

## CREATIVE APPROACHES TO REDUCE POVERTY THROUGH COMMUNITY ENGAGEMENT

We are seeking creative approaches via an innovation challenge that provides funding, support and recognition to individuals and community-led groups who have big ideas that address family financial instability. Participants will have the opportunity to pitch their ideas to the community for potential funding and additional support.

Big ideas, at a grassroots level, must be designed in collaboration *with the people who will use the innovation*. There's no better way to understand the hopes and aspirations of those you're designing for than by talking with them directly! In addition, your ideas must consider diversity, equity and inclusion into the decision-making process to help remove disparities among groups for the best possible solutions.

We know there are many individuals and groups who want to create a more economically just and inclusive community, while inspiring a new generation of change-makers. This innovation challenge offers a chance to **win up to \$10,000** to be split between three creative approaches awarded to local community groups. Funding is to be used toward the initial launch of winning approaches to reducing poverty.



**Pitch to Ditch Challenge goals are two-fold:**

- 1) Support innovative projects with promising potential for social impact.**
- 2) Foster a diverse pipeline of innovators through targeted outreach, support and education.**

### Eligibility Criteria

Your big idea must address poverty, stagnant wages and/or financial instability of Pierce County families. *Concepts must be designed with people who are living in poverty that you want to impact.* You must consider the following components:

- Focus on the people who will use your product/innovation
- Help solve the fundamental problem, rather than the symptoms
- Think of everything as a system and the big picture
- Be willing to test your design decisions with real people to create the best user-experience
- Any team with at least three Pierce County residents as members are eligible to apply. The following groups are encouraged to apply:
  - Student groups and classes (all ages)
  - Groups of individuals with lived experience (e.g. ex-offenders, homeless, youth, etc.)
  - Any informal group of neighbors and community-led groups
  - Grassroots leadership groups and cross-sector content expert groups
  - Advocacy and special interest groups
  - Faith-based communities
  - Non-profit organizations

**Apply Here** (<http://www.uwpc.org/pitch-ditch-poverty-application>)

### Key Dates

- **Proposals submitted by** July 31, 2019 5:00 pm
- **Proposals selected by panel** August 19, 2019
- **Full presentations to panel** (Week of) September 30, 2019
- **Finalists pitch to guests** November 12, 2019 during Poverty to Possibilities (8:00 am -12 noon) Hotel Murano

To learn more, contact [kelvinc@uwpc.org](mailto:kelvinc@uwpc.org)

*United, we will lift 15,000 households out of poverty and into financial stability by 2028, one family at a time.*

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