Preview of SEED20 Application Questions

1. Confirmation of Eligibility

1a. I have reviewed the information about the [SEED20 program](#) and confirmed that I am available for all required dates.

1b. I have reviewed the SEED20 program [FAQs](#) including eligibility requirements.

1c. Is your initiative making or will it make a positive impact in the broader Charlotte region?

2. Participant Information

The term "Participant" or "you" refers to the individual who will serve as the sole representative, develop the pitch, attend all required sessions, and present at SEED20 OnStage. This person should be the Executive Director or equivalent.

2a. Participant Name

2b. Job Title

2c. Cell Phone Number

2d. Preferred Pronouns

2e. How did you hear about the SEED20 application?

3. Organization Information

3a. Organization Name

3b. Tax ID and associated nonprofit name (if applicable): Nonprofits do not have to have 501(c)(3) status to participate in the SEED20 program. However, if you do not have your 501(c)(3) status yet, you must have a fiscal sponsor or 501(c)(3) status by January 31 to receive online donations from the community. To receive SEED20 prizes you must have your 501(c)(3) status by December 31.

3c. Mailing Address

3d. Website Address (if available)

3e. Social Media Handles (Facebook, Instagram, YouTube and LinkedIn accounts, if available)

3f. Initiative Issue Area(s) (select up to three from provided list)

The next set of questions will be based on the application you select driven by initiative maturity. Note: We seek nonprofits of all maturities with no preference for one over another.

- *Well-formed Idea or New Nonprofit: Just getting started (typically operating for less than ~2 years). May just be an idea or be in startup or pilot phase. May not yet have 501c3 status.*
- *Emerging Nonprofit: Relatively young nonprofit (operating as a 501c3 for less than ~10 years) with an innovative approach.*
- *New Program: New program within a well-established nonprofit (operating as a 501c3 for more than ~10 years).*

For questions 4 and 5, the applicant will be asked to answer questions in one of the three columns based on the application you select.

4. Short response questions.

Well-Formed Idea or New Nonprofit	Emerging Nonprofit	New Program Within an Established Nonprofit
4a. What is the anticipated revenue in 2025? 4b. What are the current sources of funding (if any) (e.g. grants, sponsorships, individual donors, revenue from services, etc.)? NOTE: Please do not list specific donors or sponsors. 4c. How many full-time staff are currently involved? 4d. How many part-time staff are currently involved? 4e. How many volunteers are currently involved? 4f. What is required to launch this initiative (e.g. funding, staffing, physical space, etc.)? 4g. How long have you been involved with this initiative? 4h. How many hours per week do you spend supporting this initiative?	4a. How long has the nonprofit existed? 4b. What is the anticipated revenue in 2025 for the nonprofit? 4c. What are the current sources of funding (if any) for the nonprofit (e.g. grants, sponsorships, individual donors, revenue from services, etc.)? NOTE: Please do not list specific donors or sponsors. 4d. How many full-time staff are currently involved? 4e. How many part-time staff are currently involved? 4f. How many volunteers are currently involved? 4g. How long have you been involved with this nonprofit? 4h. How many hours per week do you spend supporting this nonprofit?	4a. Program Name 4b. How long has the **new** program existed? 4c. What is the anticipated revenue in 2025 for the **new** program? 4d. What are the current sources of funding (if any) for this **new** program (e.g. grants, sponsorships, individual donors, revenue from services, etc.)? NOTE: Please do not list specific donors or sponsors. 4e. How many full-time staff are currently involved in the **new** program? 4f. How many part-time staff are currently involved in the **new** program? 4g. How many volunteers are currently involved in the **new** program? 4h. How long have you been involved with this **new** program? 4i. How many hours per week do you spend supporting this **new** program?

5. Narrative questions.

Well-Formed Idea or New Nonprofit	Emerging Nonprofit	New Program Within an Established Nonprofit
5a. Please provide a high-level description of your initiative in 1 to 2 sentences. The suggested word count is 50 words or less. 5b. What is the issue that your initiative is addressing and why is this important to the community? The suggested word count is 200 words or less. 5c. Describe your programming and how it addresses the issue. The suggested word count is 200 words or less. 5d. What is innovative or unique about the initiative (compared to other organizations tackling the same issue)? The suggested word count is 200 words or less. 5e. What is the anticipated impact and how will you measure it? The suggested word count is 200 words or less. 5f. How would participating in the SEED20 program benefit your initiative? The suggested word count is 200 words or less.	5a. Please provide a high-level description of your nonprofit in 1 to 2 sentences. The suggested word count is 50 words or less. 5b. What is the issue that your nonprofit is addressing and why is this important to the community? The suggested word count is 200 words or less. 5c. Describe your programming and how it addresses the issue. The suggested word count is 200 words or less. 5d. What is innovative or unique about the nonprofit (compared to other organizations tackling the same issue)? The suggested word count is 200 words or less. 5e. What is the anticipated impact and how will you measure it? The suggested word count is 200 words or less. 5f. How would participating in the SEED20 program benefit your nonprofit? The suggested word count is 200 words or less.	5a. Please provide a high-level description of your **new** program in 1 to 2 sentences. The suggested word count is 50 words or less. 5b. What is the issue that your **new** program is addressing and why is this important to the community? The suggested word count is 200 words or less. 5c. Describe the **new** program and how it addresses the issue. The suggested word count is 200 words or less. 5d. What is innovative or unique about this **new** program (compared to other organizations tackling the same issue and if relevant, other programs within your organization)? The suggested word count is 200 words or less. 5e. What is the anticipated impact of the **new** program and how will you measure it? The suggested word count is 200 words or less. 5f. How would participating in the SEED20 program benefit this **new** program? The suggested word count is 200 words or less.