

# Procedures for IEEE Foundation Signature Programs

## Applications

Ideas for a Signature Program shall be directed to the Executive Director (ED) of the IEEE Foundation, or his/her designee. Preliminary discussions shall be held with the IEEE organizational unit that runs the program to gain an understanding of the program's benefits, features, required financial resources, and interest in being a Signature Program. The goal of the discussion shall be to determine:

- If the program fulfills most or all of the Criteria for the Signature Programs
- Whether there is sufficient existing volunteer and professional staff capacity to support the program or if additional resources will be required.

Programs that pass the initial review will be invited to submit an application. The application must address all the aspects of the Criteria for Signature Programs and include the expected timeframe of the program.

Applications shall be routed to the Joint Review Committee to determine whether the program should be endorsed for adoption as a Signature Program of the IEEE Foundation.

## Joint Review Committee

The Joint Review Committee (JRC) shall be made up of IEEE and IEEE Foundation volunteers and staff appointed by the Presidents of IEEE and IEEE Foundation annually. IEEE representatives to the JRC shall include two volunteers and two staff. The IEEE Foundation representatives to the JRC shall also include two volunteers and two staff.

The JRC shall be responsible for determining if programs that apply for Signature Program status:

- Meet the Criteria for Signature Programs
- Fit within the Vision, Mission and Areas of Focus of the IEEE Foundation
- Align with the activities of the IEEE Foundation
- Is of a reasonable duration
- Would attract donation and be beneficial to both IEEE and the IEEE Foundation
- Should be endorsed as a Signature Program of the IEEE Foundation

If the Joint Committee does not endorse the application, the program does not become a Signature Program.

If the Joint Committee endorses the application, the request is added to the next meeting agenda of the IEEE Foundation Board of Directors

## Criteria for Signature Program

Signature Programs must meet all of the following criteria:

- Seek to solve a recognizable need (problem) that is documented with evidence such as statistical facts, expert views, and trends.
- Have a broad impact – both in beneficiaries and geographic reach that will improve the lives of people and satisfy their needs and desires (*not the needs and desires of IEEE*)
  - Beneficiaries: Are a clearly defined set of the population, such as the profession, students, or people at the bottom of the pyramid.
  - Geography: Wide geographic reach such as a continent or nation, not just a single village, town, or city.
- Have a plan for execution that is clear, realistic, and easy to understand that defines time parameters, resources (time and money) needed, and potential risks and growth opportunities.
- Effectively measure and report success using defined metrics and benchmarks against those metrics
- Directly connect to IEEE's uniqueness and ability to respond to that need. IEEE must have the right expertise and reach to execute the program.
- Resonate and impassion prospective donors (individuals, corporations, foundations, etc.) to donate sufficient capacity to meet the financial needs of the program, whether duration is time specific or ongoing, that can be verified through:
  - Professional fundraising staffs' direct knowledge of prospective major donors
  - Formal philanthropic market study conducted by external fundraising consultant
- Is expected to have the commitment of time and resources from the IEEE Unit that runs the program, demonstrated with one or more of the following:
  - Annual financial investment in the program by IEEE
  - Engaged & committed volunteer & professional staff leadership
  - Dedicated professional program staff (*cannot be run solely by volunteers*)
  - Willingness of professional staff and volunteers to participate actively in the raising of funds
- Philanthropy is the primary business model (business model = revenue generation)
- In general, builds on proven success (*IEEE Foundation is not an incubator for new ideas*)
  - Program success
  - Fundraising success
  - Time horizon of at least a couple years of sustained operation