

# PITCH UP GEELONG

## Supporting Social Enterprise

Are you a social enterprise with a big idea or a program that needs a little more support to achieve great things? Then you've come to the right place!

On Wednesday 12 June 2019 the Give Where You Live Foundation will launch its first opportunity to financially support social enterprises that are aligned with our Theory of Change and grantmaking strategy through PITCH UP GEELONG.

PITCH UP GEELONG is a live crowdfunding event powered by The Funding Network where we will connect people who want to make a change with the people who are doing it – you potentially!

We are currently seeking three social enterprises to participate in this event. We will provide:

- Pitch coaching - our professional pitch coaching will help you better articulate what you do, not only to secure funding at the event, but from other sources in the future. By presenting your work you will gain access to new networks and valuable pro bono resources, not to mention the incredible sense of confidence that pitching to a supportive crowd brings.
- Matched funding – The Give Where You Live Foundation and its partners including BOOM! expect to provide at least \$10,000 per participating social enterprise to match pledges made to you at the event. That means every dollar raised for you on the night up to at least \$10,000 will be matched dollar for dollar!
- The event – you will have the opportunity to participate in an event that will allow you to connect directly with a roomful of potential donors! You simply have to show up on the night and make your pitch.

### Background

The Give Where You Live Foundation aims to address one of the most complex and entrenched social issues in our community - disadvantage. Since 1954, the Foundation has been bringing together individual community donors, corporate supporters and service delivery community partners to help achieve our vision. With our partners and donors, we work together to Build Better Communities by providing grants and delivering programs that help provide educational and employment opportunities and support people experiencing a life crisis. Visit the Foundation's [website](#) for more information about our work and impact.

### Give Where You Live Foundation and Social Enterprise

In November of 2017 the Give Where You Live Foundation launched an organisational Theory of Change. Our Theory of Change helps to focus our work so that it aligns with the broad goal we are seeking to contribute to: “A reduction in entrenched disadvantage and greater social and economic participation that ensures greater equity of opportunity in the G2I region, so that ALL people and places thrive.”

Our Theory is that disadvantage is decreased when people have adequate education and learning to maintain a sustainable and sustaining job and they are not limited by a life crisis. In realigning our grantmaking strategy with this Theory, we have identified three grant program areas: Live and Learn (Education), Survive and Thrive (Life Crisis) and Live and Earn (Employment).

The strong relationship between unemployment and disadvantage is well established in economic and social policy research, with employment being shown to offer a significant pathway out of disadvantage.

Working with our grantees, other stakeholders, and issue experts we have identified how we can best use our limited grantmaking resources related to employment to impact disadvantage. Enabling social enterprise to build jobs and assist vulnerable people in transitioning to or finding employment is one way we believe our grants can make a difference.

As a result, PITCH UP GEELONG is aligned with our Live and Earn grant program area and is specifically seeking to support social enterprises in the Geelong/G2I region that are focused on employment outcomes for vulnerable populations including but not limited to refugees, young people, people with a disability, people from low socio-economic backgrounds and long term unemployed.

## Expression of Interest to Pitch

If you are a social enterprise interested in participating in the first PITCH UP GEELONG event, please provide the following via our [online interest form](#) by **Monday 6 May 2019**:

- Social Enterprise Name, ABN, Address, Suburb, State, Postcode, Website, Organisational Phone, Organisational Email
- Expression of Interest Contact Name, Position, Phone, Email
- Please describe your social enterprise and what you do:
  - What is your vision and mission, the social issue your mission addresses and the beneficiary groups that you support/impact.
  - Is your social enterprise part of a larger organisation? If so, please name that organisation.
  - What is your annual revenue? How much of your annual revenue is from generated revenue (generated revenue is revenue you earn through trade or providing a service, grants from philanthropic organisations is not considered generated revenue)
- What is your business model/plan? Please attach your business plan if available
- How does your social enterprise result in employment outcomes for vulnerable populations?
- How would you use the money raised at the event (approximately \$20,000)?
- What are the expected outcomes from how you would use the money and how will you measure those outcomes?

If offered the opportunity to participate in PITCH UP GEELONG you will need to identify who will pitch on behalf of your social enterprise and provide their bio and photo. This individual will be expected to participate in the pitch coaching session with a colleague (could be a board member or another staff member). You will also need to identify an Advocate who can attend the event, is willing to provide a one-minute testimonial about the work of your social enterprise and kick off the donations with a pledge of at least \$300.

## Questions

If you have any questions about this opportunity please contact Cynthia Scherer, Community Impact and Grants Manager via phone (03) 5229 4364 or email [cynthia@givewhereyoulive.com.au](mailto:cynthia@givewhereyoulive.com.au).

How are we defining social enterprise? A social enterprise is:

- Driven by a purpose that provides a benefit for the public/community and is core to its operations
- Generates revenue through its activities which is reinvested to support implementing its purpose

PITCH UP GEELONG  
is an initiative of



and partners including



and is powered by

