Heisman Trophy Youth Development Fund
Call for Letters of Interest

Letters of Interest Must Be Received on or Before Tuesday, April 14, 2020

Sports-based youth development programs help young people build academic skills and learn about compromise, persistence, competition, collaboration, and sportsmanship. Sports-based programs also give youngsters the opportunity to engage in otherwise exclusive athletic activities.

The Heisman Trophy Trust has always supported amateur athletics as a way 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) in The New York Community Trust (The Trust). 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. engage young people in academics;
2. teach teamwork, sportsmanship, leadership, and excellence with integrity; and
3. make sports widely available to young people regardless of athletic ability.

The Trust invites Letters of Interest from nonprofits operating sports-based youth development programs that are consistent with these goals in New York City, Long Island, Westchester, or Newark, New Jersey.

Applicants may submit one Letter of Interest; applicants operating programs in more than one of the targeted municipalities may request support for programs only in one city. Applicants must be a 501(c)(3) nonprofit or have a 501(c)(3) as a funds administrator. We strongly encourage small nonprofits to apply. Grants are expected to be $20,000 to $40,000 for one year.
The review and selection of Letters of Interest will be competitive. Priority will be given to academically-focused, sports-based youth development 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 with youth development and Olympic sports activities; and/or
3. work with others to improve the quality and effectiveness of sports-based youth development programs.

The Fund will not:
1. provide general operating support;
2. support programs that are selective or offer only basic academic support, such as homework assistance; and/or
3. Provide more than three consecutive years of support.

Please upload your Letter of Interest at: https://www.nycommunitytrust.org/information-for/for-nonprofits/request-for-proposals by 5:00 p.m. on Tuesday, April 14, 2020. We welcome submissions before this deadline.

Your application should include the following:

1. a three-page narrative (please use a 12 pt. font), that includes information about:
   a. your organization’s mission and overall programming;
   b. the racial and geographic group(s) that you serve, the particular challenges your constituents face, and how you are helping to address those challenges;
   c. your project, including 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); and
   d. the goals for participating youth and how you track progress towards those goals.

2. a project budget, including expenses (organizations may request up to 20 percent of the total budget for equipment) and sources of revenue, i.e., the names of other foundation,
government, and corporate funders and the amount you expect to receive from each of them (please specify whether grants are committed or pending).

Applicants will be notified by email if the application 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. For questions about Heisman Trophy Youth Development Fund, please contact Roderick Jenkins, Senior Program Officer, at rvj@nyct-cfi.org.