

## **Project Partnership Acceptance Criteria**

**Potential projects are evaluated on six criteria.**

### **1. Nature of Project**

Determines if projects fall outside range of eligibility, which includes one-time events, commercial/for-profit ventures, projects that require services outside Jumpstart's scope or projects that are incompatible with Jumpstart values and mission. These criteria are exclusionary, meaning that any project that exhibits even one of these characteristics is ineligible.

### **2. Stage of Development**

Determines if project is of sufficient maturity/organizational development. Is the project a corporation, has it filed for, or received, 501(c)(3)<sup>\*</sup> or state tax exemption, is it free of encumbrances/liability issues, does it have a track record of program delivery to an addressable market, is there sufficient funding to grow to the next level, etc.? These criteria are cumulative, meaning Jumpstart must be convinced that enough infrastructure has been built to sustain the project, and each criterion increases potential eligibility.

### **3. Purpose and Mission**

Determines if project mission and desired outcomes match goals of Jumpstart and its supporters. Does the project serve the public good, does it address an established market need, does it engage an underserved population within the Jewish community, does it use community-building as instrumental to its program, has the project established a reputation as trusted provider, does the project have potential to transform Jewish lives/communities/identities, is the project duplicative of existing organization(s), etc.? Criteria are determinative: eligible projects must meet at least one, but hopefully several of them.

### **4. Leadership**

Determines if a project's leadership has the required vision, skills and commitment to bring project to scale. In particular Jumpstart seeks leaders who evidence the passion, charisma and practical skills to create an effective organization. In addition, examines if projects have attracted a diverse skill set within its key supporters/leaders, has demonstrated knowledge of the sector within which they will work and is persuasive in making the case for funding and support. Also examines whether project leaders are connected to stakeholders, community members, and key individuals who can provide expertise, resources, and support systems to enable project success. Also looks at if project leaders are responsible and accountable for their actions, will work with Jumpstart staff and follow established policies and procedures, and will take responsibility for mitigating risk Jumpstart assumes when providing Platform Services. Ideally leaders will demonstrate capacity to grow and develop in their skills will contribute to

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<sup>\*</sup> Many managed projects have pending applications for tax-exemptions and/or exempt status that are rendered dormant while in incubation or under fiscal management.

and gain from a learning community. Lastly, examines if project leaders have track record in related field, including the necessary educational and professional backgrounds to be effective at growing their project. Criteria are synergistic, meaning that project leaders must demonstrate several of these criteria in order to be eligible for Jumpstart Platform services.

### **5. Partnership Potential**

Determines if Jumpstart is the right organizational partner to work with in order to achieve desired goals. Assuming that projects have met the other eligibility criteria, this criterion examines how well Jumpstart's offering will enable project leadership to get needed resources and support. Examines whether Jumpstart has the correct expertise (either in-house, or through partners) to be the best possible solution for the project's needs. Partnership potential also includes how well Jumpstart staff and project leaders can work together, and the level of personal comfort between the individuals involved from both organizations. This criterion also hinges on whether Jumpstart feels the project is a worthy investment of our time and resources, not only in terms of the project mission and potential impact, but also in terms of how the project will further Jumpstart's community thought leadership and goals for transformation within the Jewish innovation sector. This criterion is relational and requires that the potential for synergy exists between the project and Jumpstart.

### **6. Business Case**

Examines if the project leaders have successfully articulated their plan, which must include a well-thought-out and clearly communicated vision, mission, and goals, as well as a thoughtful, clear, realistic program with specific measurable objectives, a realistic budget and a time-based implementation plan. This criterion is developmental. Jumpstart needs to be convinced not just that the project is a worthy partner, but that it is capable of producing detailed and persuasive documents to make that case. Eligible projects should have at least made solid progress on putting this information together, although Jumpstart understands that with limited resources, incoming projects may have been more focused on producing results than producing documents. This criterion simply helps Jumpstart gauge a project's potential in the marketplace.

### **Eligibility**

The Community Partners/Jumpstart Partnership does not accept projects that are:

- Proprietary, commercial, or profit-making ventures of any kind, even if the profits from those enterprises will benefit charitable activities
- One-time-only events or ventures, even if the intent is to repeat the event or venture annually
- Film or video projects, unless the film or video is integral to the training or education of an identifiable clientele or to the delivery of a direct social service, and only if the film or video will be used in the context of a comprehensive service delivery plan

### **Jewish Focus**

The Community Partners/Jumpstart Partnership was created to support specifically Jewish projects, but there are some restrictions on the types of projects that qualify. In general, the Partnership is interested in supporting projects that work for an open, inclusive, and expansive Jewish life, and ones which will be beneficial to the broader society.

Therefore, the Partnership does **not** accept projects that:

- *Require* adherence to a particular religious faith or doctrine
- Make claims that a particular religion or religious tradition is the “one true religion” to the *exclusion* of all others
- Make claims or enact practices that *privilege* members of a particular religion or religious tradition, or *discriminate* against non-members of a particular religion or religious tradition
- Claim that one particular religion has *replaced* all other religions
- *Require* active participation in religious rituals
- Have as a primary purpose the advancement of *prescribed* belief or observance.