



**GROWING
RESILIENT
COMMUNITIES**
Planting the Seeds to Economic Prosperity



Growing a Resilient Community

GuideWell believes every Florida community, regardless of zip code, has its own unique fabric. While many of Florida's communities flourish, there are a disproportionate number of under-resourced neighborhoods that experience economic disparities.

Challenge Overview

The Growing Resilient Communities Challenge is a four-month competition dedicated to identifying social innovators and organizations that have the potential to empower people, business owners and leaders in underserved Florida communities to develop their own unique paths to sustainable economic stability.

The most promising approaches will be selected to compete for 12 regional prizes of \$5,000 per organization across 4 regions (3 awards per region). The 12 regional finalists will also be invited to compete in a statewide finale pitch event for a \$40,000 grand prize. In addition, selected participants will have the opportunity to network with potential funders, industry experts and other innovators at the Well-being Forum in October.

Focus Areas



Programs or proven approaches that provide knowledge, mentorship and capital to jumpstart local small businesses and drive place-based entrepreneurship



Educational programs that teach financial literacy and credit skills or that provide legal or educational counseling to families living in distressed Florida communities



Organizations that offer mobile or virtual health services that can be offered "on demand" in a distressed community



Organizations that can provide a safe convening place within a distressed community to host community input forums, entrepreneurship skills workshops and regular health and wellness clinics



Programs or models that mentor people within a local community to design and bootstrap their own baseline community development strategy or social enterprise

Timeline

July 7 - August 6

Application window open

September - October

Virtual Regional Pitch Competitions

September 16 - 9AM-1PM - Central FL

September 23 - 9AM-1PM - North FL

September 30 - 9AM-1PM - West FL

October 7 - 9AM-1PM - South FL

October 27 - 9AM-1PM

Statewide Challenge

October 28 - 9AM-3PM

Growing Resilient Communities
Well-Being Forum