NEW YORK LIFE LOVE TAKES ACTION AWARDS

Frequently Asked Questions
Updated 5/27/2020

1. ELIGIBILITY

1.1. What do I have to do to submit a nomination?

The application requires completion of a brief online fill-in form and the upload of an attachment with a statement from the nominator, and from the nominee. See the Application Instructions for the specific information to be provided by the nominator (New York Life employee or agent) and the nominee. Go to The New York Community Trust’s Grants Portal by clicking on “Apply” and then selecting the LOI labeled “(By Invitation Only) New York Life Love Takes Action Awards.” The nominator clicks on the “Apply” button.

1.1. What is a “paid staff head”?

The head of the nonprofit such as the executive director, president, or chief executive officer.

1.2. Can I submit a nomination even though I am not affiliated with New York Life?

NO. Only employees and agents of New York Life, regardless of council status, can submit a nomination.

1.3. Who can be nominated?

The nominee should be an individual who embodies the values of “self-less” love and is serving their community in extraordinary ways in response to the COVID-19 pandemic. They can be volunteers, board members, nonprofit founders and leaders, or community servants who personify “love taking action.”

1.4. Can I nominate more than one individual?

NO. The New York Life employee or agent may nominate only one individual for this award, who then recommends one nonprofit to receive the grant award.

1.5. Can multiple New York Life agents or employees co-nominate the same nominee?

YES. If multiple New York Life agents or employees want to co-nominate the same extraordinary individual working to serve their community, mention this in the application. This may help make your application even more compelling.
1.6. Can I nominate someone who is part of New York Life?

NO. Nominees may not be New York Life employees, agents, consultants, or interns.

1.7. Are nominations geographically limited?

The nominees can come from any region across the United States, including tribal lands.

1.8. What organizations can be recipients of the grant award?

The nonprofit recommended by the nominee must meet all of the following criteria:

✓ be a public charity that is tax-exempt under IRS section 501(c)(3);
✓ have existed for at least two years;
✓ have an annual operating budget of $200,000 or more as demonstrated by the 2018 IRS Form 990 tax filing’s expenses;
✓ have a board made up of independent volunteers, with at least 5 unrelated voting members, and regular board meetings.

1.9. What organizations are not eligible for the grant awards?

The following are ineligible:

• organizations that discriminate on the basis of age, citizenship, color, ethnicity, gender, gender identity, genetic information, marital status, national origin, physical or mental disability, political affiliation, race, religion, sex, sexual orientation, veteran, or other protected status;
• private foundations;
• houses of worship and organizations or activities whose services are limited to members of one religious or sectarian group;
• nonprofits named for, or established, maintained, financed or controlled by a federal official (such as a member of the U.S. Congress, a federal agency official, or staff member of either).

1.10. Why is the annual operating budget minimum $200,000? I have some great organizations in mind that don’t meet this requirement.
We understand that the need is great and resources are limited. However, as a foundation, we must avoid “tipping”—making an overly large grant to a nonprofit as a proportion of its budget that may jeopardize its 501(c)3 tax status with the IRS. We have set this budget limit to ensure that the $50,000 award will comprise no more than 25 percent of a nonprofit’s budget.

1.11. Can nominees be affiliated with the nonprofit recommended for the grant?

YES. The nominee who recommends the nonprofit may be a board member, volunteer, or employee.

1.12. Can employees or agents of New York Life be affiliated with the nonprofit recommended for the grant?

YES. New York Life employees or agents may volunteer or serve on the board of the nonprofit recommended for the grant.

2. AWARDS

2.1. How many nominees will be selected?

35 extraordinary everyday heroes responding to the COVID-19 pandemic will be selected.

2.2. Will the selected nominees receive a cash award?

NO. Selected nominees will receive public recognition for their extraordinary service marking New York Life’s 175th anniversary, but will not receive cash awards. The nominee’s recommended nonprofit will receive the cash grant.

2.3. Who will receive the cash award?

The nominee recommends a nonprofit to receive the grant award, which is a $50,000 one-time, one-year grant for general operating support.

2.4. Will the grants be renewed?

NO. All grants are one-time-only. No grant will be renewed by either the New York Life Foundation or The New York Community Trust.

2.5. Are there reporting requirements for the nonprofits that receive the grant reward?

Nonprofits will only need to submit a short letter acknowledging receipt of the grant.
2.6. Can nonprofits re-gift or re-grant an award received through this program?

YES, if they so choose. The grant is for general operating support, to be used as the nonprofit determines.

3. THE APPLICATION

3.1. What is a “paid staff head”?

The head of the nonprofit such as the executive director, president, or chief executive officer.

3.2. Does the nominee’s work need to be focused on COVID-19’s domestic work?

YES. Our focus is on the United States, which is a global epicenter for the crisis. The nonprofit selected must be in the United States. A nominee who organized COVID relief fundraising in a U.S. town with local leaders to direct funds to another country, would be eligible as an everyday hero who mobilized a local community in the U.S., but the nonprofit that person selects must meet the eligibility criteria.

3.3. What’s Guidestar and a National Taxonomy of Exempt Entities code and how do I use them?

NTEE or National Taxonomy of Exempt Entities codes classify nonprofits into categories (e.g., art museums or community health clinics.) You can get this information along with the nonprofit’s EIN number and total yearly expenses (or total gross receipts) from www.guidestar.org (a free service that requires an email to register). You will need to include this information when you complete the application. Once you log in to Guidestar, search for the nonprofit’s name. The EIN number appears in the search results. Once you click on the agency and are taken to their profile, you’ll see the NTEE Code listed as “Cause Area (NTEE Code).”

3.4. How do I get a PDF?

You must cut and paste all the documents required for the application and save into one document. The application must be submitted as PDF. Microsoft Office will let you convert your documents into PDFs when you save them.

4. REVIEW PROCESS

4.1. What is the due date for nominations?

June 12, 2020 at 3:00pm EST is the new extended deadline for nominations.
4.2. How do I submit a nomination?

To apply, the nominator (New York Life employee or agent) submits information via The New York Community Trust’s [Grants Portal/Available Letter of Interest (LOI) tab](Grants%20Portal/Available%20Letter%20of%20Interest%20(LOI)%20tab) by selecting the LOI labeled “(By Invitation Only) New York Life Love Takes Action Awards Fund.” The nominator clicks on the “Apply” button.

4.3. How will nominees be selected?

Letters of Inquiry (nominations) will be reviewed by an external panel of experts and be evaluated on a competitive basis using the following criteria:

- Engagement of nominator in the work of the nominee;
- Ability to show specific examples of the nominee demonstrating “love taking action” in the community;
- Nominee’s articulation and expression of agápē in their community in response to the COVID-19 pandemic; and
- Demonstrated commitment of the nominee to a vulnerable or underserved population or community.

4.4. When will the awards be announced?

The Love Takes Actions awards will be announced by September 30, 2020.

If you have questions about the New York Life Love Takes Action Awards that are not answered here, please contact Kerry McCarthy at kem@nyct-cfi.org or Barbara Taveras at bat@nyct-cfi.org.