach (broader geography, more workers, cross-sector, new partners, replicate the model, or translate into policy applications)

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46. Please rate your top three **most pressing project needs** in the next 12 months.

*[Hint: Rank up to three selections in descending order starting with one being the most pressing]*

- a. Operational Funding
- b. Equipment
- c. People/Staff
- d. Technology
- e. Space
- f. Outside expertise
- g. Connections to individuals outside your network
- h. Other (Please Specify)

## Innovation Ecosystem Information

The previous set of questions pertaining to your organization, primary contacts, project, and fiscal sponsor (if applicable) will be used to assess your project for the Innovation Fund award.

The following set of questions are **purely for informational purposes**. These questions are completely optional and will not be used in the selection process. If you are able, we would greatly appreciate you taking the time to complete these questions! Your answers will help us shape our next Innovation Fund competition, our new program focused on disseminating lessons learned about worker-centered innovation, and help us build more tools and programs to better serve the ecosystem in general.

47. Please select the statement that best describes your project's outputs as related to **supporting workers to realize their aspirations for themselves, their families and their communities**. (please select one)

*[Hint: We want to better understand how different projects support workers' individual needs and/or enable them to act collectively. We believe that workers have a diverse array of needs. Sometimes they need support or short-term interventions that alleviate*

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*their most immediate concerns that give them room to exercise more agency in their lives; other times, workers need to exercise their voices collectively to demand their needs be met or seed change for groups of workers all at once. This question will help us understand whether your project focuses on one more than the other, or equally.]*

- a. My project focuses mostly on ensuring workers have their basic needs met and have stability and agency on a more individual basis.
- b. My project focuses mostly on organizing and aggregating workers' voices/action so they can have more agency as a group/class/sector of workers.
- c. My project focuses on both of the above equally.
- d. My project focuses on neither.
  - i. Please elaborate.

48. What factors does your project **mostly** address? (select all that apply)

*[Hint: We are developing a tool to more clearly articulate what workers need in order to drive social, economic, and political transformation. This tool will help us organize our investment portfolio and understand the capabilities being built across the field more broadly. Some projects focus on one area really effectively, and other projects cut across more than one. There is no expectation that projects target every area. Please select the categories that best characterize the thrust of your project's aims and refrain from selecting others where you might conduct activities on an intermittent or limited basis.]*

- a. Safety at work - reduction of physical, environmental, or psychological harm and threats
- b. Recourse at work - workers know their rights and are able to fully exercise and invoke them
- c. Security in life - pay and work life meets needs and fulfills basic ambitions now and in retirement
- d. Agency over work - ability to influence decision-making around norms, policies, and organizational practices
- e. Mobility in life and at work - viable and accessible pathways for growth and advancement
- f. Participation in society - workers activated to participate in free and fair democratic processes through work-related means or outside of work

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g. Other (Please Specify)

49. Is there a kind of outcome that you believe is not included in the description above? Are there any other thoughts you would like to share that we should incorporate into this tool as we continue to develop it?

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## Spring 2020 Innovation Fund Application Questions

### Fiscal Sponsor Information

**PLEASE NOTE:** If your project is fiscally sponsored, please fill out this section. If you are applying on behalf of an independent organization you may skip this section.

50. Has this project already secured a Fiscal Sponsor (as of 3/11/2020)?

[Hint: If you have not yet secured a Fiscal Sponsor for this project, or are in the process of doing so, you will not be disqualified; however, if you are unsure how to proceed with the remainder of this page, please reach out to: [innovationfund@theworkerslab.com](mailto:innovationfund@theworkerslab.com)]

- a. Yes
- b. No

51. Fiscal Sponsor Name

*[Hint: Please enter your Fiscal Sponsor's Legal Name]*

52. Organization Country

53. Fiscal Sponsor Address

54. Fiscal Sponsor City

55. Fiscal Sponsor State

56. Fiscal Sponsor Zip Code

57. Fiscal Sponsor Website (optional)

58. Fiscal Sponsor Type

- a. Non-profit (optional)
  - i. Community-Based Organization
  - ii. Philanthropy
  - iii. Social Enterprise
  - iv. Educational Institution
  - v. Research or Think Tank
  - vi. Worker Center
  - vii. Membership or Affiliate Organization
  - viii. Leadership Development Organization
  - ix. Innovation Lab
  - x. Non-profit Other (Please Specify)
- b. For-Profit (optional)

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- i. Social Enterprise
  - ii. Certified Benefit Corporation
  - iii. Private Company
  - iv. Bank or Financial Institution
  - v. Co-working Space/Social Club
  - vi. Media
  - vii. For-Profit Other (Please Specify)
- c. Government
  - d. Cooperative
  - e. Labor Union
  - f. Fiscal Sponsor Other (Please Specify)
59. Please indicate the size of the Fiscal Sponsor's organization
- a. 1 - 4 people
  - b. 5 - 9 people
  - c. 10 - 19 people
  - d. 20 - 49 people
  - e. 50 - 99 people
  - f. 100 - 249 people
  - g. 250 - 449 people
  - h. 500 - 999 people
  - i. 1,000+ people
60. What kinds of resources is your fiscal sponsor dedicating to this project?  
(optional)
- a. Dedicated Staff
  - b. Financial Resources
  - c. Systems, Infrastructure, or Technical Support
  - d. Leadership Support or Access to a Network
  - e. Fiscal Sponsor Resources Other (Please Specify)
61. Has your team worked with the above listed Fiscal Sponsor previous to this project?
- a. Yes
  - b. No
62. How long has your team been operating under this Fiscal Sponsor?
- a. 0 - 6 months

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- b. 6 - 12 months
  - c. 1 - 2 years
  - d. 2 or more years
63. If awarded a grant by The Workers Lab, does your team aspire to spin off into its own organization (independent of a Fiscal Sponsor)?
- a. Yes
  - b. No
  - c. Unsure ( Please explain)

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