

**\*\*CALL FOR APPLICATIONS\*\***

**LASVP SOCIAL INNOVATION FAST PITCH 2013**

- *Seeking L.A.'s most innovative and high-impact nonprofit organizations*
- *Two month training and mentoring program*
- *Over \$35,000 in awards and the chance to tell your story to an audience of hundreds, including representatives from major foundations, corporations, and other donors*

**Applications for the 2013 Social Innovation Fast Pitch program are now open.**

Applications must be submitted directly through the program website: [www.socialinnovationpitch.org](http://www.socialinnovationpitch.org)

**Deadline to apply: Monday July 22, 2013**

**ABOUT THE SOCIAL INNOVATION FAST PITCH**

The **Social Innovation Fast Pitch** is a free two-month communication skills training program for nonprofits that are creating lasting social change in Greater Los Angeles. This year, it culminates in the Social Innovation Fast Pitch & Showcase on **November 5, 2013**. The program trains nonprofit leaders to powerfully communicate their story, and connects them with leaders in the business, philanthropic, and nonprofit communities who can help them achieve their goals.

Leaders from 20 organizations will be selected to participate based on the degree to which their approaches to pressing issues give them a competitive advantage to significantly increase social impact. Past participants have described the program as invaluable-- resulting in greater confidence and effectiveness when presenting, increased exposure for their organization, important new relationships, and additional support from donors and volunteers.

This year's Fast Pitch will be held in conjunction with the **Southern California Grantmakers** annual conference at the California Science Center. Up to 10 finalists will make three-minute pitches to a panel of judges and an audience of approximately 600 philanthropic, business, civic, and nonprofit leaders, competing to win awards totaling over \$35,000. Following the program, the Showcase reception will be held in the Samuel Oschin Space Shuttle Endeavour Pavilion.

Past grant winners include Young Invincibles, Streetcraft LA, First Place for Youth, Los Angeles Diaper Drive, Gumball Foundation, Get on the Bus, BTS Communications, Food Forward, South Central Scholars Foundation, Girls & Gangs, Everyone Deserves a Roof and others.

## INNOVATION & IMPACT IN THE SOCIAL SECTOR

### *Imagine...*

*...Mobilizing thousands of volunteers to harvest fruit from private homes and distribute it to local food pantries and other organizations serving those in need.*

*...Borrowing free, durable medical equipment when you need it most, with the ease of checking out a book from the public library, while supporting sustainable re-use, repair and recycling.*

*...Using art as a healing tool for survivors of domestic violence, empowering them to move forward in their lives with hope rather than fear.*

*...Bringing together job trainees, volunteers and students to install residential solar electric systems that help low-income families save money while protecting the environment.*

These are just some of the innovative solutions to society's problems presented in past years at the Social Innovation Fast Pitch. Innovative non-profit organizations are using limited resources in creative and effective ways to deliver lasting social impact. Leaders of these organizations have a vision for solving social issues rather than simply alleviating the symptoms. We identify these organizations by finding at least one of the following:

- *They are entrepreneurial, resourceful, and focused on long-term outcomes.*
- *They create elegant solutions to complex social problems.*
- *They design new, non-obvious approaches to improve products or services or deliver them to new populations in ways that society does not expect.*
- *They may be employing advanced technologies, leveraging collaborations with other nonprofits, or applying promising business models such as social enterprises to create earned income or employment.*
- *They generate greater social return than the status quo through better outcomes and/or more cost-effective solutions.*

Los Angeles Social Venture Partners is seeking such organizations to participate in the 2013 Social Innovation Fast Pitch program.

### ELIGIBILITY INFORMATION

- **Nonprofit organization** – Applicants **must** submit their designation from the IRS as a 501(c)3 organization or proof of fiscal sponsorship **no later than Friday 9/6** if selected. Individuals are not eligible.
- **Location** – Organizations may be based outside of Los Angeles but must have significant operations in L.A. County. Preference will be given to organizations that are headquartered here.
- **Presenter** – Individuals presenting on behalf of their organization must hold the title of Executive Director, CEO, Founder, Chief Development Officer or equivalent and should have at least six (6) months of tenure with the organization.
- There are no restrictions based on organizational size, budget or age of organization.
- There is no fee to participate in the program or for finalists who present at the event.
- Prior applicants who were not selected may reapply; but previously selected participants who went through any portion of the coaching process are not eligible to apply.

### SELECTION CRITERIA

- **Innovation** – Is this approach or idea novel and unique? Does the innovation lead to more dramatic long-term results than other, more conventional models or practices?

- **Potential for significant societal impact** – Does this idea address the root of the problem rather than only the symptoms? Are metrics being used to assess long-term outcomes, not just outputs or activities? Has significant progress been made?

## PROGRAM PARTICIPATION REQUIREMENTS

- Presenters **must** attend the following sessions:
  - Initial Presentation Workshop – Wednesday 9/11
  - Four 3-hour Group Coaching Sessions – Wednesday 9/25, Tuesday 10/8, Monday 10/21, and (for finalists) Wednesday 10/30
- Utilize the group coaching sessions and coaches assigned to mentor you to produce a crisp, engaging three-minute presentation of the organization’s mission, distinctive approach, impact and “the ask”.
- Be open to advice and coaching by business and community leaders.
- Understand that a good pitch is about more than just asking for money and be able to articulate how people can help the organization through volunteering, making connections, or providing other in-kind support.
- In order to benefit from the program, participants should plan to spend a minimum of 2 hours a week working on their pitch outside of the group sessions. Many past participants reported spending significantly more time.

## HOW IT WORKS

- Applications will be accepted until **July 22<sup>nd</sup>**. To apply go to [www.socialinnovationpitch.org](http://www.socialinnovationpitch.org)
- All applications **must** be submitted online through the website.
- The Selection Committee will review all submissions, and, based on the submissions and possible fact-checking or other follow-up, will invite approximately 20 organizations to participate.
- These 20 semi-finalists will attend a presentation training workshop and have approximately two weeks to prepare for the first group coaching session.
- The semi-finalists will participate in three group coaching sessions and receive one-on-one mentoring between sessions. This process will help them to distill the key elements of their message into a three-minute presentation. They will have access to valuable strategic advice and resources, and will have the opportunity to cultivate ongoing relationships.
- The Selection Committee will select up to 10 finalists to present at the event and compete for cash grants.
- The finalists will have one additional group coaching session before the event.
- Visit [www.socialinnovationpitch.org](http://www.socialinnovationpitch.org) for additional program information and FAQs.

## IMPORTANT DATES

- Monday, July 22 – Deadline for applications
- By August 30 – Semi-finalists notified of selection
- Between September 11 and October 30 – Presentation Workshop and four three-hour coaching sessions
- October 24 – Finalists selected for presenting
- November 5 – **Social Innovation Fast Pitch event** at the California Science Center with Southern California Grantmakers

## HOW TO APPLY

1. Read the questions below and familiarize yourself with the other information requested on the registration page of our website [www.socialinnovationpitch.org](http://www.socialinnovationpitch.org).
2. Create a Word document with the requested information, including your responses to the narrative questions. *You do not have to include the questions themselves in your application.* The finished product should be no more than **3 pages** in total, and must be in no smaller than 12 point Arial font with margins of no less than 1 inch.
3. Then go back to the website. Enter all required fields and upload your application. Note that the website **WILL NOT ACCEPT** documents in formats other than .pdf, .doc, and .docx (pdfs are preferred).
4. Completed applications must be submitted through our website by **July 22**. You are encouraged to submit early.
5. We will notify you by email as soon as possible that we have received your application after it has been submitted. However, please note that we expect to receive many applications, and it may take us a couple days to confirm with everyone.
6. We will let you know whether you've been selected into the program or not by the **end of August**.
7. If you are accepted, you will be required to submit proof of tax-exempt status or fiscal sponsorship no later than September 6.

## QUESTIONS?

We encourage you to call us if you have questions about eligibility, program participation requirements, the application or other questions.

Contact: Aya Burgess, Los Angeles Social Venture Partners

Email: [info@lasvp.org](mailto:info@lasvp.org)

Phone: 310.281.7509

## ABOUT SOCIAL VENTURE PARTNERS

Social Venture Partners builds powerful relationships among people who want to give back and the nonprofits that make change possible. We are a diverse group of individual donors ("Partners") – business people, entrepreneurs and nonprofit leaders – who combine our skills, resources and networks to help nonprofits succeed. We focus our philanthropy on capacity building, and work *with* you to strengthen your nonprofit and increase your impact in the community. LASVP is a member of the Social Venture Partners network of more than 2,700 engaged donors in 32 cities in the U.S., Australia, Canada, India and Japan. For more information, see [www.lasvp.org](http://www.lasvp.org) and [www.socialventurepartners.org](http://www.socialventurepartners.org).

## 2013 Social Innovation Fast Pitch Application

### INFORMATION TO SUBMIT VIA THE WEBSITE FORM

#### *Organization information*

Organization Name:

Website:

Tax ID#:

Address:

Org Headquarters (City, State):

*Applicant Information* (This is the person who will be on point to develop the pitch, attend coaching sessions and, if selected, will present at the event on November 5th. See Eligibility Information for additional information.)

Name:

Title:

# of Years with Organization:

Daytime Phone Number:

Cell Phone Number:

Email Address:

### INFORMATION TO INCLUDE IN YOUR APPLICATION DOCUMENT

***NOTE: The application document must not exceed a total of 3 pages, using 12 point Arial font with margins of no less than 1 inch.***

#### *Organization information*

1. Name of Organization:
2. Name of Applicant and Title:
3. What year did your organization begin operating?
4. Current fiscal year (2013) expected revenues:
5. Current fiscal year (2013) expected expenses:
6. Total # of Full Time Equivalent employees:
7. # of Full Time Equivalent employees in Los Angeles County:

#### *The Setting*

You've just received an email from your board chair with the subject line: Ionaire @ SoGood!

William Ionaire? You've heard of him. He's the brilliant but prickly founder of "The Foundation for Funding Incredibly Innovative Ideas" and is well known in the nonprofit community for his generosity. Capturing his attention would be huge for your organization, so you just have to read her email.

Hey!

*Bill Ionaire is going to be at the Social Good Summit tomorrow. You have to go! I've heard he likes organizations that have found ways to innovate. Start-ups or existing nonprofits with completely new ideas, people adapting models from other cities, and organizations ready to scale their impact ... He likes it all!*

*One thing to keep in mind: Mr. Ionaire insists on having evidence of impact, so refresh yourself on our latest evaluation. And avoid the nonprofit jargon. It trips him up. Just be specific, concise, and conversational. Go tomorrow and try talk to him!*

### **Narrative Questions**

1. The next day at the SoGood Summit, you listen intently to Mr. Ionaire's every word. After his inspiring speech entitled "Where Are the High Potential Nonprofits?", you think to yourself, "Here I am!" and follow him as he walks down the hall to the elevator. Just as the doors are about to close, you step inside. As luck would have it, there's no one else in the elevator—just you and Mr. Ionaire. He looks at your nametag, notices the name of your nonprofit and asks: **"What important social problem are you trying to solve?"** You're on the 3rd floor and you estimate you have about 15 seconds before you reach the lobby, so *in three or four sentences* you tell him....

2. You arrive at the lobby, the doors open, and Mr. Ionaire says: "I'm glad you're working on that – it's one of the things that keep me up at night! I'm sure you know my foundation, the Double F Triple I, is only interested in funding the most promising practices. My driver will be here in a minute or two, so **I want to hear how your program is innovative! What was your 'light bulb' moment when you knew you were onto something?** And I want to know you've done your research. **Tell me what competitive advantage your approach has, compared to the other organizations doing similar things. And be specific!**" And so, mindful that his car could arrive at any moment, you tell him....

3. A stretch Toyota Prius pulls up and the driver opens the back door. Mr. Ionaire gets in and motions to you to join him in the car, saying: "That sounds like it could work, but the proof is in the pudding. **How are you measuring your long-term success, and how much better are you than the status quo?** And I don't just mean how many people come through your door or how much water you save, but **how does it meaningfully change people's lives? It would be particularly enlightening if you could tell me what organizations you compare yours to.** Hop in – I'll give you a ride to your hotel and you can tell me more." Unfortunately, your hotel is only 5 blocks away and there's no traffic. So you only have time to share your most compelling results. You get in the back of the limo and tell him....

*Note on question 3:*

*If you're a new start-up with little more than a proof of concept, that's okay. Tell him what's new and distinct about your idea and why you believe that it will generate superior results compared to existing models. And be sure to tell him how you plan to measure your results.*

The car pulls up to your hotel just as you're finishing. Mr. Ionaire shakes your hand and, as the Prius silently glides away, he calls out the window: "I'll pass along what you've told me to Social Venture Partners. I hope they select you for the Fast Pitch because I think you're doing good work and everyone could use some help with their elevator pitch!"