

MODERN LUXURY

HAMPTONS

VOLUME 48, ISSUE 6

MODERNLUXURY.COM



NINA AGDAL

PITCH PERFECT

Brooke Bohnsack's Pitch Your Peers is redefining how the Hamptons community connects, gives back and creates change. *by KATHERINE BEEN*

IN A ROOM filled with women committed to making a difference, the format is simple: 15 minutes per speaker, a room full of peers and a decision made within 48 hours about which local nonprofits will receive funding.

At each Pitch Your Peers (PYP) event, three to four members present a charity they support, making the case for why it deserves funding. Following the presentations, members have 48 hours to reflect before casting votes through a simple survey. Once votes are tallied, grant recipients are selected.

"It's a very simple concept, and it was really just to get women out there together and inspire them to go out and give," says founder Brooke Bohnsack.

Ten years ago, a friend approached Bohnsack wanting to give back to the community but unsure where to begin. Bohnsack suggested creating an organization that would educate women about local needs while making philanthropy more accessible. Founded in Greenwich, Conn., in 2016, Pitch Your Peers brings together members to network while learning about nonprofit organizations in their communities.

"It evolved into this *Shark Tank*, but for charity, idea," Bohnsack says. Since its founding, Pitch Your Peers has expanded far beyond its Greenwich roots, growing to seven chapters across the country.

"People are constantly getting hit up for donations," Bohnsack says. "Why don't we just pool this money and make it easier to give away and make a greater impact by working together?"

The model has streamlined philanthropy, and its simplicity resonates with members. With busy schedules and countless worthy causes competing for attention, it can be difficult to determine where to make a meaningful impact. Pitch Your Peers underscores the power of collective giving, creating a space where members can connect, learn and give back in an accessible, engaging way.

Pitch Night also offers members an opportunity to strengthen their public speaking skills while championing causes they care about.



Brooke Bohnsack, founder of Pitch Your Peers, will host the Nov. 7 Pitch Day in the Hamptons.

"Even if you pitch and you lose, you never lose, because now you've educated over 45 members about something," Bohnsack says. Although the concept is straightforward, the organization's impact is far-reaching.

"We've also been trying to empower our members to feel confident and stand up there for what they believe in, so [Pitch Your Peers] gave them a platform to do that in an easy way," Bohnsack says.

Bohnsack knew the Hamptons would embrace Pitch Your Peers. "So many people see the Hamptons as just an affluent community," she says. "I realized quickly when we moved here that the year-round population was the opposite." She wants the Hamptons chapter to showcase and address community needs. Since launching the Hamptons chapter in 2023, Pitch Your Peers has awarded grants to i-tri, Springs Food Pantry, Project MOST, The Retreat and Share the Harvest Farm based on members' pitches.

The organization is expanding its reach with the launch of Pitch Your Peers Teen, an

initiative exclusive to the Hamptons chapter. Designed for high school students, PYP Teen encourages young people to engage with philanthropy during the summer months. After the children of two PYP members helped launch the initiative, they invited friends to join, quickly growing the program ahead of its first volunteer opportunity in June. "The most exciting thing for me now on my radar is building this community of young kids, exposing them to the importance of giving back and that feeling of creating an impact in their community," she says.

Looking ahead, the next major event for Pitch Your Peers in the Hamptons is its annual Pitch Day on Nov. 7. This year, the organization will host the event at LTV Studios, where pitches will be filmed and aired for the first time. "Each day, I wake up eager to give back and inspire those around me to lead with compassion and kindness," she says. "The core mission of PYP and our newest initiative, PYP Teen, is to cultivate other leaders in the community who aspire to do the same." pypthehamptons.org