

The Iowa Innovation in Homelessness Incubator Pitch Competition calls for forward-thinking proposals aimed at addressing homelessness prevention and/or response.

We seek innovative ideas that aspire to create a state where homelessness is rare, brief and nonrecurring and support is readily available to those in need. The goal is to redefine the landscape of homelessness prevention and response systems and rethink how assistance for persons experiencing homelessness in Iowa is delivered.

This initiative challenges Iowa housing and community leaders to think innovatively about how we can implement new approaches to alleviate homelessness. Whether it involves developing essential resources, introducing innovative tools, enhancing services, fostering essential partnerships, or streamlining processes, we're in search of solutions that transcend traditional funding mechanisms and programs.

IFA has allocated up to \$225,000 in total funding for winning pitches, with each individual award limited to a maximum of \$100,000 per applicant. This funding will support the transformation of concepts into pilot initiatives, laying the groundwork for long-term impact, potential expansion, and measurable, life-saving outcomes.

The source of funding for the award will be from state funds not subject to traditional federal program requirements, providing greater flexibility to innovate around homelessness prevention and response.

2025 APPLICATION TIMELINE

- **July 25:** Application deadline at 5:00 p.m. CT
- **August 8:** Finalists notified
- **September 3:** Finalists make their pitches at the HousingIowa Conference in Cedar Rapids

GUIDELINES

- Proposals must be led and submitted by a State of Iowa nonprofit service provider, certified Local Housing Trust Fund, City or County or by a statewide association. One or more Iowa nonprofit agencies that provide services related to emergency shelter, street outreach, homelessness prevention, rapid rehousing, and/or permanent supportive housing to persons experiencing homelessness in Iowa must be a key partner in the proposal if not the lead applicant.
 - The maximum funding request is \$100,000 per proposal.
 - Proposals must be strategically aimed at preventing or alleviating homelessness and have the potential to be replicated or expanded across the state (funding requests specific to financing the existing general operations of individual agencies are ineligible).
 - Special consideration will be given to proposals that include any of the following aspects:
 - Partnerships between health systems and homelessness response systems or other cross-system collaborations
 - Efforts to address unsheltered homelessness, including but not limited to Homeless Court Programs
 - Proposals aimed at addressing the rising acuity levels of persons experiencing homelessness with higher acuity indicated by more complex, co-occurring issues that are likely to impact overall housing stability
 - Expungement of eligible criminal records to remove barriers for persons experiencing homelessness in applying for and obtaining housing and employment
 - Supported employment or other initiatives focused on increasing the self-sufficiency of persons experiencing homelessness through employment, especially collaborations with local employers
 - Initiatives to address workforce recruitment and retention within front-line homelessness response systems
 - Partnerships with local landlords and/or public housing authorities, including incentive programs aimed at expanding housing opportunities for persons experiencing homelessness
 - Data-driven initiatives to alleviate homelessness
- Proposal content and format is at the discretion of entrants and should be centered on innovation and supported by evidence-based practices.
 - Partnerships are highly encouraged but not required.
 - Proposals and the required acknowledgement form must be emailed to ifafyi@iowafinance.com and receive a confirmation email verifying submission.
 - Finalists will be determined by IFA and will be invited to make their pitch to a panel of judges at the HousingIowa Conference in Cedar Rapids on Wednesday, September 3.
 - Entrants are not guaranteed an opportunity to pitch for funding and must sign an acknowledgement form prior to submission of proposal.
 - IFA reserves the right to award funding to one, multiple, or no winners at its sole discretion.