



SOCIAL INNOVATION FAST PITCH 2010

Competition and Showcase

October 21, 2010

****CALL FOR APPLICATIONS****

Applications for the 2010 Social Innovation Fast Pitch program are now open.

Applications must be filed directly through our website: www.socialinnovationpitch.org.

Deadline to apply: Monday, July 19, 2010

ABOUT THE SOCIAL INNOVATION FAST PITCH

The **Social Innovation Fast Pitch** is a two-month training and mentoring program for innovative nonprofits that are effecting social change in Greater Los Angeles, culminating in the Social Innovation Fast Pitch competition and showcase on October 21, 2010.

The goal of the Social Innovation Fast Pitch program is to build the capacity of and create visibility for innovative local nonprofits and the social entrepreneurs who lead them. Nonprofits are selected to participate based on their innovative approaches to creating social change *and* their potential for significant positive community impact.

Leaders from 20 organizations will participate in the program, where they will receive training, feedback and mentoring on how to succinctly and powerfully “tell their story.” Past participants have stated that the program was invaluable, resulting in greater confidence and effectiveness when making presentations, increased exposure for their organization, valuable new relationships, and additional support from new donors and volunteers.

At the event, 10 finalists will make three-minute “pitches” to a panel of judges and an audience of more than 400 investors, business and nonprofit leaders, philanthropists, foundation executives and other members of Southern California's entrepreneurial community. Participating nonprofits will compete to win grants of up to \$10,000.

Past grant winners include Girls & Gangs, The Posse Foundation, A Window Between Worlds, City Hall Fellows, Everyone Deserves a Roof, Environmental Charter High School, and Saint Barnabus Senior Services.

(To watch a highlight reel of last year's event, go to www.socialinnovationpitch.org.)

The event will also feature a keynote speaker. Following the formal program, there will be a reception where attendees can interact and network with the program participants to learn more about their mission, needs, and opportunities for support and engagement.



INNOVATION IN THE SOCIAL SECTOR

Imagine...

...A mobile unit for the homeless that carries belongings during the day and unfolds into a tent-like sleeping enclosure with a bed at night.

...A wheelchair constructed solely from bicycle parts designed especially to meet the needs of the disabled in the developing world.

...A program that uses art as a healing tool for survivors of domestic violence.

...A public charter high school with a unique experiential learning design focused on 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 delivering significant social impact in creative and effective ways. They may be pioneering new products or services or delivering them in new ways or to new populations. They may be employing advanced technologies or leveraging collaborations with other nonprofits, businesses or public organizations. They may be employing new organizational structures or new business models, such as social enterprises to create earned income or employment.

Leaders of these innovative organizations have a vision for social impact and are committed to building strong, sustainable organizations to achieve it. They are entrepreneurial and resourceful. They recruit and empower strong teams and focus on results.

We are seeking such organizations to participate in 2010 Social Innovation Fast Pitch.

SELECTION CRITERIA

- **Potential for tangible societal impact** – Does this idea address an important social issue? Is it already having or likely to have a significant impact?
- **Innovation** – Is this approach or idea novel and unique?
- **Sustainability** – Has the organization determined how to create longevity and scalability for the mission?
- **Understanding of market** – Does the leadership of the organization understand the market dynamics, challenges, opportunities, and next steps?
- **Entrepreneurial leadership** – Is the team resourceful and results oriented? Are they bold, inspired and committed to making a difference?

PROGRAM PARTICIPATION REQUIREMENTS:

- Attend a series of coaching sessions.
- Fully participate in the process to produce a crisp, inspiring three-minute presentation of the organization's mission, approach, impact and challenges.
- Be open to advice and coaching by business and community leaders.
- Understand that it's about more than money and be able to articulate how people can help the organization through volunteering, connections, or other in-kind support.

ADDITIONAL CONSIDERATIONS:

- Applicants *must* submit their designation from the IRS as a 501(c)3 organization or proof of fiscal sponsorship in August before coaching sessions begin. Individuals are not eligible for the program.
- Preference will be given to organizations that are headquartered in Los Angeles County. Organizations may be located outside of Los Angeles but must have significant operations here.
- Nonprofit social enterprises that employ revenue-generating strategies for some or all of their income are allowed.
- There are no restrictions based on organizational size or budget.
- There is no cost to participate in the program or for finalists who present at the event.
- Prior Social Innovation Fast Pitch program participants are not eligible to participate in 2010.

HOW IT WORKS:

- Applications will be accepted until July 19th. To apply go to 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 semi-finalists to participate.
- The semi-finalists will attend a presentation workshop and have approximately one week to prepare for the first coaching session.
- The semi-finalists will participate in a series of group coaching and on-on-one mentoring sessions leading up to the event. This process will help them to distill the key elements of their mission, approach, impact, and needs into a three-minute presentation. They will have access to valuable strategic advice, resources, and the opportunity to cultivate ongoing relationships. It is highly recommended that participants attend all sessions, but in any event, participants *must* attend one of the first two group coaching sessions.
- The Selection Committee and coaches will select 10 finalists to present at the event, showcase their nonprofit, and compete for cash grants.
- The finalists will have one additional coaching session before the event.
- Visit www.socialinnovationpitch.org for additional program information and FAQs.

IMPORTANT DATES

- July 19 – Deadline for applications
- August 20 – Semi-finalists selected for coaching / mentoring
- Between September 8 and October 14 – Presentation Workshop and four coaching sessions
- October 8 – Finalists selected for presenting
- October 21 – **Social Innovation Fast Pitch event and showcase**

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.
2. Create a 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 **3-pages or less** 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 19**. You are allowed and even encouraged to submit it 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 day or two to confirm with everyone.
6. We will let you know whether you've been selected into the program or not by **August 20**.
7. If you are accepted, you will be required to submit proof of tax-exempt status or fiscal sponsorship no later than August 31.

QUESTIONS?

Contact: Rob Biniaz, Los Angeles Social Venture Partners

Email: info@lasvp.org

Phone: 310.281.7509

2010 Social Innovation Fast Pitch Application

INFORMATION TO SUBMIT VIA THE WEBSITE FORM

Organization information

Organization Name:

Website:

Tax ID#:

Address:

Applicant Information (This is the person who will serve as the primary Social Innovator, who will be on point to develop the pitch, attend coaching sessions and, if selected, will present at the event on October 21st.)

Name:

Title:

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 & Applicant:
2. What year did your organization begin operating?
3. Current fiscal year (2010) expected revenues:
4. Current fiscal year (2010) expected expenses:
5. Total # of FTE:
6. # of FTE in Los Angeles:

Narrative Questions

1. It's the last day of a conference you've been attending in downtown Los Angeles and the closing speaker is William Ionaire, the brilliant but prickly founder of "The Foundation for Funding Incredibly Innovative Ideas." After his inspiring speech entitled "Where Are All the Innovative Nonprofits?", you're making your way to the elevator to head for the lobby when, just as the doors are about to close, in walks Mr. Ionaire. As luck would have it, there's no one else in the elevator—just you and Mr. Ionaire. He looks at your nametag and notices the name of your organization and asks impatiently: "What's that all about?" You're on the 3rd floor and you estimate you have about 15 seconds before you reach the lobby. What do you tell him? (Remember, you have only 15 seconds, i.e., just three or four sentences.)

2. You arrive at the lobby, the doors open, Mr. Ionaire says: “Ok, you’ve got me interested. As you know, my foundation, the FFIII, is only interested in funding incredibly innovative ideas. My driver will be here in a minute or two, but why don’t you tell me what’s so innovative about what your group is doing. And don’t just tell me that you’re innovative because you’re innovative. I want some specifics!” 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: “Now that’s a clever idea! But, is it working? What kind of results are you getting? What metrics are you using to measure those results?” Hop in and I’ll give you a ride to your hotel and you can tell me more.” Unfortunately, your hotel is only 5 blocks away, so you’ll have to be succinct. You get in the back of the limo and tell him:

4. Of course, this being Los Angeles, the traffic is bumper-to-bumper and by the time you’re finished you’ve only gone two blocks. You’re feeling pretty good about how things have been going when suddenly Mr. Ionaire leans forward and jabs his finger at you and says: “Hey, wait a minute. Isn’t the *Solve Every Problem Foundation* doing something very similar? Why would anyone want to fund you rather than them? What are you doing that’s more effective than the SEPF or any of the other dozen groups working in your space? And, by the way, which groups are those? Give me some names and tell me why you’re better.” For the first time since moving to Los Angeles, you hope the traffic doesn’t let up so you have time to tell Mr. Ionaire this:

5. The car pulls up to your hotel just as you’re finishing. Mr. Ionaire says: “I know of a program called the Social Innovation Fast Pitch that I think could be very helpful to you and your organization. I’m going to pass along what you’ve told me today and maybe they’ll be interested in inviting you to participate in their coaching program and competition. One thing though—they’re only interested in organizations that are either based in Los Angeles County or working to improve the social welfare of people in Los Angeles County. So tell me *now* if you don’t qualify.”

You smile and assure him that:

Yes, your organization is based in Los Angeles County

or

No, you’re not based in Los Angeles County, but this is how you’re making an impact on the lives of LA residents:

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 the Fast Pitch team. 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!”



About the Hosts

Los Angeles Social Venture Partners

LASVP (www.lasvp.org) is a diverse network of professionals who are pioneering a new model of giving – Venture Philanthropy. LASVP brings the collective expertise and resources of our members and their networks to innovative nonprofits in Los Angeles, collaborating with them to strengthen their organizations and expand their capacity to address major needs in our local communities. LASVP fosters a community of socially-conscious and well-informed donors through engagement with Investees, collaboration with other SVP Partners, and participation in educational events. As a result, LASVP partners and other community members become more informed and strategic in their philanthropic endeavors, and more actively committed to addressing the needs of Los Angeles. LASVP is a 501(c)3 public charity and an affiliate of Social Venture Partners International (www.svpi.org).

Academies for Social Entrepreneurship

The Academies for Social Entrepreneurship (www.academies-se.org) is a social business incubator that helps develop innovative solutions to social problems by providing rigorous training and mentoring for social entrepreneurs. ASE's programs, which incorporate the best of business and venture practices, are designed to equip non-profit leaders with the skills they need to build and expand high performing, self-sustaining non-profit enterprises. They have expanded capacity in hundreds of non-profit organizations, catalyzing tens of thousands of dollars in new revenue.

University of Southern California

Located in Los Angeles, a global center for arts, technology and international trade, the University of Southern California is one of the world's leading private research universities. USC enrolls more international students than any other U.S. university and offers extensive opportunities for internships and study abroad. With a strong tradition of integrating liberal and professional education, USC fosters a vibrant culture of public service and encourages students to cross academic as well as geographic boundaries in their pursuit of knowledge. Many of the departments at USC are working together to support the Social Innovation Fast Pitch program, including the USC Stevens Institute for Innovation (<http://stevens.usc.edu>) and the Society and Business LAB at the USC Marshall School of Business (www.marshall.usc.edu.sbl).

