



Application Package – 2019

Background to Social Venture Partners Waterloo Region

Social Venture Partners Waterloo Region (SVPWR) is a philanthropic organization, but we do more than give away money. Our goal is to strengthen Waterloo Region's nonprofit sector by investing in local charities. In addition to multi-year unrestricted financial grants, our donors (Partners) volunteer their time, network connections, and business expertise to the organizations we support.

Why? We want to build the capacity of local charities and their ability to fulfill their missions, thus increasing the impact they can have in our community. That's why SVPWR is proud to lead **Perfect Pitch**: a communications boot camp and pitch night specifically designed for the nonprofit sector.

Through Perfect Pitch, SVPWR is looking to work with a wider range of nonprofits, to learn about the needs of our community, and to boost awareness and support of the region's charitable sector. In turn, participants build their network and skills, becoming more effective fundraisers and ambassadors for their organization.

Perfect Pitch

Perfect Pitch is a free communications workshop series and pitch night for registered charities based in and serving Waterloo Region. Over three two-hour sessions, participants will learn about pitch elements, including:

1. Telling Your Story: What is Your Why?
2. Storytelling Strategies & Building Your Pitch
3. Owning the Crowd: Presentation Skills & Slide Deck Design

Workshops will be led by subject-area experts, who will also be available for feedback on pitches (which will be practiced throughout the workshops.) Throughout the sessions, each charity will be matched with a team of SVPWR Partners who will offer coaching, practice opportunities, and feedback. Please note: participants will also be expected to complete detailed homework between sessions.

Perfect Pitch wraps up with a pitch night on November 5th, where charities present to an audience of community members and business leaders, and can connect with attendees at a showcase booth. Each audience member will direct their ticket proceeds to the pitch of their choice at the end of the night, and a Judges' Choice Award will be presented.

Perfect Pitch participants will leave the program with a new pitch showcasing your organization, *and*:

1. Greater confidence and effectiveness in telling your story
2. Hands-on, capacity-building support through pitch coaching
3. New relationships and networking opportunities
4. Increased exposure for your organization
5. Opportunity for monetary awards/audience support



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Eligibility and Criteria

Perfect Pitch is open to registered charities serving Waterloo Region who employ a full-time, paid Executive Director, and whose head office is located in Waterloo Region.

Up to six (6) charities will be invited to participate in the boot camp workshops & pitch night.

Up to four (4) individuals from each organization may attend the boot camp, *one of whom must be the organization's Executive Director*. Each organization may choose who presents at the Nov. 5 pitch event.

Application Process & Questions

To apply, please respond to the following questions in one PDF document (150 word limit per question):

1. Organization Name & Contact Information
 - Charitable Registration Number
 - Primary Contact's name, role, and contact information (phone and e-mail)
2. Does your organization employ a full-time, salaried Executive Director?
3. What is/are your areas of focus within the charitable sector? Check all that apply:
 - Healthy Children and Youth
 - Affordable Housing
 - Social Inclusion
 - Environment and Sustainability
 - Arts and Culture
 - Health and Wellness
 - Other: _____
4. What does your organization do?
5. What differentiates your organization from others in the sector?
6. Why do you want to participate in Perfect Pitch?
7. Who will be attending?
 - Up to four people may attend the workshops, one of whom must be your Executive Director. Please list their names and roles. (Board members may attend, as well.)
8. Please also attach the financial statement from your most recent fiscal year. (May be a separate file.)

Please submit your application to info@svpwr.org by May 17th, with "Perfect Pitch Application" in the subject line. All applicants will be notified of their status in early June.



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Application & Workshop Calendar

April 10	Perfect Pitch Applications Open
April 24	Perfect Pitch Info Session for potential applicants (1:15-1:45 PM, Accelerator Centre)
May 17	Perfect Pitch Applications Close
June	Charity applicants notified of selection status
June 12	Perfect Pitch 2019 participants announced at SVPWR's All Partners Meeting
Sept 10	Charity Participants' Orientation (6:30-8:00 PM, location TBA)
Sept 24	Workshop 1 (6:30-8:30 PM, at the Accelerator Centre – 295 Hagey Blvd, Waterloo)
Oct 8	Workshop 2 (6:30-8:30 PM, Accelerator Centre)
Oct 22	Workshop 3 (6:30-8:30 PM, Accelerator Centre)
Oct 29	Pitch Practice Night (5:30-7:00 PM, Accelerator Centre)
Nov 5	Perfect Pitch Event (Timing TBA, at CIGI – 67 Erb Street W., Waterloo)

Questions?

Please contact Taryn Graham, SVPWR's Operations & Communications Manager, at info@svpwr.org.

Thank you for your interest in Perfect Pitch 2019!



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