

# PITCH10 REQUEST FOR PROPOSAL [RFP]

**Application Due Date | July 31, 2026 by 11:59 pm**



**UNITED WAY**  
Buffalo & Erie County



# SECTION 1: RFP OVERVIEW

## KEY TERMS, ELIGIBILITY, EXPECTATIONS, HOW TO APPLY & TIMELINE

### KEY TERMS

Below are a few key terms about UWBECC's focus and funding:

- **Asset Limited, Income Constrained, Employed/ALICE:**  
Households whose incomes are above the federal poverty level but who are still struggling financially to afford basic household necessities. For more information refer to our website at [uwbec.org/our-work/alice](http://uwbec.org/our-work/alice).
- **Focus Areas:**  
United Way's four focus areas, which provide the structure for this RFP:
- **Healthy Community:**  
Helping people overcome barriers to good health by improving access to maternal and child health.
- **Financial Security:**  
Helping hardworking families make ends meet while connecting them with services that will empower them to create a more secure future for themselves and their loved ones.
- **Youth Opportunity:**  
Helping young people realize their dreams through early childhood education, literacy development, and high-quality K-12 education and enrichment opportunities.
- **Community Resiliency:**  
Laying the groundwork for a more secure future for all through crisis response and strengthening the nonprofit sector.
- **UWBEC:**  
The abbreviation for United Way of Buffalo & Erie County.

### WHY PITCH10?

Pitch10 is a unique opportunity for 10 grassroots nonprofits in Erie County to pitch their work for a chance to win grant funding. As an entry point to the United Way of Buffalo & Erie County network, Pitch10 serves as a catalyst for growth and longevity. Throughout the Pitch10 process, Finalists will receive coaching to prepare for the event and beyond. The prize pool consists of \$50,000 in funding, a scholarship to United Way's Executive Edge, and scholarships for board members to attend United Way's Board Leadership Training.

# ELIGIBILITY

This RFP is open to nonprofit, 501(c)(3) health and human service agencies that serve Erie County residents and meet specific outcomes in the focus areas of Healthy Community, Financial Security and Youth Opportunity. **All applicants will be required to submit the following documents/attestations as part of the application:**

- Is your organization a registered 501(c)(3) nonprofit?
- Is your organization located in and serving residents of Erie County, NY?
- Does your organization have an operating budget of less than \$1 million?
- Has your organization ever received investment funding from United Way of Buffalo & Erie County?
- Has your organization not yet won Pitch10 or pitched less than 3 times?
- Is your Board of Directors aware and supportive of you applying for Pitch10?
- Have you filed IRS Form 990 for your last fiscal year AND do you have either audited financial statements or an Independent Accountant's Report according to the requirements of the New York State Attorney General Charities Bureau?
- Has your organization been operational since at least December 31, 2025?
- Have you reviewed our program funding agreement and do you agree to abide by its terms if awarded funding? You can access the funding agreement at [uwbec.org/pitch10](http://uwbec.org/pitch10)

# EXPECTATIONS OF PITCH10 WINNERS

Agencies that are awarded funding will be required to sign a program funding agreement, which will be required to be reviewed as part of the application process and will be included with the award package if awarded funding. Some key provisions of that agreement which is posted at [uwbec.org/pitch10](http://uwbec.org/pitch10).

- Agencies receiving UWBECE funding must operate without discrimination to beneficiaries of services based on age, race, religion, gender, economic status, marital status, physical or mental disability, sexual orientation, culture, national origin, or other status protected by law.
- **MARKETING/CO-BRANDING REQUIREMENT** - Any use of UWBECE's name or logo in any public-facing communication must be review and approved by the VP of Marketing & Communications.
- All agencies receiving UWBECE funding are required to maintain an up to date, accurate profile on [211WNY.org](http://211WNY.org).
- Compliance with all applicable government regulations, including Patriot Act and Anti Money Laundering certifications.

# HOW TO APPLY

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- Applications must be submitted through UWPEC's online system. The link to the application is posted at [uwbec.org/pitch10](http://uwbec.org/pitch10). Applications submitted by any other method (e-mail, fax, hand delivery, etc.) will not be accepted.
- **Applications are due by 11:59 pm on Friday, July 31. No applications will be accepted after this date and time.**
- All questions regarding this RFP or the application process must be submitted via e-mail to [pitch10@uwbec.org](mailto:pitch10@uwbec.org).
- All questions must be received by Friday July 17 at 5:00 pm, and the answers to all questions will be posted on our website by Friday, July 24.
- UWPEC will not fund capital expenditures or direct payments to individuals (such as scholarships).
- If your application is incomplete or if all required documents are not included, it will not be considered to determine finalists.

# TIMELINE

Application Live	July 1, 2026
Application Due	July 31, 2026 by 11:59 pm
Application review/scoring process	Early August
Notification to finalists	August 21, 2026
Kick Off Meeting	August 25, 2026 at United Way
Pitch10 Workshop	September 22, 2026 at United Way
Pitch10 Dress Rehearsal	October 14, 2026
Pitch10 Event	October 22, 2026 at Shea's

**PLEASE NOTE:** Although the application will be open through **11:59 pm on Friday, July 31**, all questions on this RFP must be e-mailed to [pitch10@uwbec.org](mailto:pitch10@uwbec.org) no later than **Friday July 17 at 5:00 pm**, and the **answers to all questions will be posted on our website by Friday, July 24**. This is to ensure that all applicants have access to the same information as you prepare your application.

# SECTION 2: UWBEC FOCUS AREAS

UWBEC's primary focus is **ALICE** - people or households who are Asset Limited, Income Constrained, Employed. We support ALICE households through the lens of our four focus areas: Healthy Community, Financial Security, Youth Opportunity, and Community Resiliency. Through this RFP, we are seeking to fund programs that work in at least one of the following areas:

- **Youth Opportunity** - programs that address early learning and development and/or school-age learning.
  - **Financial Security** - programs that address employment and workforce development, financial capability and asset building.
  - **Healthy Community** - programs that address maternal and infant health.
  - **Community Resiliency** - programs and initiatives that address immediate crises, facilitate access to community resources, and build our community's capacity to weather future challenges.
- UWBEC is not funding programs in the Community Resiliency focus area through this RFP.**

A description of each focus area, including the strategies we prioritize to achieve our focus area goals and the outcome measures for each focus area, follows in the next section.

## YOUTH OPPORTUNITY

Every young person deserves the opportunity to thrive. At United Way, we help children get off to a good start and empower youth to reach their full potential by breaking down barriers to success. We advance what works, including early childhood education, literacy development, access to a high-quality K-12 education, enrichment opportunities like afterschool and summer programs, college and career readiness, and family engagement, fostering a future where every young person can realize their dreams.

## FINANCIAL SECURITY

Everyone deserves the opportunity to earn a living that can sustain a family and build security for future generations. That's why we're helping hard working families make ends meet while connecting them with the education, financial tools, and job training opportunities to empower them to create a better, more sustainable future for themselves and their loved ones.

## HEALTHY COMMUNITY

Everyone deserves the opportunity to live their healthiest life. At United Way, we help people overcome barriers to good health by improving access to nutritious food and quality health education and services, including preventative care, maternal and child health, mental health support, and more.

# SECTION 3: APPLICATION & SCORING RUBRIC

The following information is required as part of the application. Please note that there may be minor wording differences between what is on these pages and what is in the application in WizeHive.

## **Eligibility Questions:**

**You must be able to answer “Yes” to each question in order to apply for funding.**

- Is your organization a registered 501(c)(3) nonprofit?
- Is your organization located in and serving residents of Erie County, NY?
- Does your organization have an operating budget of less than \$1 million?
- Your organization has not received investment funding from United Way of Buffalo & Erie County?
- You have not pitched in the last year, or ever won the top three prizes?
- Is your Board of Directors aware and supportive of you applying for Pitch10?
- Have you filed IRS Form 990 for your last fiscal year AND do you have either audited financial statements or an Independent Accountant’s Report according to the requirements of the New York State Attorney General Charities Bureau?
- Has your organization been operational since at least December 31, 2025?
- Have you reviewed our program funding agreement and do you agree to abide by its terms if awarded funding? You can access the funding agreement at [uwbec.org/pitch10](http://uwbec.org/pitch10).

# APPLICATION & SCORING RUBRIC CONT'D

The following information is required. The rubric for all questions that will be scored by reviewers is below each question.

## **Organization Information:**

- Executive Director/CEO Contact Information
- Other Key Organization Members Contact Information
- W-9\* (Please upload a copy of your organization's W-9)
- 990\* (Please upload a copy of your organization's most recently filed 990. If your organization has not yet filed a 990, please upload your most recent year-end financial statement)
  
- Total Revenue on your most recent 990\*
  - If your organization filed Form 990-N (the e-Postcard) or was not required to file an IRS return, please provide the total gross revenue from your internal year-end financial statements instead
  
- Total Expenses on your most recent 990\*
  - If your organization filed Form 990-N (the e-Postcard) or was not required to file an IRS return, please provide the total gross expenses from your internal year-end financial statements instead.
  
- Revenue less expenses on your most recent 990\*
  - If your organization filed Form 990-N (the e-Postcard) or was not required to file an IRS return, please provide the total gross revenue less expenses from your internal year-end financial statements instead.
  
- Board of Directors\* (Please upload a list of your organization's current Board of Directors with officers and titles.)
- How did you learn about Pitch10 (e.g., word of mouth, personal referral, social media, UWBE)?

# PROPOSAL

1. Briefly describe your organization, including mission statement and organizational goals.\*

2. (a) Which focus area(s) does your organization address?\*

Healthy Community, Financial Security or Youth Opportunity

b. Describe how your organization supports the City of Buffalo or Erie County in the applicable area(s) you selected. What evidence do you have that your organization has positively impacted the community?\*

3. How do your organization and programming support ALICE (Asset Limited, Income Constrained, Employed) households in Erie County?\*

For more information on ALICE visit: [www.uwbec.org/our-work/alice/](http://www.uwbec.org/our-work/alice/)

4. Describe in detail what you plan to do with the funds if your organization is awarded a Pitch10 grant. Provide the total estimated cost of the entire project if the funds would not cover the full cost of the project.\*

(For example, is there a specific project you will fund or a component of your organization you intend to expand?)

5. Aside from funding, in what other ways could United Way of Buffalo & Erie County support your organization (e.g., volunteer projects)?\* (This question will not be scored, we just want to know how we can help)

6. Participation Agreement\*

By signing below, I agree that if my organization is chosen as a finalist: a minimum of three Board Members –or half of the total board, whichever is less– must participate in one 2027 cohort of United Way of Buffalo and Erie County’s Board Leadership Training (learn more at [uwbec.org/resources-and-training/board-leadership-training/](http://uwbec.org/resources-and-training/board-leadership-training/)); and a representative will attend the Pitch10 Kickoff Meeting (August 25), Workshop (September 22), Dress Rehearsal (October 14), and Finals Event (October 22).





**UNITED WAY**

Buffalo & Erie County

**United Way of Buffalo & Erie County**

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[www.uwbec.org](http://www.uwbec.org)

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