



UMA Pathways to Patient Capital Practitioner Cohort: Request for Proposals

The Urban Manufacturing Alliance (UMA) invites proposals to participate in **Pathways to Patient Capital**, a new initiative for practitioners addressing capital access gaps for minority-owned manufacturing businesses. Through a competitive process, UMA will select capital access programs from across the U.S. to create a *practitioner cohort*. Over one year, this cohort will leverage a peer network and UMA's resources to build capacity and knowledge, solidify new partnerships, deepen impact, and contribute to research that advances the field. The UMA will also document each program's work and impact, and provide a platform for disseminating these stories.

Project Background

UMA sees the exciting beginnings of a solution to capital access gaps for manufacturing businesses and communities of color through **multi-stakeholder approaches to capital deployment** that can be developed and supported through a peer-learning, or cohort model. [Here is a full description of the project.](#)

UMA will work closely with the practitioner cohort to build on existing programs and create new pathways to capital access by uniting a range of capital providers—such as CDFIs, public agencies, financial institutions, impact investors, educational institutions, and place-based philanthropies—that are working to address the capital needs of small-scale manufacturers, with a racial equity lens.

We will also convene a group of policymakers, investors, and other thought-leaders in the capital access space through a Capital Access Advisory Board (CAAB). These leaders may not serve manufacturing-related businesses directly, but their expertise on capital needs and diversity, equity, and inclusion (DEI) can inform and scale the work of the practitioner cohort. This Advisory Board will help us ensure that *Pathways to Patient Capital* builds upon and benefits from the best research and practices in the field to date.

Opportunity & Value for Participants

Selected practitioners will see their programs or their professional knowledge fortified over the course of the year as they rigorously engage one another on their program strengths, challenges, approaches to local collaboration, and financial strategies. Engagements will be supported by a competitively-selected Advisory Board of capital access experts over the course of the cohort year.

Practitioners will be able to access UMA's network of more than 800 peers engaged in equitable economic development to learn about local contexts and strategies from the people implementing them on the ground. We believe these engagements, and the national connections they produce, could lead to additional capitalization and scale-up for selected practitioners.



UMA staff will work to ensure that selected practitioners come out more informed, and stronger programmatically, because of their participation in this cohort. Staff will document their engagements, and investigate best practices in capital access outside of the cohort, to create advocacy tools and research to spur new capital access initiatives with the aim of benefiting minority-owned manufacturing businesses beyond this program.

Practitioners selected for the cohort will:

1. Have the opportunity for peer learning and exchange with other cohort members, creating an intimate network of moral and programmatic support. Engagements will occur over the phone and through video calls, as well as during an in-person meeting alongside the Advisory Board. UMA will compensate travel and accommodations for selected practitioners to join the in-person meeting.
2. Deepen their capacity by contributing to and accessing multiple years worth of UMA knowledge development, such as research papers, case studies, webinars, and toolkits. UMA will help practitioners tailor the development of their capital access program over the course of the year with resource provision that is analogous to greater staff capacity for their organization.
3. Work to create a shared language around capital access work geared towards manufacturers, as well as equity metrics and indicators to guide impact.
4. See their story told to our member network (800 members) and extended network (over 1,200 practitioners across the country). In journalistic profiles, webinars, and research, our staff will document selected organizations and their impact to help a broader swath of people recognize the organization's role as a capital access provider, and how their work fuels the local economic power of manufacturing and entrepreneurship.
5. Be connected to a national Advisory Board of experts in capital access to help build knowledge, plan future strategies, and grow their programs—potentially beyond the program year.

Selected participants will be asked to join in a number of activities that will include attending webinars, regularly scheduled cohort calls, and at least one in-person meeting. The first in-person meeting will take place in Fall 2019 (specific dates and location forthcoming). Travel will be covered for 1-2 practitioners per model.

Who Should Apply?

Are you a local financial institution that is helping connect manufacturers or makers of color with capital? A non-profit that is partnering with other leaders in your city to create new pathways to capital



for entrepreneurs? A seed fund that is giving makers or manufacturers of color the capital they need to get started?

Applicants to this RFP could include:

- An individual organization or a group of organizations that provide capital products or other financial instruments to makers, manufacturers, designers, or others in the creative economy who are doing physical production
 - At least one applicant in a group must be providing capital products or other financial instruments; other organizations could include deployment, identification, or other support partners
- Organizations designing, but not yet implementing, these types of programs
- Organizations who have implemented similar programs for other industries (construction, housing) and who are planning to move into the manufacturing space

Examples of applicants include: financial institutions (banks, CDFI's, credit unions); philanthropies; local or state governments; impact investors; non-profit or community-based organizations; trade organizations. Businesses themselves are not eligible for participation unless they are providing capital for other businesses.

For any questions about eligibility, please reach out to Eva at eva@urbanmfg.org or attend our Q&A Video Session (more info below).

RFP Proposal Guidelines

Please provide a brief (2-3 page) proposal that describes your program, your interest in this cohort, and how participation will benefit your work. In your response, please answer the following questions:

1. What barriers are you currently facing in your work, and how do you believe joining this cohort will help you address them?
2. What value do you believe you will bring to this cohort, and what value do you hope to receive by joining this cohort?
3. What kinds of partnerships did you cultivate (or do you want) to bring your program to life? Describe why this was important to your model. What kind of partners do you wish you could involve in your program, and why?
4. In general, what areas do you believe require more research in this space?
5. How have you approached creating metrics for your work in the past? If you've created metrics around equity, please describe the process for designing those metrics here.



Please submit your response via email to info@urbanmfg.org by **August 5, 2019**. UMA will review applications and select final participants by August 19, 2019. On **Thursday, July 25 from 4-5pmET**, we will be holding office hours via Zoom Video to answer any questions applicants may have.

Zoom meeting info: <https://zoom.us/j/6062530069>, or telephone: 646 558 8656, Meeting ID: 606 253 0069. Please contact Eva at eva@urbanmfg.org with any questions.

About UMA

The Urban Manufacturing Alliance (UMA) is a national coalition of over 800 organizations and individuals in approximately 200 cities. Our mission is to build robust, environmentally sustainable, and inclusive urban manufacturing sectors.

We focus on cultivating networks that learn from each other; sharing and amplifying what works between and within cities; and supporting the implementation of policies that encourage the development of sustainable, diverse, innovative, and equitable manufacturing in urban settings.

We believe that manufacturing is good for cities: a vibrant urban manufacturing offers unique pathways for diverse residents to share in economic prosperity through manufacturing employment, entrepreneurship, and business ownership. An authentic and inclusive local manufacturing economy also reinforces and celebrates a city's unique cultural assets and pride of place. We also believe that cities are good for manufacturing: they offer a rich concentration and diversity of people, resources, and creativity that lend themselves to stimulating more nimble, competitive, and innovative manufacturers. Learn more at urbanmfg.org.