

SUSTAINABLE COMMUNITIES

innovation challenge



Call for Ideas Healthy Affordable Housing



Fannie Mae

The Challenge: Healthy Affordable Housing

In underserved communities, affordable housing and health outcomes are inextricably linked but are nearly always addressed separately. Instead, let's reimagine affordable housing as the prescription for a healthy life and the future of sustainable communities across the nation. Join Fannie Mae in The Sustainable Communities Innovation Challenge to envision a healthier future, starting with affordable homes in underserved communities.

Opportunities

1. How might we use innovative technology and design to improve affordable homes in order to better support health, promote overall wellness, or prevent disease and illness?
2. How might finance vehicles be leveraged to incentivize the creation of affordable homes that promote health and wellness?
3. How might we foster design that promotes diverse, sustainable, multigenerational affordable communities where all individuals can remain a vibrant part of their community through every stage of life?

Table of Contents

The Sustainable Communities Innovation Challenge	4
Call for Ideas: The Challenge: Healthy Affordable Housing	5
Eligibility	6
What to Expect: Selection Process & Criteria.....	9
Idea Submission	12
Appendix I: Application for The Challenge: Healthy Affordable Housing.....	15
Appendix II: Frequently Asked Questions (FAQs)	18
Appendix III: Submission Terms and Conditions	21

The Sustainable Communities Innovation Challenge

For over 80 years Fannie Mae has been at the forefront of developing and implementing programs and products to help underrepresented communities find affordable, sustainable places to call home. Fannie Mae is furthering this body of work with The Sustainable Communities Innovation Challenge, a \$10 million commitment to spur innovation, incubate new ideas, forge new partnerships, and generate solutions that will help address the nation's affordable housing issues.

Fannie Mae defines “sustainable communities” as safe, stable, thriving, vibrant communities that are resilient to shocks and stresses, and that offer residents integrated access to quality affordable housing and quality economic, health, and educational opportunities.

Fannie Mae understands that the affordable housing crisis is inextricably linked to other adjacent sectors, and that is why it is critically important to seek ideas from outside of Fannie Mae and our traditional housing industry partners. We operate under the firm belief that we do not have all the answers, and that the best way to foster sustainable communities is to find and support promising innovations while forging collaborative partnerships that cross traditional boundaries of sector, field, and approach.

The Challenge comprises three contract award phases, each with a specific theme.

- Phase One, launched in 2017, awarded three deliverables-based contracts to support projects at the intersection of affordable housing and workforce/economic development. For more information on selected awardees, visit www.fanniemae.com/thechallenge.
- Phase Two, launching on September 26, 2018, focuses on the intersection of affordable housing and health & wellness.
- Phase Three will launch and announce a theme in 2019.

This initiative supports Fannie Mae's mission to provide access to sustainable credit and affordable housing with a focus on expanding affordable housing that is healthy and sustainable in support of underserved communities. By illuminating affordable housing problems and attracting creative solutions, we can generate new business and opportunities that support our goals. These goals include increasing access to healthy, affordable housing by conducting research to assess new opportunities, and developing pilots and initiatives that address the changing needs of homebuyers, homeowners, and renters.

Call for Ideas: The Challenge: Healthy Affordable Housing

In underserved communities, affordable housing and health outcomes are inextricably linked, but are nearly always addressed separately. What if we instead reimagine quality affordable housing as the prescription for a healthy life and the future of sustainable communities across the nation? Fannie Mae invites you to help contribute to this vision of a healthier future, starting with affordable homes in underserved communities.

Specifically, through this phase of The Challenge, Fannie Mae seeks ideas that respond to one or more of the following problem statements:

1. How might we use innovative technology and design to improve affordable homes to better support health, promote overall wellness, or prevent disease and illness?
2. How might we leverage finance vehicles to incentivize the creation of affordable homes that promote health and wellness?
3. How might we foster design that promotes diverse, sustainable, multigenerational affordable communities where all individuals can remain a vibrant part of their community through every stage of life?

The Call for Ideas on The Challenge: Healthy Affordable Housing opens on September 26 and we are seeking idea submissions through **November 1, 2018 at 5:00 p.m. Pacific Time**.

The Challenge embraces a broad definition of innovation. Innovative ideas may accelerate the development of promising ideas or interventions to better serve communities, or they may disrupt current practices to serve communities in radically different ways. Fannie Mae expects to work with other industry partners to support implementation, testing, and piloting. Applicants from outside the traditional affordable housing sector are particularly encouraged to apply. Join us to bring innovative and bold solutions to this growing problem. Together, through The Challenge, we can uncover and explore new ways to address our nation's affordable housing needs.

For more information about The Challenge: Healthy Affordable Housing and to apply, please visit www.fanniemae.com/thechallenge. Interested applicants must complete all required sections of the online application to apply.

Eligibility

Eligible Applicants

We invite public, private, and nonprofit sector organizations, as well as individuals and cross-sector teams from across the country, to submit ideas for contract awards. Note that applicants applying as individuals or teams of individuals will need to demonstrate that they are an established business entity or will need to partner with an established entity if selected as contract awardees. Submissions from cross-sector teams that combine and integrate experience from multiple sectors are particularly encouraged. Fannie Mae is accepting one idea submission per applicant. Only domestic (U.S.) projects are eligible for contracts awards. **Selected projects will execute contracts with Fannie Mae to support their idea; The Challenge does not offer grants or other forms of investment.**

To be eligible, all applicants must:

- Complete the idea submission form via The Challenge's online application portal (see Appendix I)
- Consent to The Challenge's Submission Terms and Conditions (see Appendix III)
- If selected to advance, execute a mutual non-disclosure agreement (NDA), participate in a virtual interview, submit a full proposal, and participate in Pitch Day
- If selected as a finalist, participate in Fannie Mae's risk review and contracting process
- Indicate their diversity status (options are listed within the idea submission application)

The following entities are not eligible to submit ideas:

- Current Fannie Mae employees and individual contractors and consultants (on-boarded as such). (Note: Fannie Mae customers and suppliers are eligible to apply)
- Members of The Challenge Expert Advisory Panel and organizations for which they are on staff or serve on boards
- Offices of federal, state, or local elected officials

Eligible Projects

The Challenge seeks submissions for innovative technologies, policies, practices, and/or programs at the intersection of affordable housing and health & wellness for the following types of projects:

1. Research and Design

Eligible scopes of work: Development of early stage ideas, including applied research, planning and/or feasibility studies; the design of prototypes, processes, model policies or pilot programs. These awards are for pre-pilot stage ideas and support projects to assess whether an interesting idea shows promise and value.

Maximum Contract Award Amount: \$250,000

Implementation Timeline: Up to 12 months

2. Idea Development

Eligible scopes of work: Refinement of later-stage concepts, technologies, policies, practices, and/or programs that are ready for testing, initial implementation, and/or refinement. These awards will support further development of ideas that have: 1) completed research and design work that indicates the idea has promise and value; or 2) shown some early promise but have yet to fully pilot. Applicants submitting ideas at the Idea Development stage will be asked to provide initial proof of concept such as completed research and design work or other documentation that supports the value or promise of the idea.

Maximum Contract Award Amount: \$500,000

Implementation Timeline: Up to 24 months

Eligible Use of Funds

The Challenge will select projects that identify, test, and/or pilot innovative strategies to improve access to and build sustainable communities. Each project must include one or more deliverables to Fannie Mae, such as summary of the results of the research, design, or testing. Funds awarded by contract may be used solely for:

- Applied research
- Execution of planning, design, or feasibility studies
- Design of prototypes, processes, pilots
- Testing of new or improved technologies, policies, practices, and/or programs
- Pilot implementation of new or improved technologies, policies, practices, and/or programs

- The percentage of resources and time, including staff salaries, dedicated to the research and design of associated deliverables
- Direct expenses associated with deliverables

Challenge funds cannot be:

- Used to subsidize ongoing operational costs, for example: costs incurred to run the day to day operations of a business or program, like rent/leases, utilities, phone, internet, salaries, benefits, maintenance, or travel, other than the portion of those directly associated with the development of ideas and deliverables for The Challenge
- Associated with electoral or legislative lobbying (note: activities related to public education are eligible)
- Used for the purchase of real estate, assets, or capital improvements
- Used for equity or debt investments

Applicants and contract awardees will retain all intellectual property created before and during The Challenge and will provide Fannie Mae with a limited license to that intellectual property for purposes of research, learning, and implementation.

[Click here](#) for answers to commonly asked questions.

What to Expect: Selection Process & Criteria

Selection Process

The selection process for the Challenge consists of the following six steps:

	1. Idea Screening	2. Virtual Interviews	3. Proposal Submission	4. Pitch Day	5. Selection	6. Contract
Dates	Nov – Dec 2018	Jan 2019	Jan – Feb 2019	Mar 2019	April 2019	May 2019
Critical Selection Criteria	<ul style="list-style-type: none"> Idea Alignment and Innovation 	<ul style="list-style-type: none"> Idea Alignment and Innovation 	<ul style="list-style-type: none"> Implementation Plan and Project Budget Measurement and Learning Applicant Experience and Capacity 	<ul style="list-style-type: none"> Idea Alignment and Innovation Implementation Plan and Project Budget Measurement and Learning Applicant Experience and Capacity 	<ul style="list-style-type: none"> Idea Alignment & Innovation Implementation Plan and Project Budget Measurement and Learning Applicant Experience and Capacity 	<ul style="list-style-type: none"> Idea Alignment & Innovation Implementation Plan and Project Budget Measurement and Learning Applicant Experience and Capacity
Materials to Submit	<ul style="list-style-type: none"> Idea submission (see Appendix I) 	<ul style="list-style-type: none"> Virtual Interviews 	Full proposal, which includes: <ul style="list-style-type: none"> Implementation plan Project budget and timeline Evidence of capacity to implement the project Measurement and learning plan 	<ul style="list-style-type: none"> Selected applicants will present idea and implementation or business plan in-person 	<ul style="list-style-type: none"> Responses to questions from selection committee 	<ul style="list-style-type: none"> Materials necessary to execute a contract with Fannie Mae

- Idea Screening:** The Challenge review committee will screen all submitted ideas for eligibility. Only complete ideas submitted through The Challenge’s online portal will be reviewed for eligibility (see Appendix I). Ideas identified as eligible for The Challenge will then be reviewed for competitiveness against the relevant selection criteria (see Selection Criteria below). The Challenge review committee will then select applicants to advance to step #2: Virtual Interviews.

2. **Virtual Interviews:** Applicants whose ideas advance past Idea Screening will be invited to participate in a video interview with The Challenge review committee. During these 30-45-minute interviews, applicants will answer questions about and discuss their proposals—including their ideas and their implementation or business plans—in more detail. The Challenge review committee will then select applicants to advance to step #3: Proposal Submission.
3. **Proposal Submission:** Applicants that advance past the Virtual Interviews stage will submit a complete proposal for The Challenge, which would include greater detail on their proposed approach to implement their idea, including a full business plan, budget, and timeline. Applicants that advance to this step will receive more detail on the contents and submission guidelines for their proposals in January 2019. The Challenge review committee and Expert Advisory Panel will review these complete proposals against the relevant selection criteria (see Selection Criteria below), the Expert Advisory Panel will provide feedback and recommendations, and The Challenge review committee will then select applicants to advance to step #4: Pitch Day.
4. **Pitch Day:** Applicants that advance past the Proposal Submission stage will be invited to participate in an **in-person “pitch day” in Washington DC on March 26– 27, 2019**, during which they will present their proposed ideas and business plans to The Challenge review committee and Expert Advisory Panel.
5. **Fannie Mae Selection:** Based on a complete assessment of each applicant and incorporating feedback and recommendations from the Expert Advisory Panel, The Challenge review committee will select contract awardees. Contract awardees will be notified in April 2019.
6. **Contract:** Upon notification of their selection, contract awardees will work with Arabella Advisors and Fannie Mae to execute their contracts. Fannie Mae will announce selected contract awardees publicly in May 2019.

Fannie Mae has engaged an Expert Advisory Panel to support The Challenge in identifying the most innovative and promising ideas and approaches. The Expert Advisory Panel assembled by Fannie Mae for The Challenge: Healthy Affordable Housing is comprised of experts in affordable housing, health, and innovation, and represents the public, private, and nonprofit sectors. Their role is to provide impartial reviews of submitted

ideas and proposals and guidance to the Fannie Mae review committee. For biographies of the Phase Two Expert Advisory Panel, see www.fanniemae.com/thechallenge. In addition, Fannie Mae has retained Arabella Advisors, a social impact consulting firm, as its design and implementation partner for The Challenge. Arabella will support Fannie Mae in managing The Challenge. All final contract award decisions will be made by Fannie Mae.

Selection Criteria

Applicants for The Challenge: Healthy Affordable Housing will be assessed according to the following criteria (note that not all criteria are applicable to each stage of the selection process):

1. Idea Alignment and Innovation

- Clear articulation of the specific problem, barrier, or opportunity that the proposed idea addresses, and how the proposed project addresses both the problem and the overarching goals of The Challenge
- Evidence that the proposed idea is innovative and not already being pursued by another individual or organization. See definition of “innovation” above
- Clear description of how the proposed idea focuses on the intersection of affordable housing and health & wellness
- Clear description of how the proposed idea improves and/or increases access to sustainable credit or the supply of affordable housing in the U.S. and focuses on underserved populations/communities

2. Implementation Plan and Project Budget

- Clear and feasible project plan (including activities, implementation timeline, deliverables to Fannie Mae, and milestones)
- Reasonable and realistic budget that aligns with the activities, skills, and resources required to effectively implement the idea
- The financial sustainability of the idea including revenue and cost structures and expected future income streams, if applicable

3. Measurement and Learning

- Clarity and specificity of expected outputs (i.e., direct results of project activities)
- Clarity and specificity of short-term outcomes (i.e., measurable changes as a result of the project’s activities)

4. Applicant Experience and Capacity

- Demonstrated familiarity with the issue area and community or communities that the idea would impact
- Sufficient expertise and capacity to successfully implement the proposed idea
- Integration of experience and expertise from multiple sectors

In Phase One, we received hundreds of submissions, making the selection process a competitive one. In this next phase, we aim to award multiple contracts and may give precedence to projects that:

- Have streamlined budgets
- Can show meaningful progress in three to six months, even if the full project timeline is longer
- Have confirmed and/or potential co-funders, investors, and/or partners
- Include project teams with experience and/or expertise from outside of the traditional affordable housing sector

Idea Submission

Application

Please see Appendix I for information and content for the idea submission. **Idea submissions are due by November 1, 2018 at 5:00 p.m. Pacific Time.**

The Challenge review committee will screen ideas submitted by the November 1 deadline for eligibility and competitiveness against the relevant selection criteria (see Selection Criteria above). Applicants whose ideas advance past Idea Screening will be invited to participate in virtual interviews (see Selection Process above).

Idea Submission Process

Applicants will submit their ideas through The Challenge's online application portal accessible on Fannie Mae's website at www.fanniemae.com/thechallenge. Ideas submitted in any other way will not be accepted. The online application portal is optimized for Chrome, Safari, and Firefox. Applicants should use one of these browsers, if possible. Applicants using Internet Explorer will be prompted via a pop-up advising them to adjust their settings to improve usability.

To complete the online submission, each applicant or applicant team must create an account by registering with an email address and password. Fannie Mae is accepting one idea submission per applicant. Teams submitting ideas must designate one individual as project lead. The project lead is responsible for submitting the final idea and will be the primary contact.

The Challenge's online application portal includes prompts for submission of all necessary information, and the idea submission application is detailed in Appendix I. The online application portal will also ask applicants to make certifications acknowledging that participation in The Challenge is public, confirming that statements in submissions are true and accurate, and agreeing to The Challenge's Submission Terms and Conditions (see Appendix III).

Timeline

Date	Event
September 26, 2018	Fannie Mae launches The Challenge: Healthy Affordable Housing and opens The Challenge's online application portal to receive idea submissions
October 16, 2018	Applicant Informational Webinar 1 (11:00 a.m. Pacific Time)
October 23, 2018	Applicant Informational Webinar 2 (11:00 a.m. Pacific Time)
November 1, 2018	Deadline for idea submission (5:00 p.m. Pacific Time)
December 2018	Applicants advancing to the virtual interview step are notified
January 2019	Invited applicants participate in 30 – 45-minute virtual interviews
January - February 2019	Applicants advancing to the proposal submission step are notified and are invited to submit proposals
March 26 - 27, 2019	Selected applicants will be invited to participate in “pitch day” in Washington, DC (please hold these days)
April 2019	Fannie Mae informs selected contract awardees
May 2019	Fannie Mae announces the contract awards to the public

Applicant support

Arabella Advisors, Fannie Mae's design and implementation partner for The Challenge, will provide informational and logistical support to applicants during the application period. This support will include hosting informational webinars for potential applicants and responding to emailed questions.

Webinars

Fannie Mae and Arabella Advisors will hold two applicant webinars during the idea submission period. The purpose of these webinars is to support successful submission of eligible applications, not to advise applicants

on the content or merits of ideas or proposals. The webinars will be recorded and posted publicly on www.fanniemae.com/thechallenge.

Both webinars will include a question and answer period. Applicants can submit questions for each of the webinars in advance by emailing fanniemaeinnovation@arabellaadvisors.com. Registration information for these webinars will be available on the Fannie Mae website: www.fanniemae.com/thechallenge.

Questions

Applicants may submit questions during the application period by emailing fanniemaeinnovation@arabellaadvisors.com. The deadline for submitting questions and receiving responses is October 26, 2018 at 5:00 p.m. Pacific Time. Questions submitted via this email address or during the applicant webinars, may be added to a list of Frequently Asked Questions (FAQs), which will be posted on The Challenge online application portal. See Appendix II for the current list of FAQs. Only inquiries received through the webinars or by email will receive responses; questions received by phone or other means will not receive responses.

Appendix I: Application for The Challenge: Healthy Affordable Housing

Applicants will prepare and submit their ideas on The Challenge's online application portal, accessible through www.fanniemae.com/thechallenge. A complete idea submission will include responses to the items below:

1. Which of the following problem statements does your innovation address? (select all that apply)

- How might we use innovative technology and design to improve affordable homes in order to better support health, promote overall wellness or prevent disease and illness?
- How might finance vehicles be leveraged to incentivize the creation of affordable homes that promote health and wellness?
- How might we foster design that promotes diverse, sustainable, multigenerational affordable communities where all individuals can remain a vibrant part of their community through every stage of life?

2. Overview of idea

- Executive Summary: In no more than 3000 characters, describe your innovation. Your response must include answers to all of the following questions:
 - What is your idea?
 - What problem does your idea solve?
 - What is your deliverable to Fannie Mae?
- Who is the target population for whom you are creating value and impact?
 - Why is your idea innovative? Confirm that it is not already being pursued by others.
 - What are the major steps you will take to implement your idea?
 - Can you demonstrate a level of familiarity with the needs of the target population?
- Where will you implement your idea?
- Select your project type: Research & Design or Idea Development.
- For Idea Development submissions only, in no more than 1,000 characters, describe the efforts you or others have undertaken to demonstrate proof of concept. Efforts can include feasibility studies, development of a beta product, applied research, or other research & design work. Include a description of results from these initial research and design efforts.
- What is the estimated budget for your idea?

- Total estimated project budget
- Estimated amount requested from The Challenge
- In no more than 1,000 characters, explain how your idea improves and/or increases access to credit and/or the supply of affordable housing in the U.S. and focuses on underserved populations/communities.
- If applicable, please share any partnerships you have that will help advance your project idea.

3. Relevance

- In no more than 1,000 characters, explain what makes this idea relevant to The Challenge: Healthy Affordable Housing.
- In no more than 1,000 characters, explain what makes this idea relevant to Fannie Mae's mission to support affordable housing and access to credit.

4. Applicant

- Name of the primary applicant organization (project lead).
- Contact information for the project lead.
- Please indicate if you are applying as a team (i.e., as two or more organizations or individuals). If yes, please submit the names of other team members (subcontractors).
- Sectors represented on your team (select all that apply): public, private for-profit, nonprofit/philanthropic, individual.
- Indicate your diversity status (select all that apply).
- Please indicate if any team members or their organizations have current or preexisting personal or professional relationships with Fannie Mae and/or the Phase Two Expert Advisory Panel. If so, please explain. (Note: having a previous relationship with Fannie Mae is neither required nor disqualifying, but it must be disclosed).

Certifications

Required. Please certify the following by inserting your initials next to each statement:

- I acknowledge that, if selected as a contract awardee, my or my organization's participation and the Executive Summary of my idea will be made public.
- I certify I have reviewed the contract award amounts and eligible use of funds, and my project will fall within those guidelines. If it does not, I understand Fannie Mae's contribution to the project is capped at those amounts/terms and/or limited by the use of funds requirements, and I must have already secured the remaining funding prior to submission of this idea.
- I certify that I have disclosed all pre-existing personal or professional relationships that I/my organization have with Fannie Mae and the Phase Two Expert Advisory Panel.
- I agree to the terms and conditions in Appendix III.
- I certify that all information listed above and submitted here is true and accurate to the best of my knowledge.

Optional. Please designate your preference by responding yes or no:

- I would like Fannie Mae to share my idea submission publicly.



Appendix II: Frequently Asked Questions (FAQs)

Q1. What is The Sustainable Communities Innovation Challenge (The Challenge)?

Fannie Mae launched The Challenge to generate innovative ideas that will help us address the affordable housing crisis in America and further support our broad mission to create housing opportunities that are safe, sustainable, and affordable, while managing risk to protect lenders, homeowners, and taxpayers.

Specifically, The Challenge is a \$10 million commitment by Fannie Mae to generate affordable housing solutions that will help Fannie Mae advance sustainable communities—those providing residents opportunities for employment, health and wellness, and education. For more information, please visit www.fanniemae.com/thechallenge.

Q2. How does Fannie Mae define sustainable communities?

Sustainable communities are safe, stable, thriving, vibrant communities that are resilient to shocks and stresses, and that offer residents integrated access to quality affordable housing and quality economic, health, and educational opportunities. Fannie Mae also uses the terms “high-opportunity communities” or “high-opportunity markets” to describe sustainable communities.

Q3. When is The Challenge?

The submission window for The Challenge: Healthy Affordable Housing opens on September 26 and we are seeking proposals through November 1, 2018.

[Three contract awardees](#) for the first phase of The Challenge, which focused on housing and employment, were selected and announced on June 20, 2018. Timing for Phase Three will be announced in 2019.

Visit www.fanniemae.com/thechallenge for more information.

Q4. Who was selected for a contract award for Phase One?

Fannie Mae selected three contract awardees for Phase One, focused on the intersection of affordable housing and economic and job opportunity: [Florida Housing Coalition](#), [Nationwide Children's Hospital](#), and [West Denver Renaissance Collaborative](#).

Visit www.fanniemae.com/thechallenge to learn more about the awardees, including videos highlighting their projects.

Q5. Is Fannie Mae making grants or debt or equity investments through The Challenge?

No. Fannie Mae is not making grants or debt or equity investments through The Challenge. All Challenge awards will be deliverable-based contracts.

Q6. Why has Fannie Mae launched The Challenge?

Approximately one-third of U.S. households are considered to be cost-burdened, meaning they spend more than 30 percent of their incomes for housing. Challenges including rising rents and stagnant wages, price people out of certain markets and can force them to live farther away from their jobs.

Fannie Mae launched The Challenge to seek new ideas to help us increase access to affordable housing by focusing on the advancement of sustainable communities – those that provide residents with access to quality healthcare, education, and job opportunities.

Q7. Who can submit proposals for The Challenge?

Please refer to the Eligibility Section above.

Q8. How will projects be selected?

For each phase, The Challenge review committee will first screen all proposals for eligibility and then review eligible proposals for competitiveness against pre-established selection criteria. For ideas that advance, the review committee, with input from the Expert Advisory Panel, will conduct video interviews with applicants. Applicants that advance past the Virtual Interviews stage will be asked to submit a complete proposal for The Challenge. Finally, selected applicants will be invited to an in-person Pitch Day on March 26 – 27, 2019 in Washington, DC. Fannie Mae will make the final decision to select contract awardees based on Pitch Day.

For more information about the selection criteria, please see Selection Process & Criteria above.

Q9. Who is on the Expert Advisory Panel that will review ideas?

The Challenge: Healthy Affordable Housing panel is comprised of experts in affordable housing, health, and innovation, and represents the public, private, and nonprofit sectors. Their role is to provide impartial reviews of submitted ideas and proposals and guidance to The Challenge review committee. All final contract award decisions will be made by Fannie Mae.

Biographies of the panelists are available on The Challenge website at www.fanniemae.com/thechallenge.

Complete details including eligibility requirements, projects, and eligible use of funds, are available in the Call for Ideas at sustainablecommunities.skild.com.

Q10. Where can I get more information and submit an idea?

For more information about The Challenge and Phase Two, and to find out about upcoming informational webinars, please visit: www.fanniemae.com/thechallenge.

If you're ready to register and submit your idea for The Challenge, please visit: www.fanniemae.com/thechallenge.

Q11. Who is Fannie Mae?

Fannie Mae helps make the 30-year fixed-rate mortgage and affordable rental housing possible for millions of Americans. We partner with lenders to create housing opportunities for families across the country. We are driving positive changes in housing finance to make the home buying process easier, while reducing costs and risk.

To learn more, visit fanniemae.com and follow us on twitter.com/fanniemae.

Appendix III: Submission Terms and Conditions

Terms of Use

By submitting your application to the Sustainable Communities Innovation Challenge (“The Challenge”) you agree, on behalf of your organization and/or team (“You” or “Your” as the context dictates) to the following terms and conditions (“Terms and Conditions”).

1. Fannie Mae and the entities retained by Fannie Mae to administer The Challenge, including members of the Expert Advisory Panel retained to evaluate applications, (collectively “Fannie Mae” for purposes of these Terms and Conditions) may evaluate, reject, or select Your application in their sole discretion. In furtherance of such evaluation, Fannie Mae may also share Your application with select third parties for additional feedback. You will provide timely assistance and responses to Fannie Mae should clarifications on your application be required.
2. You bear all costs and expenses associated with the development and submission of Your application. You have no recourse against Fannie Mae in case of rejection.
3. Submission of Your application to The Challenge hereunder shall not create any legal relationship of any sort with You and You will make no public or private statement implying or stating that any partnership or other legal relationship exists between You and Fannie Mae. You may advertise that You submitted Your innovation as part of The Challenge provided, however, that You shall under no circumstances advertise any association with Fannie Mae nor imply any endorsement of Your products and Services by Fannie Mae. Further external communications about Your participation in The Challenge, should You be selected for the contract award, shall be addressed in a separate Research and Development Agreement (contract executed between Fannie Mae and selected awardees) between You and Fannie Mae governing the development and implementation of Your innovation, as applicable.
4. You represent and warrant that You have all necessary rights in the contents of Your application, any innovation therein, and any elements necessary to its implementation, including but not limited to third party data, either as proprietary rights or licensed, for Fannie Mae to consider Your innovation and application as part of the Challenge and future implementation thereafter, as the case maybe. You represent and warrant that Your innovation does not infringe the intellectual property rights of any third party. You shall retain any and all intellectual property rights You may have in Your innovation and the contents of your application and hereby grant Fannie Mae a limited license to reproduce and share the

same internally and with select third parties for purposes of evaluation. You will disclose to Fannie Mae whether any innovation incorporated in Your application is protected by patent or whether You intend to file a patent application for it. Fannie Mae shall implement commercially reasonable efforts to keep your application in confidence unless selected for a contract award. Notwithstanding the foregoing, You understand that Fannie Mae or third parties may have performed independent development matching innovative elements of Your application; You agree that Your participation in The Challenge and the receipt of Your application by Fannie Mae shall not limit Fannie Mae's independent development and marketing of products or systems involving technology or ideas similar to those disclosed nor prevent Fannie Mae from undertaking similar efforts or discussions with third parties, including competitors of Yours.

5. Submission of Your application is managed through a reputable third-party platform; Fannie Mae shall, however, have no responsibility and no liability and makes no representations with respect such platform.
6. If selected by Fannie Mae for a contract award, you may not assign, or otherwise transfer, your rights to such contract award and contract to a third party without Fannie Mae's prior written permission. Even after selection for a contract award and contract, Fannie Mae may withdraw the contract award and contract selection in its sole discretion until a Research and Development Agreement is fully executed by all parties.
7. Conflict of Interest. The Challenge requires that all applicants disclose any prior or existing personal or professional relationships with Fannie Mae and its employees. Such relationships are not necessarily disqualifying, however they do require disclosure. Fannie Mae customers are eligible to apply. Organizations are ineligible to apply if a current staff or board member is serving on the Sustainable Communities Innovation Challenge Expert Advisory Panel.
8. Any breach by You of the representations, warranties, or obligations set forth in these Terms and Conditions shall be cause for removal of Your application from consideration or for voiding any contract award, as applicable.
9. These Terms and Conditions are governed by the laws of the District of Columbia, exclusive of its conflict of laws principles.
10. Fannie Mae reserves the right to amend these Terms and Conditions, including the Research and Development Agreement, in its sole discretion; the amended Terms and Conditions shall be effective upon posting by Fannie Mae on The Challenge platform used by Fannie Mae in connection with The Challenge.