

2025 Request for Proposals

Third Way Moderate Power Venture Fund

About Third Way

Third Way is the driving force on the center left for high-impact ideas and advocacy. Our work champions moderate policy and political solutions on behalf of the vast American middle and acts as a critical bulwark against the rising tide of political extremism. Our approach combines rigorous policy research, deep knowledge of the people and places that decide majorities, and strategic campaigns designed to persuade elected officials and other key influencers on the defining issues of our time.

We are passionate moderates who believe in building an opportunity economy that rewards hard work, making progress on social issues to uphold our fundamental freedoms, protecting our climate by winning the global clean energy technology race, and securing our safety against evolving 21st century threats. Since our founding in 2005, Third Way has earned a reputation for innovative policy proposals, political initiatives that shift the national debate, and an incisive capacity for assembling winning coalitions.

The Moderate Power Venture Fund

The Moderate Power Venture Fund (MPVF) is one of several strategic programs within the Moderate Power Project, Third Way's ambitious initiative to build a robust advocacy infrastructure on the center left. Launched in 2024, the Venture Fund invests in and supports entrepreneurial projects working to build center-left social capital and political power. Midway through our successful and inspiring inaugural cycle, we are pleased to kick off this second round of funding.

We invite proposals for ambitious projects led by exceptional leaders that strengthen critical elements of a moderate power infrastructure. Ideal applicants will address gaps in the center-left landscape, focusing on new opportunities rather than duplicating or reshaping existing efforts. Our goal is to maximize the impact of our investment, whether by seeding an entrepreneurial new project, providing an influx of capital to bring an established organization to scale, or anything in between.

MPVF will make investments of approximately \$50,000 to \$200,000 in a handful of groups by late May or early June of this year. We will also offer grantees access to a variety of strategic and operational support services, including fiscal sponsorship, HR and/or payroll systems management, strategic advising, technical expertise, physical office space, and more. Projects selected for second-round review will be encouraged to explore these options with the Third Way team.

Selection Criteria

As mentioned above, we seek strategic, innovative work that addresses critical gaps in center-left power-building and strengthens the existing moderate power infrastructure. Eligible projects may take a wide variety of formats: from a center-left social media influencer group, to a leadership

training institute, grassroots organizing project, rural media platform, tech innovator, or many, many others. We hope to have our horizons expanded by the breadth of innovative applications—particularly in the areas of communication and organizing, where political moderates have struggled to keep pace with the extremes. We are also open to investment in exceptional people; if a dynamic leader with a groundbreaking idea and cohesive plan of action submits an application, it will receive due consideration.

Our team will review each application with the following criteria in mind:

1. Does the project have a compelling vision that will contribute to strategic growth on the center left?
2. Does the project have a unique value-add, or will its work duplicate existing efforts?
3. Will our investment be put to good use and have a significant impact on project development?
 - a. Will it be spent by strong leaders with a sound strategic plan?
 - b. How will our funds help bring project efforts to scale?
4. What are the short- and long-term project goals?
 - a. If project work is successful, what results should we expect to see, and when?
 - b. Will there be measurable progress end of the funding term, even if only as proof of concept?
5. How does the project mission and team fit into our broader grantee cohort?

Application Process & Timeline

[CLICK HERE](#) to apply. Priority consideration will go to applications submitted on or before **April 1, 2025**.

We plan to contact promising applicants for second-round review by mid- to late-April, and to select our final investment portfolio and disperse funds by late May or early June of this year.