



# COMMUNITY IMPACT ALLIANCE

*The Community Impact Alliance unites local organizations working toward shared goals of empowerment, education, and economic prosperity. Together, we amplify our impact by collaborating on initiatives like ImpactX — combining resources, mentorship, and community engagement to build a stronger, more equitable future for all.*





## A Youth-Focused Pitch Competition

### Overview

ImpactX is a youth-focused pitch competition created by the Community Impact Alliance — a coalition of local nonprofits and community partners dedicated to empowering young changemakers. This annual event challenges participants to design socially conscious businesses that create lasting impact in their communities. ImpactX serves as a launchpad for innovation, collaboration, and social entrepreneurship across Lake Elsinore and the surrounding region.

### Purpose & Goals

ImpactX inspires and equips youth and young adults to become changemakers through entrepreneurship.

The competition includes two categories:

- Middle School - High School (under 18) – Young Innovators
- Ages 18 – 30 – Young Changemakers

Participants pitch business ideas that are socially conscious, sustainable, and community-focused.

### Goals include:

- Empowering youth to see themselves as leaders and problem-solvers.
- Promoting social innovation and entrepreneurship within the community.
- Fostering collaboration between schools, nonprofits, and local businesses.
- Providing mentorship, seed funding, and exposure to resources for success.

### Judging Criteria

Projects are evaluated based on five core categories:

- Impact – Significance and measurability of positive change (25%)
- Innovation – Creativity and originality of the idea (20%)
- Feasibility – Realism and sustainability of execution (15%)
- Presentation – Clarity and confidence in communication (10%)
- Community Connectedness – Engagement, inclusivity, and long-term value to the community (30%)

Special emphasis is placed on how each project connects to and uplifts the local community.

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