Love Takes Action Awards
Information Session
May 6, 2021
WELCOME

Marlyn Torres
Senior Program Officer,
New York Life Foundation
THE OPPORTUNITY

THE NEW YORK COMMUNITY TRUST

Kerry McCarthy
Vice President for Philanthropic Initiatives, The New York Community Trust
2021 ELIGIBLE NOMINATORS

☑ New York Life Agents
☑ New York Life Employees (part-time and full-time)

☒ Consultants and interns are ineligible.
The 2021 Love Takes Action Awards will recognize individual nominees who are:

ADVANCING COVID-19 RELIEF EFFORTS

ADVANCING SOCIAL AND RACIAL JUSTICE EFFORTS
Nominees must be affiliated with a nonprofit as a current and active:

- Employee (includes executive leadership)
- Board Member
- Volunteer

That nonprofit will receive the grant award.
Affiliated nonprofits must:
- Be a public charity that is tax-exempt under IRS section 501(c)3
- Have existed for at least two years
- Have an annual budget of at least $200,000
- Have a board made up of independent volunteers, with at least 4 unrelated voting members

2020 Love Takes Action Award winners are not eligible for this opportunity.
A TOTAL OF $500,000 will be awarded through one-time, one-year grants to nonprofits for which the nominees are employees, board members, or volunteers.

20 GOS grants of $25,000 each will be awarded to nonprofits representing a diversity of geographies and service areas.

10 awards in the COVID-19 response category, 10 awards in the social and racial justice category.
2020 WINNERS

KEEPING PEOPLE CONNECTED WITH INCARCERATED LOVED ONES

HELPING VULNERABLE STUDENTS CONTINUE REMOTE LEARNING

 PROVIDING SPIRITUAL CARE TO THE ILL OF ALL FAITHS, ENSURING THAT “NO ONE DIES ALONE”
APPLICATION PROCESS

New York Life Foundation
Love Takes Action Awards
URL

APPLICATION PROCESS

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

Deadline to submit completed application: June 4, 2021, 5 p.m. EST

New York Life agents and employees may nominate individuals for the Love Takes Action Awards. 2021 intends each from across the nation who embodies the values of "solid" or "Love Takes Action". In response to the COVID-19 pandemic, or to advance social and racial justice, will be honored. Nominees must be a current and active employee, board member, or volunteer of a nonprofit. Each honoree's affiliated nonprofit will receive a $25,000 general support grant from the New York Life Love Takes Action Awards Fund administered by The New York Community Trust.

Click this button to get to the application page
APPLICATION PROCESS

Available RFPs

<table>
<thead>
<tr>
<th>RFP Title</th>
<th>Application Deadline</th>
<th>Instructions</th>
<th>Apply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fund for New Citizens</td>
<td>Apply until 5/13/2021</td>
<td>Download Instructions</td>
<td>Apply</td>
</tr>
<tr>
<td>2021 Van Lier Fellowship Program</td>
<td>Apply until 5/5/2021</td>
<td>Download Instructions</td>
<td>Apply</td>
</tr>
<tr>
<td>NYCT Ongoing Competitive Grants (2021)</td>
<td>Apply until 12/31/2021</td>
<td>Download Instructions</td>
<td>Apply</td>
</tr>
</tbody>
</table>

Available LOIs

<table>
<thead>
<tr>
<th>LOI Title</th>
<th>Application Deadline</th>
<th>Instructions</th>
<th>Apply</th>
</tr>
</thead>
<tbody>
<tr>
<td>(By Invitation Only) New York Life Love Takes Action Awards</td>
<td>Apply until 6/4/2021</td>
<td>Download Instructions</td>
<td>Apply</td>
</tr>
</tbody>
</table>
## APPLICATION PROCESS

**Welcome to The New York Community Trust's GRANTS PORTAL**

By clicking on the 'Create Account' button below, you are accepting the Terms and Conditions of the New York Community Trust website. To apply for a grant, please select 'Apply for a Grant' from the menu. If you encounter any difficulties with the GRANTS PORTAL, please contact the New York Community Trust at 718-966-0885 or grants@nycommunitytrust.org.

---

**Application Process**

1. **Login**
   - If you have already created an account, please select the 'Login' button. You will be prompted to enter your login credentials.
   - If you have not created an account, please select the 'Create Account' button. You will be prompted to create a new account. This is a one-time process, and you will be able to log in with your new credentials.

2. **Register**
   - If you do not have a New York Community Trust account, you will need to create one by following the instructions provided.

3. **New York Community Trust Grant Application**
   - Once you are logged in, you will be directed to the New York Community Trust Grant Application page. Here, you will find all the necessary information to create a grant application.

4. **Submit**
   - After completing your grant application, you will be prompted to submit it. Please review your application before submitting to ensure all necessary information is included.

---

**Contact Information**

For any questions or assistance, please contact the New York Community Trust at 718-966-0885 or grants@nycommunitytrust.org.
APPLICATION PROCESS

Statement from Nominator

- Name, contact info (mailing, phone, email)
- **COVID-19** or **Social & Racial Justice** category
- If agent, provide General Office Name, General Office Code, Agent Code, and Council Status
- Name of nominee and affiliated nonprofit
- What makes this nominee’s work special and significant?
- What is your experience of the work of the nominee?
- How is the community better as a result of the nominee’s efforts? Provide specific examples.
- How is the nominee recognized as an outstanding community member?

Statement from Nominee

- Name, contact info (mailing, phone, email)
- What actions have you taken to respond to the pandemic or to further social and racial justice?
- Why do you do what you do? What change do you want to see? What personal values shape your commitment?
- What is your nonprofit’s mission and how does it align with your own purpose?
- What is the community you serve? Be specific.
- What are you most proud of in terms of the progress you’ve made? Provide examples.
- How has your community recognized your exceptional dedication and leadership?
Mission

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.
LOIs will be reviewed by a committee of community foundation and social service 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.
- Nominee’s articulation and expression of service in their community.
- Demonstrated commitment of the nominee to a vulnerable population or community.
- Level of enthusiasm of nominator for nominee’s work.
TIMELINE/KEY DATES

- **June 18, 2021**: Application Deadline [EXTENDED AS OF 6/1]
- **June - July**: Review/Selection of nominations (LOIs)
- **July**: Semi-finalists are selected
- **August**: Nonprofits of semi-finalists submit required materials to The Trust
- **Late September/Early October**: 20 awardees are announced
NYCT CONTACTS

Julia Chang: jtc@nyct-cfi.org

Kerry McCarthy: kem@nyct-cfi.org

Please direct all questions to The New York Community Trust, program administrator.