

Social Innovation Fund Overview

A Unique Opportunity

The Mayor's Fund to Advance New York City, in collaboration with the Center for Economic Opportunity (CEO), MDRC, and eight cities, was awarded the federal Social Innovation Fund (SIF). The SIF provides a unique opportunity for cities to work together to expand and test innovative anti-poverty programs piloted by CEO. Through this \$90 million project, the eight partner cities plan to further refine and test program models, building a multi-site body of evidence in support of promising, cost-effective interventions.

- **Social Innovation Fund (SIF).** Established by the 2009 Edward M. Kennedy Serve America Act, the Social Innovation Fund is a new public-private investment vehicle designed to identify effective solutions to critical social challenges, and support the replication and expansion of these programs by non-profit organizations. Managed by the Corporation for National and Community Service, approximately \$50 million was awarded to 11 intermediary organizations nationwide in 2010, to be matched 1:3 by private funds.
- **National Funders.** Leading support for this new initiative is provided by Bloomberg Philanthropies and Open Society Foundations. The SIF Learning Network is supported in part by The Rockefeller Foundation.

Innovative Pilots

This SIF award not only recognizes the strength of CEO's pilots, but also demonstrates that government can successfully innovate and develop new program models. The SIF has awarded the partner cities a grant of \$5.7 million for year one.

- **Jobs-Plus.** The place-based Jobs-Plus program addresses entrenched poverty amongst public housing residents by saturating developments with job and career support, community building, and rent incentives. In previous experimental pilots, residents' earnings continued to rise for three years after the program ended, greatly outpacing the income of a comparison group.
- **Family Rewards.** Built on the success of programs in more than 20 countries worldwide, Family Rewards is a conditional cash transfer program that provides rewards to families for achieving milestones that lead to better health, education, and employment outcomes, and improve human capital. Building on preliminary results from a New York demonstration, the SIF-supported program will focus on the most promising incentives.
- **SaveUSA.** First piloted by the City's Office of Financial Empowerment as \$aveNYC, this initiative offers a matched savings account to low-income tax filers. Although nearly half of \$aveNYC participants reported no history of savings, 80% saved for at least one year to receive the match and 75% continue to save today.
- **Young Adult Program.** An education-conditioned internship program designed to improve the long-term economic opportunities of young adults who are out of school, out of work, and who lack a high school diploma or GED. Multiple CEO programs have successfully reengaged young adults by offering short-term paid internships as a hook for returning to school or work.
- **WorkAdvance.** CEO has built upon national best practices to create new workforce programs that employ sector-focused and skills-building strategies. The result has been programs that work better than any other government program in New York State. The cities will combine the best practices from these programs to create a single, cost-effective, and easy to replicate workforce intervention.

Building a National Body of Evidence

By testing and evaluating programs in multiple locations, and using randomized controlled trials where appropriate, the partners can better determine which initiatives will succeed nationwide.

- **Evaluation of Programs.** MDRC, a non-profit education and social research organization, will advise in the design of these second-generation pilots and act as the lead evaluator for all programs.
- **Partner Cities.** Partners include Cleveland, OH; Kansas City, MO; Memphis, TN; Newark, NJ; New York City; San Antonio, TX; Tulsa, OK; and Youngstown, OH.

CEO Social Innovation Fund Projects Overview

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STRATEGY		CEO PROGRAMS	EVALUATION RESULTS	SIF PROGRAMS
WORKFORCE DEVELOPMENT	Stable employment and career advancement to provide a clear pathway out of poverty	<p>Sector-Focused Career Centers (SBS) are job placement and training centers that focus on a single economic sector. Each center strives to meet the specific employer needs of that sector and to provide low-income workers with access to jobs with career advancement opportunities.</p> <p>Advance at Work (SBS) increases income for employed low-wage workers through job upgrades, access to work supports, and asset-building activities.</p> <p>Jobs-Plus at Jefferson Houses (CUNY, HRA, NYCHA) is an evidence-based employment program targeting public housing residents. This place-based program offers employment and training services, outreach, and incentives designed to help "make work pay."</p>	<p>Sector-Focused Career Centers (Transportation). Participants are placed at higher rates and have higher hourly wages and more weekly hours worked, as compared to Workforce1 Centers' clients.</p> <p>Advance at Work. Participants have higher placement rates, higher hourly wages, and more weekly work hours, as compared to the traditional Workforce1 Centers' clients.</p> <p>Jobs-Plus. MDRC's study of the previous national pilot demonstrated increased earnings for residents for at least seven years after the program's full implementation, relative to a control group.</p>	<p>WorkAdvance is a blended model designed to assist adults obtain employment in targeted sectors that have room for advancement. The program will be offered in New York City, Northeast Ohio, and Tulsa.</p> <p>Jobs-Plus seeks to raise and sustain the level of employment and earnings among residents of public housing developments. Services will be tailored to residents' individual needs and draw from a menu of on-site and referral services. The program will be offered in New York City and San Antonio.</p>
	Education programs and other support services, as well as work opportunities and internships	<p>Young Adult Internship Program (DYCD) provides short-term paid internships, placement into jobs, education or advanced training, and follow-up services to disconnected youth ages 16 to 24 years old.</p> <p>Young Adult Literacy Program (DYCD and Libraries) offers targeted literacy and math instruction, work readiness, support services, and paid internships.</p>	<p>Young Adult Internship Program. An analysis of administrative data suggested that the program is effective in re-engaging disconnected youth; approximately half of the youth who entered the program remained engaged in employment or education nine months after completing the internship, including young adults with significant barriers.</p> <p>Young Adult Literacy Program. An evaluation showed that adding paid internships-conditioned on attendance in the education services led to increased attendance and program retention, as well as an increase in participants' math gains.</p>	<p>Young Adult Program is an education-conditioned internship program. This twelve-month intervention will target disconnected young adults 18-24 years old in New York City, Kansas City (MO), and Newark.</p>
ASSET DEVELOPMENT	Asset building and saving strategies to promote self sufficiency	<p>\$aveNYC (DCA/OFE) is a unique opportunity for eligible low-income tax filers to use a portion of their Earned Income Tax Credit (EITC) refund to build savings.</p>	<p>\$aveNYC. Results show that individuals with low and very low incomes can and do save when provided simple and safe banking products. In the three years of the program, approximately 80% of participants saved for a full year, many for the first time.</p>	<p>SaveUSA will offer matched savings accounts to low-income tax filers, building on the savings opportunity presented by EITC refunds. The program will be offered in New York City, Newark, San Antonio, and Tulsa.</p>
CONDITIONAL CASH TRANSFERS	Innovative anti-poverty strategies modeled on the success of programs in more than 20 countries worldwide	<p>The Opportunity NYC – Family Rewards (CEO) pilot used cash incentives to reduce short-term material hardship and support long-term human capital development. This family-focused program offered rewards for activities related to educational effort and achievement, preventive health care, and employment and training.</p>	<p>Opportunity NYC – Family Rewards. Preliminary evaluation results show that the program reduced poverty and improved a number of health and education outcomes, including higher rates of school attendance and grade advancement, as well as higher standardized test results and increases in preventive dental and health care.</p>	<p>Family Rewards provides cash incentives to families for achieving milestones that lead to better health, education, and employment outcomes. Building on preliminary results from the earlier pilot, the SIF-supported program will focus on the most promising incentives. The program will be offered in New York City and Memphis.</p>



SIF Programs: Cities, Providers, Number Served, and Evaluation Strategies

FAMILY REWARDS			
Cities	Providers	Number Served	Evaluation Strategy
Memphis, TN	Seedco Memphis HOPE Porter Leath	600 families	Implementation, random assignment study of outcomes and impacts
New York City	Seedco BronxWorks Children's Aid Society	600 families	
JOBS-PLUS			
Cities	Providers	Numbers Served	Evaluation Strategy
San Antonio, TX	San Antonio Housing Authority	650 residents/year	Implementation; analysis of participant outcomes; examination of local adaptation
New York City	BronxWorks	450 residents/year	
SAVEUSA			
Cities	Providers	Numbers Served	Evaluation Strategy
Newark, NJ	Newark Now	1,125 filers	Random assignment study of outcomes and impacts (Tulsa & New York City only); participant outcomes analysis
San Antonio, TX	United Way of San Antonio	1,350 filers	
Tulsa, OK	Community Action Project	1,350 filers	
New York City	Food Bank for New York City	1,350 filers	
WORKADVANCE			
Cities	Providers	Numbers Served	Evaluation Strategy
Cleveland & Youngstown, OH	Towards Employment	1,000 individuals	Implementation, random assignment study of outcomes and impacts
Tulsa, OK	Madison Strategies Group	710 individuals	
New York City	Per Scholas St. Nicks Alliance	590 individuals 455 individuals	
YOUNG ADULT PROGRAM			
Cities	Providers	Numbers Served	Evaluation Strategy
Kansas City, MO	Catholic Charities	125 youth	Implementation; analysis of participant outcomes; examination of lessons related to youth engagement and program participation.
	Full Employment Council	150 youth	
Newark, NJ	Rutgers / T.E.E.M. Gateway	225 youth	
New York City	FECS	200 youth	
	Henry Street Settlement	200 youth	
	Kingsborough Community College	200 youth	



Mission of the Social Innovation Fund Learning Network

The Mayor's Fund **SIF Learning Network** provides opportunities for providers, funders, and other partners to collaborate on program design, offers a venue for organizations and researchers to share best practices, and engages a range of stakeholders, including policymakers and other national experts.

The goals of the Learning Network are:

- To convene program providers to share challenges and experiences, input that will continue to re-shape program design to make programs more effective and easier to replicate;
- To share best practices with the broader social service community, so that promising approaches, successful techniques, and evidence can be accessible and available to inform ongoing anti-poverty programming;
- To engage stakeholders, including national experts and policy makers, to best prepare for broader program replication and/or sustainability; and
- To connect local government partners committed to innovation, encouraging localities to invest in experimentation and evidence-building to identify successful initiatives.

The **Learning Network** will continue to develop with input from key partners, including providers, funders and city partners. The Mayor's Fund, CEO and MDRC will also engage with the Knowledge Network, the collaboration of SIF intermediaries supported by the Corporation for National and Community Service.

The Mayor's Fund, Center for Economic Opportunity, and MDRC would like to thank all partners and supporters. To date these include the Corporation for National and Community Service, Bloomberg Philanthropies, Open Society Foundations, The Rockefeller Foundation, Annie E. Casey Foundation, Catholic Charities of San Antonio, Ewing Marion Kauffman Foundation, Ford Foundation, Fund for Our Economic Future, Goldman Sachs, Morgan Stanley, Robin Hood Foundation, Tiger Foundation, Tulsa Community Foundation, the United Way of Greater Kansas City, and the United Way of San Antonio & Bexar County.