Love Takes Action Awards
Information Session
May 7, 2020
Welcome

Marilyn Torres
Corporate Vice President, New York Life Insurance Company
THE OPPORTUNITY

KERRY MCCARTHY
Vice President for Philanthropic Initiatives
OVERVIEW

New York Life Nominator -> AGÁPÉ -> Nominee -> $ -> Recommended Nonprofit
GRANT AWARDS

- A TOTAL OF $1,750,000 will be awarded through one-time, one-year grants to nonprofits designated by the nominees.

- 35 grants of $50,000 each will be awarded to nonprofits representing a diversity of geographies and service areas.
SAMPLE NOMINEES

HELPING HANDS
DURING COVID EMERGENCY

COVID RESPONSE
“COMMUNITY KITCHEN”

CARING FOR THE KIDS OF COVID-19
HEALTH CARE WORKERS
APPLICATION PROCESS

New York Life Foundation
Love Takes Action Awards
URL

NEW YORK LIFE FOUNDATION
LOVE TAKES ACTION AWARDS FUND

About the New York Life Foundation's Love Takes Action Awards Fund
in The New York Community Trust

New York Life agents and employees may nominate extraordinary community members for the Love Takes Action Awards. 35 community members from across the nation embodying the value of “agape,” or Love Taking Action, in response to the COVID-19 pandemic will be honored as part of New York Life's 175th anniversary. Each honoree will select a nonprofit to receive a $50,000 general support grant from the New York Life 175 Anniversary Fund in The New York Community Trust.
APPLICATION PROCESS

Available LOIs

(By Invitation Only) New York Life Love Takes Action Awards  Apply until 5/29/2020  Download Instructions  Apply

Available RFPs

NYCT Ongoing Competitive Grants  Apply until 12/31/2020  Download Instructions  Apply
APPLICATION PROCESS
APPLICATION PROCESS

The New York Community Trust connects past, present, and future generous New Yorkers with vital nonprofits working to make a healthy, equitable, and thriving community for all.
LOI REVIEW & SELECTION

- LOIs will be reviewed by a committee of community foundation representatives from around the country.

- Review and selection criteria include:
  - Ability to show specific examples of the nominee demonstrating “love taking action” in the community in response to the COVID-19 pandemic.
  - Nominee’s articulation and expression of agape in his/her community.
  - Demonstrated commitment of the nominee to serving a vulnerable population or community.
  - Degree of community endorsement for the nominee.
TIMELINE/KEY DATES

- **May 29, 2020** — Application Deadline
- **June** — Review/Selection of nominations (LOIs)
- **July 7** — Semi-finalists are selected
- **July 21** — Nonprofits of semi-finalists submit required materials to The Trust
- **September 30** — 35 Finalists are announced
NYCT CONTACTS

- Kerry McCarthy: kem@nyct-cfi.org
- Barbara Taveras: bat@nyct-cfi.org
QUESTIONS?