



United Way  
of Buffalo & Erie County

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

Next Generation United (NGU) is a giving community of United Way 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 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 and compete for a series of grants to further activate their missions.

In conjunction with Pitch10, Next Generation United is soliciting requests for proposal (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 & wellness. Pitch10 gives members the power to decide which local nonprofits will win specific grant funding. Ten organizations will pitch their ideas and attendees vote for their favorite to win.

## ***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 education, financial stability and/or health and wellness;
- Organization has been granted tax-exempt status or is affiliated with a tax-exempt organization;
- Young professional led or focused organization (e.g., Executive Director or Board Chair is a Young Professional (ages 20 through 40)); and
- 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).

## ***Section One: How to Apply***

To be considered as a Pitch10 finalist, please send us a one- or two-page application letter that answers the following questions:

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, marquee events and communities directly impacted by your work.
2. How would a Pitch10 grant benefit your organization?

3. If your organization is awarded a Pitch10 grant, describe in detail what you plan to do with it. For example, is there a specific project you will fund or a component of your organization you intend to expand?
4. Describe how your organization supports the City of Buffalo or Erie County in the areas of education, financial stability or health & wellness.
5. Beyond funding, what support could the Next Generation Advisory Board and its committees provide to help your organization?

**NOTE:** If your organization works with any of the following “Special Populations” (as defined herein), please include this in your narrative.

Special Populations include, but are not limited to: (a) Asset Limited, Income Constrained, Employed (ALICE)\*; (b) persons of color whose race and/or ethnicity is not exclusively white (POC); (c) refugees and immigrants; (d) persons with disabilities; (d) veterans and military families; (e) new or long-term unemployed individuals; (f) individuals or groups affected by the tragic shooting in the Jefferson Avenue community; (g) LGBTQ+; (h) incarcerated or formerly-incarcerated individuals and their families; and (i) other marginalized communities in the City of Buffalo or Erie County.

\*ALICE is comprised of people/households whose incomes are above the federal poverty level but who are still struggling financially to afford basic household necessities.

16 zip codes have been identified by UWBECE for having a high proportion of ALICE, POC 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 applications must include a cover page (see section five), application letter, and signed presentation agreement (see section five) sent to [nextgeneration@uwbec.org](mailto:nextgeneration@uwbec.org) attention: Pitch10 Committee by Monday, August 22, 2022 by 5 p.m.**

## ***Section Two: Pitch10 Preview Night***

The Next Generation United: Pitch10 Committee will select ten finalists from the pool of applicants. These finalists will be invited to present their ideas at NGU’s “Pitch10 Preview Night.” This event will take place in October at a date, time and location to be determined by the Pitch10 Committee working in conjunction with the NGU Advisory Board. The event is open exclusively to NGU members.

Pitch10 Preview Night is designed to give finalists the chance to practice their pitches in front of a live audience, receive feedback, refine their presentation and corresponding materials, and mingle with the other applicants. While no judging will occur at Pitch10 Preview Night, finalists are expected to perform a “dry-run” of their presentation.

To be clear, attendance at Pitch10 Preview Night by Pitch10 finalists is mandatory. Finalists who are unable to 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.

**NEXT GENERATION UNITED**

Pitch10 2022 RFP

## ***Section Three: Pitch10 Finals Event***

On November 3, 2022, at a time and location to be announced at a later date, the finalists will present a 5-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, Pitch10 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 live Pitch10 Finals Event.

If awarded a Pitch10 grant, organizations will be required to:

1. Make a public funding announcement (e.g., social media post, press release);
2. Report back to the NGU Advisory Board 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 Four: Scoring Rubric***

Each application will be scored by at least two members of the UWBEC Next Generation United Advisory Board or Pitch10 Committee. These reviewers will evaluate the submitted RFP on a 50-point scale. The two scores will be averaged and the top ten applicants will be invited to participate in the Pitch10 Finals Event (and Pitch10 Preview Night).

### **Eligibility**

1. Is the organization an active, community-focused organization addressing an issue of need in the City of Buffalo or Erie County in the areas of education, financial stability, and/or health and wellness?
2. Does the organization currently engage with young professionals?
3. Does the organization have tax-exempt status or is it affiliated with a 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 that is consistent with the criteria set forth in Section 1 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 1)?

3. 10 Points – How does/will your organization continue to engage young professionals in its mission?

### ***Section Five: Cover Page Outline***

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