

UNITED WAY OF THE GREATER CAPITAL REGION WOMEN UNITED®

Request for Pitches (RFP) Power Pitch 2024

ABOUT WOMEN UNITED & UWGCR WORK

Women United is a group of energetic, passionate, and philanthropic women powered by the United Way of the Greater Capital Region (UWGCR) to make a true impact in our community. Our many and diverse experiences moving through the world as women informs how we mobilize change to invest in, advocate for, and host events with a mission to drive equity and excellence for all women.

This past year UWGCR supported power building in the areas of women's rights, agency and health. Our efforts include:

- **Radically Reimagining Women's Health Discussion Forums.** UWGCR asked how we might radically reimagine women's health in the Greater Capital Region. What would a whole health system look like were it to center the needs of the women who are Asset Limit Income Constrained and Employed (ALICE)? In discussion with leaders, agents of change, incredible women and philanthropic trailblazers we heard how they were building momentum in their communities to advance women's health equity; to address black maternal mortality crisis and injustices; to cultivate a world where Indigenous Womxn and Girls are valued, protected, supported, and where Mother Earth thrives for future generations; and to shift the dominant narrative affecting women from powerless to powerful.
- **Jubilant Birth Initiative.** UWGCR convened a collaboration of 4 community based organizations at the center of birth justice and maternal equity movements to launch (in 2025) the Greater Capital Region's first direct cash transfer program. Providing monthly direct cash payments and culturally appropriate perinatal supports, the initiative is an economic strategy to reduce poverty and its negative impacts on maternal and infant health.
- **Intentional and Equitable Grant-Making.** 58% of our investments (2024) are to organizations led by women across our three focus areas of economic wellbeing, youth opportunity, and healthy communities. Women's health equity is a community-informed outcome priority for Focused Investments 2024-2026.

Evolving from Perfect Pitch to Power Pitch

This isn't just a rebrand, it's a resolution. The Power Pitch is about celebrating and recognizing outstanding work building power to dismantle and uproot the harmful systems that affect women, inclusive of all who identify as such, in our community. It is about calling attention to the positive changes and movements that are happening and how we answer that call and join in. It is about recognizing these power players.

We know there is much to be done. Our goal with Power Pitch 2024 is to shine a light on the initiatives, programs and organizations that are building power with and for women in the areas of education, health, financial security and/or environmental resilience and regeneration. Join us to create a buzz of how women are leveling up for other women. The Pitch isn't to talk about what you might do, but rather what you are doing now and, in the year, to come.

The three finalists will provide a TED-talk like Pitch that speaks to how they are building power. Over the course of the evening, we will hear from women who are leaders, doers, creators, problem solvers, solution suppliers, and all-around phenomenal powerhouses. This will be an invitation to get involved, to elevate, and celebrate.

GENERAL ELIGIBILITY

All non-profit 501(c)(3) agencies that service the 9- county area of the Greater Capital Region (Albany, Columbia, Fulton, Greene, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie) may apply for this award, subject to meeting general United Way requirements. By applying, you certify that your organization can provide the following documentation at any time during the selection process: Proof of 501(c)(3) or fiscal sponsor status; List of current Board of Directors and their affiliation.

AWARD INFORMATION

The award amount is **\$10,000** and will be awarded to the agency that is chosen as the Power Pitch winner with additional awards of \$2,500 made to runner up Pitches. In addition, all finalist organizations invited to the Power Pitch on December 4, 2024 will have the option to be connected with Women United and supported throughout 2025 with in-kind contributions, volunteer support, strategic support in advocacy from United Way and other means that would be useful as identified by the organization.

To be considered for this Award, an agency **must fully complete this application and submit it by October 28, 2024.**

The successful awardee will be asked to share a story of their power building efforts with UWGCR at the end of 2025. Likewise, they are strongly encouraged to partner with Women United by sharing with them upcoming events and volunteer opportunities that may arise.

EVALUATION PROCESS

1. Finalist Selection Process. Three Finalists will be selected by a Review Committee which will be comprised of Women United Members and UWGCR staff. Finalists will be selected by November 8, 2024 and will be notified shortly thereafter by Women

United & UWGCR. Unsuccessful applicants will receive notification the following week. We will not be able to select all worthwhile applications.

2. The written application carries a maximum of 40 points. The Presentation (Pitch) carries a maximum of 60 points. Points scored on this application will be accounted for during the night of the pitch and will be based on 100 points. Correspondence and details on the evaluation for the day of event will follow.
3. Finalists will present at the December 4, 2024, Power Pitch as the final stage of this application. Finalists are expected to attend the Power Pitch event, which will take place in the evening.
4. UWGCR will select the Power Panel of judges based on their demonstrated impacts in their respective roles, in any sector.
5. One awardee will receive \$10,000. Two awardees will receive \$2,500 each. Decisions will be announced the night of December 4, 2024.

2024 UNITED WAY & WOMEN UNITED AWARD PRIORITY

UWGCR's goal is to advance community well-being on a generational scale. To us, well-being means that *everyone* across the Greater Capital Region experiences the conditions and opportunities *they* need and want to be happy, healthy, and thriving.

One of UWGCR's goals is to build power in the for-impact sector and among individuals driving social change. We recognize those most affected by systemic inequities as key agents in creating lasting solutions. Building power in the Capital Region means working in community with these change agents to form coalitions that set agendas, shift public discourse, influence decision-makers, and maintain accountability with decision makers to change systems and advance equity. At UWGCR, our power stems from our ability to accelerate this work. We invest resources in community organizations, leaders and residents, helping them organize, connect, and collaborate on statewide campaigns to reverse disinvestment and strengthen collective agency.

The central question we are asking with this application is: "How are you building power *with* women *for* women?"

Power takes many forms. Power building efforts acknowledge and address power imbalances. Finalists will be selected that demonstrably build women's agency. Power is built at the individual, community and system level. Your work can be in any one of these areas and along any part of the continuum (organizing, shifting narratives, and/or changing systems). Some examples of the kinds of efforts we are looking to support include the following.

Here are examples of the efforts we aim to support (not an exclusive list):

- Initiatives at the organizational or coalition level that are guided by women most affected by the targeted issues.

- Solutions addressing the gendered impact of problems in health, education, or the economy.
- Efforts that empower choices in education, health, or economic opportunities.
- Programs that meet women’s basic needs equitably and amplify their agency.
- Strengthening women’s organizing and advocacy.
- Initiatives helping women advocate for their wellness.
- Supporting women’s leadership in advancing equitable policies.
- Enhancing women’s access to citizenship tools.
- Narrative change and/or data equity efforts.

This award provides unrestricted funds, intended to be flexible to best support partners’ needs, from programs to projects to operating expenses, including rent, salaries, communications, travel, programmatic expenses.

APPLICATION

AGENCY INFORMATION

1. Agency Name
2. Contact Name and Email (Please note that this information will remain confidential and will only be shared with those distributing the Award funding)
3. Agency Address:
4. Geographic location(s) of programming (drop down menu)
Is your Organization incorporated as a 501(c)(3) organization with tax exempt status?
Yes/ No. (skip 5)
5. EIN #
6. If your organization is not a 501c3 do you have a fiscal sponsor? Yes/ no. (if no to 7 and 8, move to page that they’re ineligible.
7. Yes: Name of fiscal sponsor
8. How long has your organization been incorporated and in operation?

PROGRAM APPLICATION

The Power Pitch

1. **Power is the ability to achieve a purpose¹. What is your purpose and what are you working to change?** (max 200 words, 10 points)
2. **How are you building power with women for women?** Please don’t just describe the logistics of a program. Really dive into how you are doing this work and how power shows up. Share an example. (max 250 words, 10 points)

¹ Martin Luther King, Jr.

3. How are a **diversity of women** informing and guiding your work? *max 200 words, 10 points)*
4. **Wielding Power.** Building power and using that power to make positive change is a long-term effort. How do you sustain this? What people, partners, allies, and/or institutions are critical? *(max: 250 words, 10 points)*

IV. DOCUMENTS & ADDITIONAL INFORMATION

Please provide the following information that, should you be selected, we will use in our official communications around the event.

1. Title of your Pitch
2. What your Power Pitch is in 3 sentences. For example *what is your purpose and what you are working to change. You don't need to provide details here, that is what your Pitch is for on December 4, 2024.*
3. A brief description (2 sentences max) of your organization's work and mission. Please include some photos we can use to promote your work
4. Headshot, name and title of the person(s) who will be making the Pitch on December 4, 2024, at Power Pitch
5. Your organization's logo (file upload). It should be Hi-Res in PDF, PNG or JPG format.
6. Please provide links for your socials so we can tag you:
 - a. Website
 - b. Facebook
 - c. Instagram
 - d. LinkedIn
 - e. Twitter (X)