



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 three guiding themes:

Strategic Growth: Focus growth on the services which rely on accessible labor. We will grow where there is alignment of our values to the goals of the funders and community partners. Relevant goals in this Strategic Growth area:

1. **Revenue Diversification:** Strengthen financial position by diversifying our sources of income, preferably outside the government low-income/Medicaid sources. Specifically, most of our income is from one source, The PA Office of Developmental Programs (OPD) / Medicaid. In the next three years, we intend to bring in \$7 million from alternative/new sources of revenue.
2. **Strategic growth of service lines:** Deliver services that we do especially well and have the resources to support growth in a different geographic market or develop a new service in any market.

Capacity Management: Internal management strength to manage operations, adapt to change, and use data effectively; to manage processes which sustain quality and meet standards beyond compliance; to be able to assert that our quality is top-tier in any service we deliver. Capacity management also means we can maintain the security of our data systems; the privacy

of information entrusted to our care; and the financial analysis needed to make smart decisions.

Talent Engagement: This domain covers how we attract, develop, retain, promote, and sustain the commitment of the people we need to deliver our mission. This means sustaining a culture of innovation with an unwavering passion for inclusion, staff, and supported people. Our goal in this area is to focus on: 1) hiring; 2) talent development and retention; and 3) leadership development.

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)**
- Revenue Diversification – Revenue Funding stream from sources other than PA Office of Developmental Programs (ODP) / Medicaid
- 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: Tuesday, July 1, 2025 through Friday May 8, 2026

(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	Friday, Oct 2, 2025	Friday, Nov 7, 2025	Friday, Jan 9, 2026	Feb 2026 (TBD)
Second Window	Friday, Jan 9, 2026	Friday, Feb 27, 2026	Friday, May 8, 2026	June 2026 (TBD)
Third Window	Friday, May 8, 2026	Friday, June 26, 2026	Friday, Sep 11, 2026	Oct 2026 (TBD)

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.