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Heisman Trophy Youth Development Fund Call for Letters of Interest

Letters of Interest Must Be Received On or Before March 25, 2019

Education-focused programs can help young people build academic skills. But they are not for everyone, particularly students with weak attachments to school and those who want to socialize with their friends during non-school hours. Young people need options.

Organizations that combine sports and academics help young people learn respect, compromise, and persistence; how to play on a team; and sportsmanship. These free community programs attract young people who shy away from academic programs, and offer low-income youngsters the opportunity to engage in sports that otherwise might be beyond their reach. But many of these organizations face a number of common challenges: a dearth of trained staff, lack of organizational management skills, and limited resources. Strengthening the capacity of these organizations will result in more effective services for underprivileged youngsters, who will engage with academic and youth development programs to play sports.

The Heisman Trophy Trust has always supported amateur athletics to provide greater opportunities for young people to learn valuable life skills such as diligence, perseverance, and hard work. Building on this work, in 2017, the Heisman Trophy Trust established the Heisman Trophy Youth Development Fund (the Fund) at the New York Community Trust (The Trust). Established in 1924, The Trust is one of the largest community foundations in the United States. More information about The Trust is available at www.nycommunitytrust.org.

The Fund's purpose is to support charitable organizations that offer programs that integrate organized sports and academics for young people up to age 18. The goals of the Fund are to:

1. make sports widely available to young people regardless of athletic ability; and
2. engage young people in academics and Olympic sports(s) that teach teamwork, sportsmanship, leadership, and excellence with integrity.

I. Request for Letters of Interest

In 2019, Letters of Interest (LOI) to the Fund will accepted from nonprofit organizations in New York City, Long Island, Westchester, and Newark, New Jersey. The Fund will consider grants of \$10,000 to \$40,000. We strongly encourage small nonprofits to apply.

The review and selection of LOI's will be competitive and guided by an advisory committee. Preference will be given to academically-focused youth sports projects that:

1. Have the potential for scale, i.e., serve substantial numbers of underprivileged young people, and/or operate on a minimum of five public school campuses;
2. Integrate academics and sports activities or
3. Will improve the quality and effectiveness of existing programs to better support young people.

II. Submission Requirements and Procedures

Applicants must:

1. Be tax-exempt 501(c)(3) organizations in New York City, Westchester, Long Island, or Newark, New Jersey (unincorporated organizations may apply using a fiscal sponsor).
2. Meet the governance and financial standards of the Better Business Bureau, including a board of directors with at least five members, no more than one of whom is paid.

Applicants may submit only one letter of interest for a single project. Applicants that operate programs in more than one municipality (e.g., New York City, Long Island, Westchester, or Newark, New Jersey) may request support for only one site. **We will not make grants for**

general operating support; for programs that are selective or designed to work solely with student athletes, or offer only homework help; or work with charter or private schools.

Prospective applicants should submit a four-page letter of interest—single-spaced using 12-pt. font—on or before March 25, 2019. The inquiry should include:

1. The organization(s) involved;
2. The issue to be addressed;
3. How the objectives of the proposed project relate to the Fund’s priorities;
4. The goals of the project and the activities that would be undertaken during the next 12 months to meet those goals;
5. The number of weeks and hours per week that youth will participate in academic and sports programming (educational services must be offered at least four hours per week);
6. Demographics of participants and neighborhoods, if applicable;
7. Names and qualifications of youth development, academic, and/or coaching staff and planned professional development activities;
8. The processes for measuring participants’ progress toward meeting the program aim and plans for data collection and analysis; and
9. A project budget, the amount requested, and other sources of revenue. (Organizations may request up to 20 percent of the total budget for equipment.)

A conference call will be held on March 4, 2019 from 2:00 p.m. to 3:00 p.m., to discuss in further detail the scope of this project and to answer all questions. If you plan to participate in the call, please email Leigh Ross—lcr@nyct-cfi.org—by close of business on March 1, 2019.

Letters of Interest must be uploaded to <http://proposals.nycommunitytrust.org> by 5:00 p.m. on March 25, 2019. We welcome submissions before this deadline. Applicants will be notified by email if the proposed project is of interest to the Fund, and may be asked to submit a formal grant proposal and attachments. Site visits and follow-up phone calls also may be arranged.