



NEXT GENERATION UNITED
Pitch10 Request for Proposals
United Way of Buffalo & Erie County

Next Generation United (NGU) is a giving community of United Way of Buffalo & Erie County (UWBEC) that enables a network of young professionals to be agents of change by tackling local, worthy causes through fun, social and impactful opportunities. NGU allows WNY's rising leaders to reshape the norms of philanthropy by creating unique connections to community nonprofits that are poised to tackle some of Buffalo's most pressing challenges.

All of this is actualized through our marquee event, Pitch10, where WNY-based organizations are selected and given the chance to connect directly with our young professional community while competing for a series of grants to further activate their missions.

In conjunction with Pitch10, NGU is soliciting requests for proposals (RFPs) from local nonprofits seeking to advance their work in the City of Buffalo and Erie County community in the areas of education, financial stability and/or health. Pitch10 gives community members the power to decide which local nonprofits will win specific grant funding. Ten organizations will pitch their ideas and event attendees will vote for their favorites to win on **September 25, 2024 at Seneca One** (1 Seneca St, Buffalo, NY).

Requirements

All applicants must satisfy the following requirements:

- Active, community-focused organization addressing an issue of need in the City of Buffalo or Erie County in the areas of (a) healthy birth outcomes, (b) early learning and development, (c) childhood obesity, (d) school-age learning, (e) employment and workforce development, (f) financial capability and asset building, (g) and programs that incorporate trauma informed care into any of the these areas;
- Organization has been granted 501(c)(3) tax-exempt status or is affiliated with a 501(c)(3) tax-exempt organization;
- Organization is led by or focused on young professionals (e.g., Executive Director or Board Chair is a young professional (ages 20 - 40));
- Annual revenues of less than \$500,000 or a demonstrated need for funding through Pitch10 (as determined in the sole discretion of the NGU Advisory Board); and
- Must submit a written application, including a cover page, via email to nextgeneration@uwbec.org by **Friday, June 7 at 5 p.m.**

NEXT GENERATION UNITED Pitch10 2024 RFP

Section One: Pitch10 Finals Event

On **September 25, 2024, at 6 p.m. at Seneca One**, 10 finalists will present a **3-minute** pitch to a live audience. Each finalist organization should be prepared to present its best case as to why it should be awarded a Pitch10 grant and the details of what it intends to do with such funding if awarded.

After all presentations have been completed, event attendees will have the opportunity to vote on which organization(s) they believe are best deserving of a Pitch10 grant. Winners will be chosen by majority vote and announced at the conclusion of the live Pitch10 Finals Event.

1. Make a public funding announcement (e.g., social media post, press release);
2. Report back to the NGU Advisory Board and UWBEC on how the grant was spent and the impact it made; and
3. Learn more about opportunities to further engage with NGU and UWBEC.

Section Two: Pitch10 Workshops & Dress Rehearsal

Upon receiving all RFP submissions, the NGU Advisory Board and Pitch10 Committee will select 10 finalists from the pool of applicants. Top 10 finalists will be announced the week of July 8, 2024.

In partnership with 43North* and UWBEC, NGU will host two in-person workshops and one dress rehearsal for top 10 finalists. **Each finalist is required to attend the dress rehearsal and at least one of the two workshops.**

- Pitch10 Workshops: Finalists will sit down with an assigned coach to present their pitch ideas. A mix of 43North coaches, NGU coaches and United Way experts will offer feedback and advice on their presentation. Finalists are encouraged to attend both workshops. In the event they are only able to attend one, finalists will be asked to meet with their assigned coaches separately. Workshops will be held in **August and September**.
- Dress Rehearsal & Tech Check: Finalists will attend an in-person dress rehearsal at Seneca One on **September 18**, one week before Pitch10. While no judging will occur during this dress rehearsal, finalists are expected to perform a full “dry-run” of their presentation. This dress rehearsal is designed to allow finalists to practice their pitches in front of a live audience of NGU members and the Advisory Board, run through a technical check, make minor, last-minute refinements, and mingle with the other finalists.

As a reminder, attendance at one of the two workshops and the Pitch10 Dress Rehearsal for finalists is mandatory. Finalists who cannot participate will be removed from consideration for a Pitch10 grant and replaced by another qualifying organization at the sole discretion of the Pitch10 Committee and NGU Advisory Board. Exact meeting location and times to be provided.

**NGU is partnering with 43North, an accelerator program that invests \$5 million annually in seed-stage startups that also hosts its own annual pitch competition, 43North Finals as part of their selection process. This year, 43North will provide mentorship opportunities for each Pitch10 finalist at these workshops.*

Section Three: How to Apply

To be considered for selection as a Pitch10 finalist, please submit a one- or two-page application letter that **answers all of the following questions** and a **cover letter** (see Section 4):

1. How would you best describe your organization to the Pitch10 judges? Provide, for example, an overview of your organization's mission statement, values, employees, board members or volunteers, annual goals, signature programs and communities directly impacted by your work.
2. Does your organization support any of the ALICE* zip codes**? Please list all that apply.
3. How many community members does your organization serve in a year?
4. How many employees and/or board members does your organization work with?
5. How would a Pitch10 grant benefit your organization? If your organization is awarded a Pitch10 grant, describe in detail what you plan to do with it and what the total estimated cost of the project(s) would be.
 - a. For example, is there a specific project you will fund or a component of your organization you intend to expand?
6. Describe how your organization supports the City of Buffalo or Erie County in the focus areas of education, financial stability or health.
7. Has your organization experienced financial disruptions over the past four (4) years that Pitch10 grant funding could help offset? (i.e. staff turnover/retention, shifts in donations)
 - a. Ex: From 2020-2023 we received \$X in grant funding that we no longer have.
8. Beyond funding, what support could the NGU Advisory Board and members provide to help your organization?

Preference will be given to programs that work with: (a) members of households living in financial hardship, including those whose incomes fall below the federal poverty and/or ALICE* households or (b) residents of UWBECE's 16 high-priority zip codes.**

**ALICE (Asset-Limited, Income-Constrained, Employed) comprises people/households whose incomes are above the federal poverty level but still struggle financially to afford basic necessities. Refer to unitedforalice.org/household-budgets/new-york for more information.*

***16 zip codes have been identified by UWBECE for having a high proportion of ALICE, people of color and/or residents whose household incomes are below the federal poverty line: 14201, 14202, 14203, 14204, 14206, 14207, 14208, 14209, 14210, 14211, 14212, 14213, 14215, 14216, 14218, and 14220.*

All written applications must include a cover page (see section five) and application letter sent to nextgeneration@uwbec.org subject line: Pitch10 RFP by **Friday, June 7, 2024, at 5 p.m.** Top 10 finalists will be announced the week of July 8, 2024, followed by communications on next steps and details.

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Section Four: Cover Page Outline

With your application letter, please provide requested information in a cover letter:

Organization Name	List the legal name of your organization, date of formation (if applicable) and date tax-exempt status was conferred upon it.
Contact Person Name	List the name of the person who should be contacted regarding your application.
Address	List the official address of your organization for mailing purposes, including city and ZIP code.
Contact Telephone Number	List the main contact number for your organization.
Email	List the email address to be used for Pitch10-related correspondence.
Website or Social Media	List your organization's website address or social media platform(s) (as applicable) and corresponding links.
Referral Source	Indicate how you learned about the Pitch10 (word of mouth, personal referral, social media, UWBECC or NGU marketing email).

Section Five: Scoring Rubric

Each application will be scored by NGU Advisory Board members and Pitch10 Committee members. Reviewers will evaluate the submitted RFP on a 50-point scale. The three scores will be averaged, and the top 10 applicants will be invited to participate in the Pitch10 Finals Event.

Eligibility

1. Active, community-focused organization addressing an issue of need in the City of Buffalo or Erie County in the areas of (a) healthy birth outcomes, (b) early learning and development, (c) childhood obesity, (d) school-age learning, (e) employment and workforce development, (f) financial capability and asset building, (g) trauma-informed care.
2. Does the organization currently engage with young professionals?
3. Does the organization have 501(c)(3) tax-exempt status or is it affiliated with a 501(c)(3) tax-exempt organization?
4. Does the organization have revenues of less than \$500,000 and/or demonstrated need of a Pitch10 funding grant?

Evaluation

1. 25 Points – Does the proposal outline a project consistent with the criteria outlined in Section 3 of this RFP?
2. 15 Points – Does the proposal clearly outline how the funds will be utilized, in a way that reflects the vision and goals of Next Generation United, including, supporting a special population (as defined in Section 3)?
3. 10 Points – How does/will this organization continue to engage young professionals in its mission?