

****CALL FOR APPLICATIONS****

LASVP SOCIAL INNOVATION FAST PITCH 2011

- *Seeking L.A.'s most innovative nonprofit organizations*
- *At stake is over \$100,000 in awards and the chance to tell your story to 1,000 community leaders and potential donors*
- *One winner will become the next LASVP investee and benefit from multi-year cash grants and capacity-building*

Applications for the 2011 Social Innovation Fast Pitch program are now open.

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

Deadline to apply: Monday July 18, 2011

ABOUT THE SOCIAL INNOVATION FAST PITCH

The **Social Innovation Fast Pitch** is a free two-month communication skills training program and competition for innovative nonprofits that are effecting social change in Greater Los Angeles, culminating in the Social Innovation Fast Pitch event on **October 25, 2011**. The program trains nonprofit leaders to powerfully communicate their story and connects them with leaders of the business and funding communities who can help them to achieve their goals.

Leaders from 20 organizations selected for their innovative approaches to creating significant social impact will participate in the program, and receive training, feedback and mentoring from business leaders. Past participants have described the program as invaluable, resulting in greater confidence and effectiveness when presenting, increased exposure for their organization, valuable new relationships, and new support from donors and volunteers.

At the event, up to 10 finalists will make three-minute "pitches" to a panel of judges and an audience of 1,000 business and nonprofit leaders, foundation executives and other influencers in the Southern California community. They will compete to win grants of over \$100,000, including the opportunity for continuing capacity-building grants and in-kind support as an investee of Los Angeles Social Venture Partners, worth more than \$60,000.

Past grant winners include BTS Communications, Food Forward, South Central Scholars Foundation, Girls & Gangs, Everyone Deserves a Roof and others.

This year's Fast Pitch event is made possible with support from the Annenberg Foundation, and will be held in conjunction with Annenberg Alchemy's Peer to Peer event, "The Art of Human Engagement through Effective Storytelling". It will be a day of innovative thinking, featuring distinguished speakers and an opportunity to network with community leaders.

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 group of volunteers mobilized to harvest fruit from private homes to distribute to local food pantries and other organizations serving those in need.

...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 using limited resources in creative and effective ways to deliver breakthrough social impact:

- *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.

Los Angeles Social Venture Partners is seeking such organizations to participate in the 2011 Social Innovation Fast Pitch program.

PROGRAM PARTICIPATION REQUIREMENTS

- Attend a series of coaching sessions.
- Fully participate in the process to produce a crisp, engaging 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 a good pitch is about more than just asking for money and being able to articulate how people can help the organization through volunteering, making connections, or providing other in-kind support.

SELECTION CRITERIA

- **Potential for tangible societal impact** – Does this idea address an important social issue? Is it already making or likely to make a significant impact in the Los Angeles area?
- **Innovation** – Is this approach or idea novel and unique? How is the innovation creating more dramatic results than other similar groups?

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.
- Organizations may be located outside of Los Angeles but must have significant operations in L.A. County. Preference will be given to organizations that are headquartered 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, budget or age of organization.
- 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 apply.

HOW IT WORKS

- Applications will be accepted until **July 18th**. 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 three group coaching sessions and receive on-on-one mentoring. 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.
- Participants **must** attend one of the first two group coaching sessions. Although attendance at both sessions is not required, **it is highly recommended that participants attend all sessions.**
- 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 coaching session before the event.
- Visit www.socialinnovationpitch.org for additional program information and FAQs.

IMPORTANT DATES

- July 18 – Deadline for applications
- Late August – Semi-finalists notified of selection for coaching / mentoring
- Between September 8 and October 20 – Presentation Workshop and four coaching sessions
- October 11 – Finalists selected for presenting
- October 25 – **Social Innovation Fast Pitch event** at Annenberg Alchemy's Peer to Peer event held at L.A. LIVE's Club Nokia

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 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 **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 18**. You are allowed and even 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 few days to confirm with everyone.
6. We will let you know whether you've been selected into the program or not in **late August**.
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 Biniarz, Los Angeles Social Venture Partners

Email: info@lasvp.org

Phone: 310.281.7509

ABOUT 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).

2011 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 25th. We highly recommend that this person be the Executive Director or equivalent.)

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 (2011) expected revenues:
4. Current fiscal year (2011) 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, and Mr. Ionaire says: “Ok, you’ve got me interested. I’m sure you know my foundation, the Double F Triple I, 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 *I’ve Got a Panacea 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 IGAPF 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 training program and competition. One thing though—they’re only interested in organizations that are 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 and serving its residents

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 Los Angeles 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!”