

CALL FOR PROPOSALS

\$1 million 2019 DreamUp WI Challenge RFP Released

DreamUp WI is seeking innovators and change makers to submit their bright ideas to the **2019 DreamUp Challenge** to help 10,000 Dane County Households increase their net income by 10% by 2022. Proposals may include ideas to decrease cost of living and/or increase financial resources.

The most compelling ideas could advance through three rounds of competition, each offering a \$20,000 prize to further develop proposals. Top teams can earn a chance to pitch their idea for up to an additional \$1 million in catalytic funding from **Schmidt Futures' Alliance for the American Dream Initiative**.

The Alliance for the American Dream seeks to improve economic opportunities for more Americans and increase the country's competitiveness by building and supporting a stronger, more inclusive middle class. The initiative in Dane County is called DreamUp Wisconsin and is led by the University of Wisconsin–Madison Institute for Research of Poverty.

The Request for Proposals is available at: <http://dreamup.wisc.edu/2019rfp>. **Proposals are due Oct. 1, 2019 by noon.**

There are several ways you can participate, even if you do not have an idea...yet.

1. Attend weekly **DreamUp MeetUps** starting Thursday, May 30, alternating weekly between the Pyle Center (702 Langdon St.) and UW South Madison Partnership (2312 S. Park St.).
2. Help spread the word. Forward this information, share our social media posts **@dreamupwi** on Facebook and Twitter, and talk about it.
3. Invite us to speak with your group or others who you think have ideas. Email dreamupalliance@wisc.edu with details.
4. Help support teams who have ideas as an advisor or subject matter expert. Email dreamupalliance@wisc.edu with details.
5. Email join-dreamupalliance@lists.wisc.edu to join our listserve and receive updates and announcements.

Visit dreamup.wisc.edu and see the attached flyer for more information.



2019 DREAMUP WISCONSIN CHALLENGE

Seeking ideas to help 10,000 Dane County households increase their income by 10% by 2022



dreamup.wisc.edu | schmidtfutures.com | dreamupalliance@wisc.edu | 608-256-1054



Spread the word



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Join us at a DreamUp MeetUp



Email or call us



Invite us to a meeting



Submit proposals by Oct. 1

Mission

Bring together community, business, government, and non-profit networks to partner with UW—Madison (UW) to expand economic security and shared prosperity in Dane County.

Objective

Seek and cultivate innovative entrepreneurial and policy ideas that raise net income by 10% for 10,000 Dane County middle-class households. Proposals may increase income and/or decrease expenses. Proposals should be interdisciplinary, use technological tools and data science, and draw from and benefit a diverse set of people and communities.

Background

DreamUp WI is UW's implementation of the Alliance for the American Dream initiative, a collaboration with the UW Institute for Research on Poverty and Schmidt Futures. Schmidt Futures is a philanthropic initiative that seeks to improve societal outcomes through the thoughtful development of emerging science and technologies.

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Institute for Research on Poverty

UNIVERSITY OF WISCONSIN-MADISON

ALLIANCE FOR THE AMERICAN DREAM

Released May 23, 2019

