



NONPROFIT PITCH COMPETITION

The Florida Housing Coalition is excited to announce our nonprofit pitch competition to explore innovative development and business solutions addressing racial equity in housing. We want to hear from nonprofits who are intentionally working on this in their local community and their outside-the-box ideas for how to remedy the issues such as:

-  Closing the racial gap in homeownership
-  Equitable recovery from disasters
-  Housing opportunities for formerly incarcerated persons
-  Supporting entrepreneurship and small business growth through housing

The winner will be selected at the end of the competition session by a panel of judges and will receive a \$1,000 prize.

SCHEDULE:

Application materials due: **July 19, 2021** (see description below)

Announcement of the 3 finalists – **August 6, 2021**

Live Pitch Competition Held – **September 1, 2021 @ 9:30am -11:30am**

Session Flow: **2 hours**

Each finalist will be given a total of 30 minutes each: 15 minutes to present and 10 minutes for judges to ask questions with a 5-minute break between each presenter.

The final 30 minutes will include a 10-minute deliberation among the judges, and the final selection of the winners and session wrap up.

During the final deliberation break we will hear from audience members and take an audience poll.

APPLICATION:

Please submit your idea in the form of either a concept paper (no more than 3 written pages), or a short video/slide presentation (limited to 5min max). Please email your submission to jones@flhousing.org.

Your submission must address each component and question below:

1. Provide a statement of understanding about the history and current nature of racial disparities in housing in your community, and describe the specific issue(s) from the four listed in the announcement above that your solution will address.
2. Describe your concept/idea by answering each question below:
 - a. What is the uniqueness of your solution? Are there other entities doing similar work in Florida? If so, what are the differences or how does your solution address an aspect not addressed by these others?



- b. How will this idea allow you to better serve your specific local community and change your local eco-system?
 - c. How will you quantify your expected impact? Be as specific as possible. (Examples: percentage increase or count of new Black homeowners in your local area, increase in the pipeline of buyers ready when units are available, facilitating increase in access to credit by Black households, increase in number of affordable units; increase in job opportunities and community wealth)
 - d. What specifically do you think you need to bring your idea to fruition and be implemented? Be as specific as possible regarding money, people, policy, etc.
3. Based on the categories below, where does your innovative idea best fit? Select all that apply.
-  Development & Design (i.e, unit size, unit type, construction materials, etc.)
 -  Financing (i.e., new loan products, innovative use of existing programs, etc.)
 -  Technology (i.e. applications, data solutions, etc.)
 -  Programmatic (i.e. innovative delivery of homebuyer education, financial literacy, new partnerships, etc.)
 -  Contains elements of all the above

Rules for judging the competition by the judges. 30-point scoring system

1. Clarity/quality of presentation and the speaker's delivery, (10pts max)
2. Innovativeness/creativity of the solutions, including the involvement of other stakeholders, (10pts max)
3. Potential for implementation in the short-term 1-3 years. (10pts max)

The Judges will use the answers provided to the questions above to judge each presentation along with new information provided during the presentation.