

SIF Pitch Presentations for Tier 3 Funding

Applicants who are seeking Tier 3 Funding (\$1500 and \$3000) will be required to present a pitch to the SIF Committee. When submitting your application for Tier 3 Funding, you must be available during the set Pitch times designated for each semester. Applications that are complete and meet the SIF guidelines and eligibility will be scheduled for a 10 minute presentation during the Pitch Day. Applicants will be required to confirm their Pitch Time in advance with the SIF Secretary. Due to the heavy volume of applications received, there will not be any additional or alternate arrangements for the Pitch.

Pitch Dates and Times

Fall projects (application due September 10)	Pitch Date for Tier 3: September 17, 10 AM- 12 PM Location: 21 Sussex, room 321
Winter projects (application due January 11)	Pitch Date for Tier 3: January 18, 10 AM-12 PM Location: 21 Sussex, room 321
Summer projects (application due April 1)	Pitch Date for Tier 3: April 8, 10 AM-12 PM Location: 21 Sussex, room 321

Pitch Logistics

- The entire pitch time for each project will be 10 minutes total. Each application will have up to 7 minutes for their presentation and 3 minutes for follow up questions from the SIF Committee. We do recommend that presentations should aim to be 5 minutes and allow for more time for questions from the committee. There will be a strict time limit enforced to ensure fairness to all pitch applications so you must stay within your allotted time.
- There will not be access to a computer/ projector or any AV for this presentation. Please do not prepare any slides or tech. You will have access to a white board and flip chart paper however. Use this as an opportunity to refine your presentation and story telling skills and get creative!
- A pitch is your opportunity to tell the committee why your initiative is special and worthy of receiving Student Initiative Funds. The question at the forefront of your pitch should be “Why should SIF fund my initiative?”

Preparing for your Pitch

Take your time in preparing a well-crafted and well thought out pitch. Focus on making your pitch clear, concise and focused. What does the committee need to know about your project in order to provide you with funding? Your pitch is an opportunity to tell the committee what they don't already know from reading your application.

Components of your Pitch

- We recommend you start with “Why”- Instead of telling us what your project is or how you are going to do it, start by telling us why this project is essential to student life at UofT? Why can't we live without this project or initiative on campus?
- Next communicate how your project aligns with the Division of Student Life Mission, Vision, Values and Goals. We have also indicated that the I-hub domains are areas of priority for

funding. Describe how your projects supports these values/areas. Review the SIF Terms of Reference for additional information.

- Next briefly describe the key information about your project: Who, What, Where, When and How
- Lastly, present your budget. Tell the committee what you are looking for in terms of funding, how you are planning to spend it and also explain any other funding that you have obtained or that you are exploring.

Tips for Success

- Don't neglect your written application! The committee will review your written application in advance and this will be your project's first impression. The application and pitch are meant to work in tandem with each other. Use your pitch time to say the things that could not easily be said/described in your written application.
- Practice your pitch in advance. Practice in front of others who don't already know about your project and ask for feedback.
- Keep track of your time. All pitches will be timed and presentations will not be allowed to go over 7 minutes. The more time you leave for questions and discussion with the committee, the better!

You may wish to consider talking about:

- Where did the inspiration for your idea come from?
- How many students are you working with? Tell us about your project team!
- How have other UofT students been involved in the development or consultation of this project? How do you know that UofT students will support your idea (and the use of their student fees)? Have you consulted other students or involved them in the decision making?
- How many UofT students will be attending/benefitting from your project?
- How have you ensured that this event is inclusive, accessible and welcoming to everyone in the UofT community?
- What risk management plans and processes have you undergone or thought about for your project?
- When speaking to your budget- talk about the thought process and research you have put into choosing to spend money the way you have. The Committee looks more favourably on intentional spending and fiscal responsibility.
- How will you evaluate the success of your project?
- If you don't receive funding (or full funding), how will you run this project? How do you anticipate running this project in the future?

Question Period with the Committee

- Each project will have at least 3 minutes for questions. We do recommend that you consider keeping your pitch to around 5 minutes and allot more time for questions
- The committee will ask questions related to the scope of your project and for additional details that will assist them in making decisions about funding
- Be sure to keep your answers focused, detailed and succinct

- If you are asked a question related to an area of your project that you haven't had the opportunity to consider or research yet, you can speak to how you might incorporate or do additional research to incorporate that into your project
- The committee may also use the question period to provide you with suggestions to improve your project or navigate the event planning process at UofT. The committee is made up of student leaders and staff with a great deal of experience in project management and event planning. Use this as a development opportunity as the committee is invested in the success and development of all the projects and ideas whether they receive funding or not

Pitch Day

- It is important that you feel comfortable during your pitch! There is no formal dress code. Feel free to come and present in a way that is authentic to you
- Plan to arrive 5 minutes early. We do not have a huge waiting area or space and it will be a busy day. Also be advised that the meeting room is located within a suite of Student Life Staff Offices. Please be respectful that it is a work environment (but also a great place to learn more about the great work and opportunities happening in student life!)
- Please do not bring additional copies of your application- the committee will have already received and reviewed these. We are trying to be as environmentally friendly as possible!
- Do not bring any tech or AV.
- Bring a water bottle for yourself

Funding Decisions

- We will send email correspondence to the primary and secondary contacts on the application regarding the decision of whether your project will receive funding and the amount you are receiving
- Tier 3 pitches happen at the beginning of the funding process. There will be many other applications for Tier 2 and Tier 1 funding that will take time for the committee to review. This process will take about 2 weeks total to complete. You will only hear from us once the ENTIRE process is complete. Please try to be patient. We promise- you will hear from us either way!
- Funding Decision Emails come with a clear set of expectations, follow up and instructions. Please pay close attention, be sure to confirm your funding and stay in communication with us throughout your project. Failure to respond or adhere to the Terms of Reference or Guiding Principles could result in loss of your funding or prohibit you or your organization from seeking funding in the future

Final Words

We are so excited and thrilled to work with all student projects! We wish you all the success and we are here to help you along the way.

Contact us at: sif@utoronto.ca