



University of Maryland, College Park

Do Good Challenge

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SCHOOL OF PUBLIC POLICY
THE CENTER FOR
PHILANTHROPY AND
NONPROFIT LEADERSHIP



CSVC

Center for
Social Value Creation

I. Purpose

When University of Maryland students say they're "doing good," they're not talking about *how* they're doing—they're talking about *what* they're doing.

Making a difference is a fundamental part of the University of Maryland experience. With dozens of social justice-focused student groups and nationally ranked philanthropy and social entrepreneurship programs, our students are no strangers to charitable giving, social enterprise, and direct service. In 2012, a group of graduate students at the Maryland School of Public Policy began to imagine a campus-wide event in which students could come together, each representing a unique cause but all united by a desire to "do good." That year, the Do Good Challenge was born.

The Challenge is run through the UMD Center for Philanthropy and Nonprofit Leadership, which strives to promote a culture of philanthropy across campus and produce students who spur innovations locally and worldwide. For the first time this year, it has partnered with the UMD Center for Social Value Creation, which aims to infuse students with the ability to apply business principles in creative and entrepreneurial ways to build economic and social prosperity.

The Do Good Challenge is an innovative prize competition that inspires UMD students to make the greatest social impact possible for causes that matter to them. Each year, students team up to fundraise, volunteer, and promote awareness for their favorite causes, or start or advance their own social enterprise. Through the Do Good Challenge, students lead the way in effecting real-world social change.

II. Structure

UMD students make the Do Good Challenge happen each year.

In addition to being a competition centered on student achievement, the Do Good Challenge is planned and executed almost entirely by students. The Challenge team consists of graduate and undergraduate students affiliated with the Center for Philanthropy and Nonprofit Leadership and the Center for Social Value Creation. While the team is overseen by staff from each organization, students are responsible for coordinating marketing and outreach efforts, applying for funding, securing high-profile judges, managing the Challenge application process, budgeting, and making other important decisions about how to run the Challenge. The team meets for weekly meetings led by our student team leader, where we share project updates and support one another in our work.

III. Creating a Culture of Philanthropy on Campus

The Challenge teaches UMD students about philanthropy and social entrepreneurship as they engage in it.

In only two years, the Do Good Challenge has had a widespread and sustainable impact, not only on the communities that Challenge participants choose to serve, but also on participants' understanding and practice of philanthropy and charitable giving. With the support of campus resources like philanthropy workshops, students learn by doing. Some enroll in Challenge-focused courses that ground their work in knowledge about the fields of philanthropy and social innovation, and it is here where many students realize for the first time that they can be philanthropists.

Because Challenge participants may compete either with a one-time project or a long-term social venture, the Challenge encourages students from a range of disciplines to do good. Students interested in supporting an existing organization with a concerted one-time effort may volunteer, fundraise, or promote awareness to maximize their impact during the Challenge. Student entrepreneurs who want to launch or advance their own ventures may use the Challenge as a springboard to take their organization

to the next level and make an even bigger impact. The Challenge offers a unique opportunity for these entrepreneurial students to receive recognition, resources, and coaching to turn eight weeks of concerted effort into scalable social ventures. Participants may also seek mentoring at Innovation Fridays, weekly sessions that give students the chance to share their ideas with experienced innovators and entrepreneurs, get advice, brainstorm strategies, and learn about available resources and funding.

IV. Strategy

The Do Good Challenge is an annual competition that inspires students to make the greatest social impact possible in an eight-week time period.

Teams of students can compete in the Challenge in one of two ways:

- By leading a philanthropy **project** aimed at making the greatest possible impact within the eight-week time frame of the Challenge, or
- By leveraging the Challenge to scale the impact of an existing student-run social **venture**.

Team projects are evaluated for their *impact* on their cause, their ability to *leverage* the Challenge to boost their efforts, and the *creativity* of their approach in addressing their social issue. The student teams who do the most “good” during the Challenge will be invited to present their social impact to a live audience and a panel of celebrity judges at the Finals event in late spring. Finalists earn up to \$5,000 for their cause, as well as other prizes, like in-kind consulting, to further advance their efforts.

The competitive format of the Do Good Challenge motivates groups to accomplish great things by a set deadline. The Challenge also provides ample assistance in the form of mentorship, a supportive community, and even seed funding to amplify students’ impact.

V. Results

In only two years, the Do Good Challenge has had a profound impact on students’ chosen causes, their understanding of philanthropy and entrepreneurship, and the campus community.

Past competitors have achieved remarkable things that have benefited our student body, our region, and communities abroad. In two years, students cumulatively raised over \$160,000 for their causes and volunteered over 7,500 hours. Some of the most impressive achievements of past Finalists include:

- Sparking a national student movement to address food waste and hunger that has now spread to universities across the U.S.;
- Connecting UMD student service groups with local homeless shelters;
- Founding a nonprofit that mobilizes students to assist Maryland military families;
- Creating legal services that enabled children in the slums of Argentina to attend school and gain health care; and
- Raising funds to build a new school in Honduras.

The Do Good Challenge has attracted national and global attention and reinforced UMD’s reputation as an institution with creative, innovative, and active students dedicated to solving the world’s most difficult problems. The Challenge has drawn resources to campus that are directed toward student efforts and gained the financial support of influential alumni and funders like Morgan Stanley.

In addition to motivating students, the Do Good Challenge provides students with a visible platform on which to advocate for their causes. Thousands visit the Challenge Facebook page, and hundreds attend the annual Finals event, which in the past has featured high-profile judges like Kevin Bacon, Fran

Drescher, Carl Lewis, and Morgan Stanley Philanthropy Management head Melanie Schnoll Begun. Newspaper and television media outlets cover the exciting event each year.

We measure the overall success of the year's Challenge in terms of how many students participate, the quality and diversity of applicants, and the ongoing benefits to Challenge participants after the event has ended. We measure the amount of money raised, the number of hours volunteered, the number of people reached through advocacy efforts, and the number of community members served. While we aim to exceed our past cumulative totals each year, we also aim to support each individual initiative in exceeding its own prior levels of achievement.

VI. Sustainability

The long-term success of the Challenge is maintained with the help of our generous donors, dedicated student staff, and creative approach to student engagement.

The Do Good Challenge is dually funded by the Center for Philanthropy and Nonprofit Leadership and the Center for Social Value Creation and their sponsors, as well as a number of donors contributing at various levels. The Center for Philanthropy and Nonprofit Management is an official nonprofit with three full-time staff, a team of graduate assistants, a steadily growing budget, and a number of successful local and global programs outside the Challenge. With the added support of the Center for Social Value Creation, the Do Good Challenge is set to continue as a well-established campus tradition. In its first and second years, the Challenge received funding from Morgan Stanley, the Colonnade Society, Pepsi Enhancement Funds, and private donors. A number of our strongest supporters are continuing to fund the Challenge in 2014 (please see the attached budget).

The Do Good Challenge is already a campus-wide event that draws students from all years, fields of study, and extracurricular affiliations. This year, the Challenge has reached more students than ever thanks to the involvement of the Center for Social Value Creation and the business students it draws. We also encourage this broad participation by employing a small but diverse group of Student Ambassadors, who receive a stipend in exchange for raising awareness about the Challenge among other students through their academic and extracurricular networks.

While the Do Good Challenge itself takes place annually in the spring, it is a year-round undertaking led by student team members, faculty, and staff from the Center for Philanthropy and Nonprofit Management and the Center for Social Value Creation. Though this model of student leadership naturally results in high turnover, student staff transitions have gone smoothly and the Centers' staff oversight ensures nothing falls through the cracks.

VII. Looking Forward

The Do Good Challenge proves that students of our generation care about more than themselves and have the skill and dedication to make real change happen.

The Challenge was originally inspired by the do-good spirit of the UMD campus, and it has become a powerful way to harness this energy into a university-wide effort to change the world every spring. Universities across the country have contacted us to ask how to use the Do Good model to engage their students the way we have. We believe that any campus with a passion for giving could use the Do Good Challenge model to spur students to achieve big things. Our competition approach keeps students excited and motivated, and our emphasis on education grounds students in the fields of philanthropy and social enterprise. We envision regional, and eventually national, Challenges that unite students across the country. The appeal of the Challenge is universal, and our model has proved uniquely powerful in helping students "do good."

VIII. Budget

Please see below for a detailed and itemized budget for the Do Good Challenge.

Do Good Challenge, 2013-2014

Note: CPNL GAs or CVSC Staff are not included in this budget but they make a substantial contribution to the effort.

	Budget		
	BUDGETED	EXPECTED	ACTUAL
Income			
CPNL Contribution	15,000	15,000	15,000
Morgan Stanley	25,000	25,000	25,000
Colonnade	4,000	0	0
UMD: Pepsi	500	500	500
CSVc + Sponsor Contributions	15,000	15,000	15,000
Other sponsorships	3,000	0	
UMD Sustainability Fund	5,000	5,000	
GenerousU Grant	10,000	1,000	
Total Funding	77,500	61,500	55,500
Expenses			
<u>Marketing</u>			
Facebook	250	200	
Copies/Printing	50	100	
Design	300	300	
T-shirts	2,000	2,000	2,000
Ambassadors	2,000	1,800	1,800
Promotional Videos	1,500	1,500	750
Marketing Subtotal	6,100	5,900	4,550
<u>Social Enterprise Symposium</u>			
Grand Prize	500	500	
Voting Dollars	2,500	2,500	
SES Subtotal	3,000	3,000	0
<u>Finals Event</u>			
Rental and A/V	3,700	3,700	
Catering and Related Costs	6,500	6,500	
Text to Vote	200	400	
Parking	200	200	
Video (at event)	0	0	
Photography (at event)	1,000	1,000	
Finals Event Subtotal	11,600	11,800	0
<u>Incentives</u>			
Fall Booster Fund	5,335	5,335	5,335

Course Incentives	1,250	1,250	1,250
Incentives Subtotal	6,585	6,585	6,585
<u>Other Program Costs</u>			
Hourly student workers	6,800	6,000	1,500
Prizes	17,000	17,000	
In-Kind Consulting/coaching	3,000	3,000	
Sponsorship and/or travel	10,000	5,000	
Miscellaneous	500	500	
Other Program Costs Subtotal	37,300	31,500	1,500
Total Expenses	64,585	58,785	12,635
BALANCE	12,915	2,715	42,865