



Sustainability Community of Practice: Session Overviews & Pitch Videos

In order to offer a Community of Practice (CoP) that was responsive to the needs of the Pediatrics Supporting Parents (PSP) Proof Point Communities (PPC), ZERO TO THREE facilitated several planning meetings so all five PPCs could explore what supports were needed around sustainability. This approach allowed the backbone team to gather the information and feedback needed to plan a relevant and meaningful CoP.

Session 1: Information Gathering

February 25, 2025 - [Slide Deck](#)

Learning Community members from every PPC attended to discuss PSP sustainability focus areas, peer sharing, and do a pulse check on their path to sustainability. Teams were prompted to reflect on what sustaining family partnership at their current level would look like in practice, share strategies that have worked, and identify gaps in tools or resources. As a takeaway, participants were asked to consider what support they could advocate for institutionally, and to commit to one concrete action step before the next session.

Session 2: Pitch Coaching

May 27, 2025

After the initial session, the ZERO TO THREE backbone team partnered with [Promise Venture Studio \(PVS\)](#) to provide group sessions, and individualized coaching and technical support, for the creation of pitch videos for each PPC. The pitch videos are to be used by the PPCs to help engage new funders and support their sustainability efforts. Promise Venture Studio is a nonprofit that supports social entrepreneurs in early childhood development, focusing on

reducing race and identity-based disparities for children from prenatal to age five. This session, entitled “Anatomy of a Pitch” provided an overview of the importance of, and the process for, developing an effective pitch.

1:1 Coaching: Pitch Development

Between CoP sessions two and three, and prior to production of the videos, PPCs received individualized coaching from PVS to outline their pitch videos, refine messaging, create draft slides, and prepare for the pitch practice session in August.

Session 3: Pitch Practice

August 26, 2025

Learning Community members were invited to be audience members at this session, giving each PPC the opportunity to do a practice run of their pitch. PVS staff and funders who attended provided immediate feedback so teams could refine their pitches before recording.

1:1 Coaching: Pitch Finalization and Recording Preparation

Between CoP sessions three and four, PPCs received individualized coaching from PVS to complete their final slides and set up for successful Zoom recording of their pitches.

Session 4: Dissemination Coaching

November 20, 2025

Led by PVS, this session focused on regional funder identification, outreach, and ways to frame the pitch videos for a wide range of purposes and audiences.

Final Pitch Videos by PPC

- [Bay Area, CA - Early Relational Health \(ERH\) Curriculum Team](#)
- [Bay Area Toxic Stress Network Improvement Collaborative \(TONIC\) Team](#)
- [Durham, NC](#)
- [Los Angeles, CA](#)
- [Onondaga County, NY](#)
- [Pierce County, WA](#)