

THE NEW YORK  
COMMUNITY TRUST



909 Third Avenue, New York, NY 10022  
T: 212-686-0010 F: 212-532-8528  
[www.nycommunitytrust.org](http://www.nycommunitytrust.org)

## **Heisman Trophy Youth Development Fund Call for Letters of Interest**

*Letters of Interest Must Be Received on or Before December 10, 2019*

---

Sports-based youth development programs help young people build academic skills and learn about compromise, persistence, competition, collaboration, and sportsmanship. Sports-based youth development initiatives also give youngsters the opportunity to engage in sports that otherwise might be beyond their reach. But many sports-based youth development organizations face common challenges: a shortage of trained staff, weak organizational management skills, and limited resources. Strengthening the capacity of these agencies may inspire youngsters to engage in academic and youth development activities to play sports.

The Heisman Trophy Trust has always supported amateur athletics to provide greater opportunities for young people to learn valuable life skills. 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](http://www.nycommunitytrust.org).

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

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

## **I. Request for Letters of Interest**

Letters of Interest (LOI) to the Fund will be accepted from nonprofits 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 sports-based youth development nonprofits to apply.

The review and selection of LOIs 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, youth development, and Olympic-qualified sports activities; or
3. improve the quality and effectiveness of existing sports-based youth development 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 one Letter of Interest.** 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.

**The Fund will not:**

- 1. provide general operating support;**
- 2. support programs that are selective or designed to work solely with student athletes, or offer only basic academic support, such as homework assistance; or**
- 3. support programs operated by charter or private schools.**

Prospective applicants should submit a three- to four-page Letter of Interest—single-spaced using 12-pt. font—on or before Wednesday, December 10, 2019. The Letter of 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. project goals and the activities you will conduct to reach these goals;
5. the number of weeks and hours per week that youth will participate in academic and Olympic-qualified sports programming (academic services must be offered at least four hours per week);
6. demographics of participants and neighborhoods, if applicable;
7. 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.)

Letters of Interest must be uploaded to <http://proposals.nycommunitytrust.org> by 5:00 p.m. on December 10, 2019. **We welcome submissions before this deadline.** Applicants will be notified by email if the proposal is of interest to the Fund, and may be asked to submit additional information. Site visits and follow-up phone calls for clarification may also be necessary.