

# Force for Positive Change For Profit Phase 1 2022

## Preview questions

Use this application if you are a for-profit entity. Check [www.warf.org/positivechange](http://www.warf.org/positivechange) for more information.

Name

Organization Name

Email

Phone Number

Organization Address

Country

Our organization (select all that apply):

- Is a viable, revenue generating enterprise (either nonprofit or for-profit company) with a product or service already on the market or in use
- Exists to address important social and/or environmental challenges that exist in Wisconsin through our products, services or operations
- Has a base of operations in Wisconsin

I (the applicant) am a (select one)

- Founder
- Manager
- Executive Director/CEO
- Employee
- Board member/advisor
- Other (please explain)

Are you a current student in Wisconsin?

My organization's/company's relationship to Wisconsin is: (check all that apply)

- Operations are headquartered in WI
- At least one base of operations is located in Wisconsin
- Founder or current ED/CEO graduated from a school of higher education in Wisconsin
- Investors are from Wisconsin
- More than 50% of our customers/clients are located in Wisconsin
- Other (describe)

Please identify the UN Sustainable Development Goal that best aligns with your organization's mission

- No Poverty
- Zero Hunger
- Good Health and Well-Being
- Quality Education
- Gender Equality
- Clean Water and Sanitation
- Affordable and Clean Energy
- Decent Work and Economic Growth
- Industry, Innovation, and Infrastructure
- Reducing Inequality
- Sustainable Cities and Communities
- Responsible Consumption and Production
- Climate Action
- Life Below Water
- Life On Land
- Peace, Justice, and Strong Institutions
- Partnerships for the Goals

Number of employees.

Calculate the number of individuals on the payroll of the organization using a full-time equivalent (FTE) basis, or approximately 40 hours per week. Part time and temporary employees should be calculated by average number of hours worked per week and the length of employment per year. Full time equivalent employees should exclude independent contractors, interns, temporary workers employed through an agency, and working owners.

Provide your mission statement

My company's revenue for calendar year 2021 was: (check one)

- Less than \$50,000
- More than \$50,000 but less than \$100,000
- More than \$100,000 but less than \$500,000
- More than \$500,000 but less than \$1,000,000
- More than \$1,000,000 but less than \$10,000,000
- More than \$10,000,000

My company has been in existence: (check one)

- Less than 1 year
- Between 1 and 3 years
- Between 3 and 5 years
- Between 5 and 10 years
- More than 10 years

Was your company created for a purpose broader than maximizing return to your investors/owners?

If yes, describe the social/environmental issue(s) you are addressing? How is your specific approach innovative and how does it create social impact in Wisconsin? (200 words or less)

What are the key performance indicators (KPIs) or metrics that your organization tracks at least annually to determine if you are meeting your social or environmental objectives and demonstrating significant impact in Wisconsin? Provide at least (1) quantitative KPI (a metric, number, or stat) and (1) qualitative (impact story) KPI that demonstrates your success.

Explain how your business model directly links to your commitment to address important environmental or social issues in Wisconsin.

Describe the key stakeholders/clients/consumers that benefit from your organization with a particular emphasis on impacts in Wisconsin. Provide specific examples and outcomes of the positive social/environmental outcomes that arise from your operations and how you create lasting change. (200 words or less).

### **Supplemental questions (optional)**

These questions are optional and are only required if you want to be considered for one or more of the special consideration prizes being offered as part of the fourth Force for Positive Change awards competition.

To qualify for any of the supplemental award prizes, applicants must complete the Phase I application for either for-profit or non-profit entities, as appropriate, in addition to one or more of the supplemental questions. Applicants will be evaluated based on their Phase I applications and on the extent to which they address the concerns raised in the supplemental questions. Applicants will be notified regarding advancement to Phase II on October 3, 2022.

### **Rural Prosperity Supplemental Question**

Wisconsin's rural communities represent everything Wisconsin is known for and celebrates. Likewise, Wisconsin's success depends on the success and resiliency of rural economies and communities throughout the state. This award will recognize a social entrepreneur, including innovative farmers addressing social needs in their communities, or a supporting organization that is working through innovative and sustainable means to create prosperity, vibrancy and prosperity for rural communities.

Please explain how your organization has created programs, resources, or innovative opportunities that have positively impacted the fabric of rural communities in Wisconsin, leading to rural prosperity. Explain who has directly benefited from this work and how they have been directly impacted. (200 words or less)

### **Equity and Inclusion Supplemental Question**

In 2020, Governor Evers noted that "Racism itself is a public health crisis, one that impacts every facet of our life". Wisconsin, he said, "continuously ranks among the worst in the nation in disparate outcomes

for marginalized populations.” This award serves to lift up an organization that is working to dismantle structural racism in Wisconsin.

Please explain how equity and inclusion is baked into your organization at every level and point to specific examples of what the organization is doing to dismantle structural racism in Wisconsin. (200 words or less)

**Organizational resiliency award**

We are confronting multiple crises as a society and a state including high inflation, labor shortages, a pandemic, political polarization, and accelerating climate change.

Please describe what measures you have in place to ensure that your organization, including your staff, have the mental health and other resources needed to remain resilient and able to confront these challenging times. (200 words or less)