

The Drucker Prize

\$50,000 in grants | 10 finalists | 2 prize recipients

Ten organizations will be selected as finalists. Two finalists will each receive a \$25,000 grant from the Drucker Prize Endowment. Through the Prize's partnership with Esri, all 10 finalists will also receive a one-year grant of Esri's ArcGIS technology, valued at \$31,500 each, and participate in a workshop hosted at Esri Headquarters in Redlands.

About the Prize

The Drucker Prize recognizes Southern California nonprofit organizations that demonstrate innovation in health and health-adjacent programming. The Prize rewards programs that create a meaningful new dimension of performance, produce results in the outside world, can be adapted or replicated, and genuinely serve communities. Applications are evaluated across four central ideas: innovation, impact, learning, and replicability.

The Drucker Institute's partnership with Esri brings geographic thinking to the center of the application. Applicants will show how place shaped their understanding of community need and will communicate their work through an ArcGIS StoryMap. Prior GIS experience is not required; Esri will provide guidance and tools to help applicants participate. Organizations that do not currently have access to ArcGIS should contact Esri at nonprofit_inquiry@esri.com, to request a 90-day subscription to complete the StoryMap.

Please join our informational session on Tuesday, September 15, at 10:00 a.m. PT to learn how to create your ArcGIS StoryMap and ask questions about the process: <https://cgu.zoom.us/j/86959888009>. A replay will be made available after the session if you are unable to join.

Finalists should plan to be available during the week of November 9th for an in-person awards ceremony, workshop, and showcase at Esri Headquarters in Redlands. The event will take place from 10:00 a.m.–4:00 p.m., final date to be confirmed. Additional details to follow soon.

All applications must be submitted by 6pm on Monday, September 28th.

1. Applicant Information

Legal name of organization

Organization website

Primary contact name and title

Email address

Telephone number

Organization mailing address

Employer Identification Number (EIN)

Year the organization received 501(c)(3) status

Annual operating budget (*as of the most recently completed fiscal year*)

Program name and description

Program service geography: *Cities, counties, ZIP codes, or other areas*

2. Eligibility Confirmation

Check each box to confirm that the organization and program meet the eligibility requirements.

☐ The applicant is a registered 501(c)(3) nonprofit organization and has held that status for at least three years.

☐ The program primarily served communities in Southern California.

☐ The program addresses health outcomes or a social determinant of health.

☐ The program is completed, substantially completed, or active with at least one full year of documented outcomes.

☐ The organization is willing to create an ArcGIS StoryMap with guidance from Esri.

☐ The organization has a current Esri ArcGIS subscription or will participate in a 90 day trial.

Organizations uncertain about eligibility are encouraged to email Leah Johnson, Director of Operations for the Drucker Institute, at leah.johnson@cgu.edu before investing significant time in an application.

Program Area

Select the primary area that best describes the submitted program.

- ☐ Community health
- ☐ Behavioral and mental health
- ☐ Food security
- ☐ Housing and homelessness
- ☐ Environmental health
- ☐ Healthy aging
- ☐ Youth and family well-being
- ☐ Access to care
- ☐ Community resilience
- ☐ Other initiative improving health outcomes or social determinants of health

If other, please specify

3. Organizational Overview

Please respond to each question in the space provided. Responses must remain within the stated word limits.

Organization mission

State the organization's mission in one concise paragraph. (75 words maximum)

Population served

Describe the communities and populations the organization serves. (150 words maximum)

Service geography

Describe the geographic area in which the organization operates. (100 words maximum)

Organizational capacity

Briefly describe leadership stability, governance, funding sources, and capacity to sustain the submitted program. (200 words maximum)

4. Program Narrative

Please respond to each question in the space provided. Responses must remain within the stated word limits.

A. Community need and geographic context

What problem or community need did the program address? How did you know the need existed, and how did geography shape your understanding of it? (250 words maximum)

B. Program approach and innovation

What does the program do, how long has it been in operation, whom does it serve, and what is genuinely new about its approach? How does it differ from standard practice? (300 words maximum)

C. Population reach and equity

Who did you reach? How did geographic factors affect where and how services were delivered, particularly for historically underserved populations? (250 words maximum)

D. Learning

What worked, what did not, and what would you change? Explain how those lessons will inform future work. (200 words maximum)

E. Replicability

How could another nonprofit in a different geography adapt or replicate the program? What would it need to know? (250 words maximum)

F. Sustainability

What is the plan for continuing, adapting, or sustaining the program and its results? (150 words maximum)

5. ArcGIS StoryMap

The ArcGIS StoryMap is the centerpiece of the application and the primary public-facing representation of the program. It should be written for a general audience and demonstrate how geographic thinking shaped program design, delivery, or evaluation. Judges will consider both the quality of communication and the substance of spatial reasoning.

Public StoryMap URL _____

StoryMap title _____

Recommended StoryMap Elements

Element	What to include
Service area map	Show the geographic area served, such as census tract, ZIP code, county, or another appropriate unit.
Community need	Show or communicate the underlying need or problem in the service area and cite the data source.
Program activity	Show or communicate program activities, sites, or service-delivery points. Aggregate participant locations to protect privacy.
Impact and Outcomes	Show or communicate at least one outcome indicator to show where change occurred and how it relates to program activity.
Program narrative	Explain the program, its approach, results, lessons, and relevance for a general audience.

Resources for Creating Your StoryMap:

- Need access to ArcGIS to create your StoryMap? Email nonprofit_inquiry@esri.com to request a free 90-day subscription
- Attend the [informational session](#) on Tuesday, September 15, at 10:00 a.m. A replay will be made available after the session if you are unable to join.
- Review the [Guide to Getting Started with ArcGIS StoryMaps](#)
- Consider starting with the [Impact Report Template](#). Once logged in to ArcGIS, open this template and select “Create a new Story with this Template.” You can edit to make it your own.
- Reference the [Blog: Create more engaging impact reports with ArcGIS StoryMaps](#)

Permission to Share

May the Drucker Institute and Esri share your StoryMap publicly, including on their websites, social media, presentations, and Prize-related communications?

☐ Yes, the Drucker Institute and Esri may share the StoryMap publicly for Prize-related and educational purposes.

☐ No, please contact us before sharing the StoryMap beyond the review and selection process.

Name and title of person authorizing this selection: _____

6. Outcomes Summary

Provide a structured summary of at least one and up to three primary outcomes. This need not be a formal evaluation report, but it must be specific, evidence-grounded, and transparent about limitations. Self-reported outcomes are acceptable when validated instruments are not feasible.

Primary Outcome 1 (100 words max for each field)

Field	Applicant response
Outcome achieved	
How the outcome is measured - instrument and data source	
Population(s) affected Disaggregate by geography, age, race/ethnicity, or other relevant variables where possible	
Baseline and most recent result, including dates or measurement periods	
Geography where change occurred	
Limitations or caveats	
Future evaluation improvements What would you do differently?	

Primary Outcome 2 (100 words max for each field)

Field	Applicant response
Outcome achieved	
How the outcome is measured - instrument and data source	
Population(s) affected Disaggregate by geography, age, race/ethnicity, or other relevant variables where possible	
Baseline and most recent result, including dates or measurement periods	
Geography where change occurred	
Limitations or caveats	
Future evaluation improvements What would you do differently?	

Primary Outcome 3 (100 words max for each field)

Field	Applicant response
Outcome achieved	
How the outcome is measured - instrument and data source	
Population(s) affected Disaggregate by geography, age, race/ethnicity, or other relevant variables where possible	
Baseline and most recent result, including dates or measurement periods	
Geography where change occurred	
Limitations or caveats	
Future evaluation improvements What would you do differently?	

7. Required and Optional Attachments

- ☐ Required: ArcGIS StoryMap: publicly accessible shareable URL provided in Section 5.
- ☐ Required: Executive leadership letter: letter from a C-suite leader or equivalent confirming organizational support and affirming that the application represents the organization as a whole.
- ☐ Optional: Partner, community, or evaluator letter: optional but strongly encouraged letter attesting to program impact.
- ☐ Optional: Outcomes documentation or supporting data, if applicable.

8. Application Evaluation Criteria

Applications will be scored on a 100-point scale by a panel of judges from the Drucker Institute, Claremont Graduate University, and Esri. Scores inform finalist and prize-recipient selection. Judges will evaluate evidence in the application rather than the prestige or size of the organization. Final award decisions are subject to review and approval by Claremont Graduate University leadership.

Criterion	Points	What judges will consider
Mission-Aligned Innovation and Replicability	25	A genuinely different response to a defined community need, with a clear path for adaptation or replication.
GIS Integration and Spatial Reasoning	25	Meaningful use of geographic thinking and spatial evidence in program design, delivery, evaluation, or communication.
Demonstrated Outcomes and Evidence Quality	25	Credible outcomes tied to program activities, transparent methods, appropriate disaggregation, and honest limitations.
Population Reach and Equity	15	Meaningful reach into underserved populations and a clear connection between community need and service geography.
Organizational Capacity and Sustainability	10	Stable leadership and governance, diversified support, and a credible sustainability plan.

9. Applicant Certification

By signing below, the applicant certifies that:

- ☐ The information in this application is accurate and complete to the best of the signer's knowledge.
- ☐ The application is submitted on behalf of the organization, with appropriate leadership authorization.
- ☐ Any participant information shown in maps or data has been aggregated or otherwise handled to protect privacy.
- ☐ The organization understands that ten finalists will be selected and that two finalists will each receive a \$25,000 grant from the Drucker Prize Endowment.

Authorized representative name

Title

Signature

Date
