



2011 Social Venture Challenge **Project Submission Requirements**

YorIT is looking for promising projects that promote economic development in downtown York City by attracting and retaining retailers and restaurants

What is YorIT? A group of York County residents in their 30's and 40's who have come together to promote and sustain all that York has to offer to its visitors and residents through a unique collaborative of investing and funding initiatives. We seek out creative solutions and out-of-the-box ideas that have the potential to be game-changers. We invest in nonprofits, enterprises and initiatives that create a "blended value" of economic, social and environmental benefits to our community. We take risks and fund passionate people with great ideas.

Who is eligible for the Challenge? Individuals, groups, nonprofits, businesses that have a compelling and feasible idea for downtown York. Since YorIT is a charitable fund of the York County Community Foundation, awards must be made to a nonprofit organization. Those without nonprofit status must connect with a fiscal agent or collaborator to receive funds for their project. ***Don't let that stop you for submitting an idea!*** YorIT members will help make these matches if assistance is needed.

How to Get Your Project Funded?

1. Create a video presentation pitching your project and upload it to YouTube. Email the link to: hello@yorit.org **no later than 5 p.m. on February 11, 2011.**
2. Videos must have the following key features: ***Energetic; Smart; Compelling; Inspiring; Memorable.***
3. Videos ***must be no longer than 5 minutes*** and should address the following (not necessarily in this order):
 - Who are you?
 - What do you propose to do?
 - Why and how will it drive economic development to benefit retailers and restaurants downtown?
 - Why are you the best person or group to implement such a project?
 - What do you need to achieve success and how will the proposed funds be used?
4. Supporting Materials to include with your email submission:
 - Complete and sign the one page cover sheet attached
 - Provide documentation outlining the credentials of the key leaders of the project (Resume, CV, portfolio etc.) and/or the annual report of the sponsoring organization.



Log onto www.yorit.org to learn more or contact hello@yorit.org with questions.