



KENCREST NEW BUSINESS IDEA LETTER OF INTENT (LOI)

PURPOSE:

Letter of Intent (LOIs) that will be considered for new business development, service delivery approaches, or innovative technology shall be aligned with the KenCrest Mission and Strategic Plan guiding themes.

The KenCrest New Business Idea Program will support business ideas that help create growth opportunities in collaboration with KenCrest and/or improve social enterprise programs that focus on individuals with developmental disabilities or early childhood education.

KenCrest Mission: KenCrest supports community development by exploring possibilities, mobilizing resources, and empowering dreams.

KenCrest Strategic Plan four guiding themes:

Social Responsibility: Achievement by the individual and the families we support is the key to the quality of their lives and the elimination of waiting lists for services

Innovation: We will continue to pursue innovation to maximize skills, overcome barriers, and support achievement, extending innovations into system reforms to create a sustainable platform for service delivery.

Economic Accountability: Regardless of the payer, we will strive to deliver value for those dollars, matching the right service with the right cost for the best outcome.

Strategic Growth: We will grow in a manner keeping with our intention to support achievement, accountability, and innovation

ELIGIBLE APPLICANTS: KenCrest staff, KenCrest Board of Directors, individuals and families we serve, Not for profit organizations in the field

PROJECT SPONSORS (INTERNAL APPLICANTS ONLY): You will be required to provide a Name and designation (Executive Director, VP and above) of the idea/project sponsor. The Sponsor will support the applicant by providing internal resources, coach the applicant as well as in ensuring that the business plan is aligned to KenCrest’s Strategic Plan

EVALUATION CRITERIA FOR NEW BUSINESS, SERVICE DELIVERY, OR TECHNOLOGY:

- **Meets KenCrest Mission (CRITICAL CRITERIA)**
- **Adheres to KenCrest Strategic vision (CRITICAL CRITERIA)**
- Provide opportunity for community engagement – more interaction, health benefits or increased independence for individuals we serve
- Enhance skills and core competencies of consumers or staff
- Improve effectiveness and efficiency of KenCrest service delivery or response times
- Offer commercial viability and scalability – steady income and increased market coverage; opportunity for expansion
- Number of people impacted (Good image expanded)
- Better perception in heart of community (Positive brand impact)
- Leveraging other Funders - Project has applied or intends to apply for other funds for the project.

WHAT WILL NOT BE CONSIDERED: Pay down existing debt, Subsidies for deficits in program operations or existing program operating expenses

DEADLINE:

Letter of Intent remains opens: Monday, July 1, 2024 through May 9, 2025
(Grantee can submit at any time during this window)

Cut off Windows	PHASE 1 Letter of Intent* due	Conditional Award Notification	PHASE 2 Business Plan Submission	Approval by the KCC Board of Final Awards
First Window	Monday, Sep 30, 2024	Friday, Nov 8, 2024	Friday, Jan 10, 2025	Feb 2025 (TBD)
Second Window	Friday, Jan 10, 2025	Friday, Feb 28, 2025	Friday, May 9, 2025	June 2025 (TBD)
Third Window	Friday, May 9, 2025	Friday, June 27, 2025	Friday, Sep 12, 2025	Oct 2025 (TBD)

GRANT AMOUNT RANGE: \$0 to \$423,882

NUMBER OF GRANTS DISTRIBUTED: To be determined by KenCrest Business Development Committee

Note:

1] Conditional approval of LOI does not guarantee funding. Funding is subject to submission and approval of Full Business Plan. Funds will be distributed upon execution of Grant Agreement

2] Technical Assistance for Business Plan (Internal Applicants Only) – Once the LOI is approved, applicant can reach out or submit a request to the Fiscal teams for budget support and optionally to the Grant writing team for developing business plan. Assistance is subject to availability and supervisor discretion.