



**A Call for Nominations from
New York Life Agents and Employees for the
Love Takes Action Awards**

**** New Deadline: June 12 at 3 p.m. EST ****

35 community members from across the nation embodying the value of “agápē,” or Love Takes 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 grant from the Love Takes Action Awards Fund administered by The New York Community Trust.

Agápē or Love Takes Action

The ancient Greeks had four words for love. The first three — philía, storgē, and érōs — describe the different kinds of love that people feel. But there is one love that stands out above the rest. Selfless love. It’s called agápē (ah-gah-peh) — love as an action. Agápē is what inspires us to put others' needs before our own. It's about doing what's right, being our best selves, and building better futures. Now, in this age of COVID-19, we’ve seen ordinary people take extraordinary action to help others.

The concept of agápē has always been at the heart of New York Life. Since 1845, it has helped people put their love into action for their families and loved ones. It's what its 12,000 agents and 9,000 employees have been doing, every day, for the past 175 years.

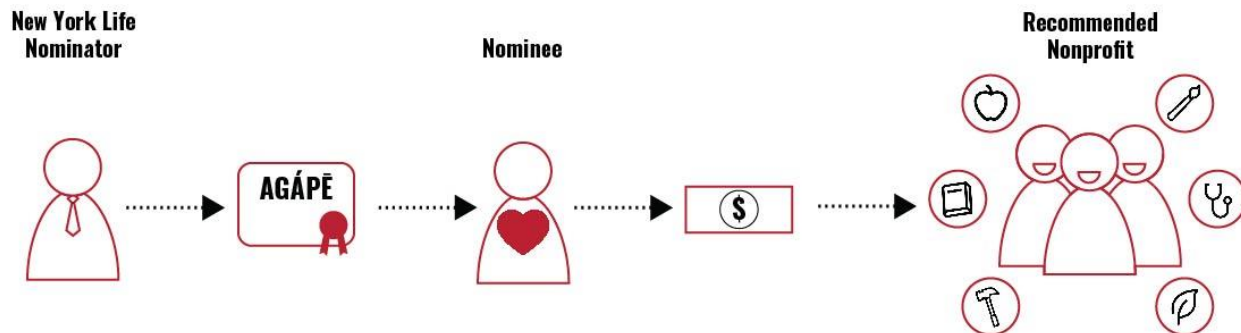
To mark its commitment to helping people act on their love by providing financial security and peace of mind, the New York Life Foundation has established the Love Takes Action Awards Fund in The New York Community Trust (The Fund).

Opportunity

The Fund invites part- and full-time employees and agents of New York Life, regardless of council status, to nominate extraordinary individuals in their communities who are “good at life,” embody the value of selfless love, and are serving their communities in responding to the COVID-19 pandemic. The nominees will be recognized for their community service marking New York Life’s 175th anniversary, and they will select a nonprofit to be the recipient of the Love Takes Action grant award.

The nominees can come from any region across the United States, including tribal lands. Nominees can be volunteers, board members, nonprofit founders and leaders, or community servants who personify “love taking action.” Nominees should demonstrate exceptional community service in the social sectors (e.g., disaster relief, education and literacy, health and human services, youth

development, cultural heritage, human justice and equity, to name a few) and/or to underserved populations (e.g., young children, older adults, people with disabilities, veterans, immigrants, LGBTQ+, girls and young women, communities of color.) Nominations will highlight every day heroes that emerge from the COVID-19 pandemic.



Eligibility

Nominators

- Nominators must be New York Life agents or full- or part-time employees. Consultants and interns are ineligible.
- New York Life agents and employees may not nominate individuals or their selected nonprofits if any person is related to him or her or is a member of his or her household.
- New York Life employees or agents may volunteer for or serve on the board of the nonprofit recommended for the grant.

Nominees

- Nominated community members may not be New York Life employees, agents, consultants, or interns.
- The nominee will not be party to an application wherein the potential selected nonprofit to receive the grant award has a member of the board or staff who also is a member of the nominee's household.
- Nominees will recommend a nonprofit to be the recipient of the grant award. The Nominee who recommends the nonprofit may or may not be a board member, volunteer, or employee. Individual nominees will receive public recognition, but will not be the recipient of the grant award.

Nonprofits Recommended by the Nominees

- Nonprofit agrees to promote receipt of the Love Takes Action grant award.
- Grant reviewers will vet and ensure each designated nonprofit:
 - Is a public charity that is tax-exempt under IRS section 501(c)(3).
 - Has an annual operating budget of \$200,000 or more as demonstrated by the 2018 IRS Form 990 tax filing's expenses, which can be viewed at [Guidestar](#). The agency should demonstrate adherence to good financial practices (e.g., balanced budgets, no negative net assets).
 - Has a board of directors with no more than one paid staff person as a voting member of the board. (A specific exemption to this rule applies to hospitals and medical

associations.) No other board members should be paid, and the paid staff member should not chair the board or serve as treasurer. The board should have independent volunteer membership, at least 5 unrelated voting members, and meet in person at least twice a year, with a majority of voting members attending.

- Has existed for at least two years.
- Spends at least 60% of annual expenses for program activities (i.e. projects that derive from the mission.) Overall, an organization's fundraising expense should be reasonable in relation to the contributions received.
- 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; and 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.)

Grant awards

- A total of \$1,750,000 will be awarded through a one-time, one-year \$50,000 general support grant payable to 35 nonprofits representing a diversity of geographies and service areas.
- All grants are one-time-only. No grant will be renewed by the New York Life Foundation or The New York Community Trust.

Application Process: Submit a “Letter of Interest” or LOI

The application requires completion of a brief online fill-in form and the upload of an attachment with information from the nominator and from the nominee (**See STEP 2 below**).

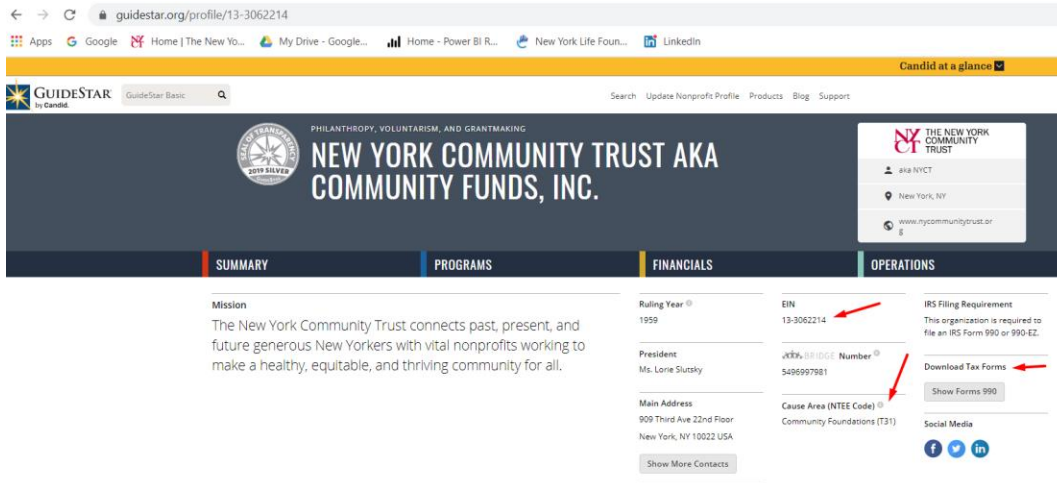
To apply, the nominator (New York Life employee or agent) submits information via The New York Community Trust’s [Grants Portal](#) by clicking on “Apply” and then selecting the LOI labeled “(By Invitation Only) New York Life Love Takes Action Awards.” The nominator clicks on the “Apply” button.

IMPORTANT NOTE: Be sure that you have gathered all information before starting the online application process, which you must complete in one session. If you experience any technical difficulties contact staff noted below under “Questions.”

Step 1. The nominator will fill-in all fields that request the following information:

- Nominator’s name, email, and phone number.
- Nominee’s name (this is the community member who demonstrates “love taking action”), email, and 200-character profile.
- Nonprofit’s name (which is selected by the Nominee), name and email of its executive director, address, and the following information which can be identified at [Guidestar](#) (a free service that requires an email to register) via search: EIN number, total yearly expenses (or total gross receipts), and National Taxonomy of Exempt Entities code (which identifies in which field the nonprofit works.) Note, the red arrows in the image below indicate where

you can find the information on Guidestar. If the nonprofit has previously received a grant from The New York Community Trust, some fields will auto-populate.



Step 2. Once the above fields are completed, the nominator uploads **a single PDF** that is no more than four pages or 2,400 words, using 12-point font with 1” margins, and includes:

- (a) Statement from the nominator, not to exceed one page or 600 words, that addresses the following questions:
 - What is the nominator’s name and contact information, including telephone and email, and the name of the nominee demonstrating “love taking action” and the nonprofit to be awarded the grant?
 - What makes this nominee’s work special and significant enough to merit recognition? Please describe how the nominee responded to the COVID-19 pandemic. Give an example.
 - What is your experience of the work of this nominee? How do you know this nominee and in what role or capacity?
 - Who is the community served by the nominee; be as specific and include any demographic information (ethnicity, age) or other characteristics (rural/urban/suburban region, tribal lands)?
 - How is the community better as a result of the nominee’s efforts—give a concrete example of how the nominee’s love in action has resulted in a tangible contribution to the community (e.g., delivered 1,000 meals to homebound seniors.)
 - How is the nominee recognized as an outstanding community member?
- (b) Statement from the nominee, not to exceed two pages or 1,200 words, that addresses the following questions:
 - What is the nominee’s name and contact information, including telephone and email, and the contact information for the nonprofit to receive a grant in honor of the nominee?
 - Will you, the nominee, accept the award and participate in its accompanying marketing campaign highlighting New York Life’s 175th anniversary if selected?
 - What actions have you taken to demonstrate selfless love for others in your community? Give examples that demonstrate how you support others selflessly.

- Why do you do what you do? What change do you want to bring about in the world? What personal values and passion underpin your commitment?
- What are you most proud of in terms of the progress you’ve made, large and small? Give examples of how your service is helping build a better future for those in your community and beyond.
- What is the community you seek to serve; be as specific as possible.
- How has your community recognized your exceptional dedication/leadership?

Remember to hit SAVE to upload your application and complete this step.

Review Criteria

Grant proposals 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; and
- Demonstrated commitment of the nominee to a vulnerable or underserved population or community.

Grant Review Process and Timeline

April 27 – May 5	Nominators sign up for a webinar to answer questions about the application process by emailing jem@nyct-cfi.org . Registration information will be forwarded.
May 7, 3 p.m. EST	Nominators attend webinar. If you cannot attend at this time or the registration is sold-out, you may view a recording of the webinar after May 8. Frequently asked questions will also be posted .
June 12, 3 p.m. EST *NEW EXTENDED DEADLINE*	Nominators submit the online application at proposals.nycommunitytrust.org by clicking “Submit a Letter of Interest” and then “Apply” for the Love Takes Action Awards. Please have all information ready to be provided during one session.
June	Committee of community foundation representatives from across the nation reviews all submissions. Panels are convened to review proposals by region.
July 15	50 semi-finalists are invited via email to provide supplemental information including nonprofit financial statements and conflict of interest and other certifications.
July 31	Nonprofit finalists upload all supplemental materials to the New York Community Trust Grants Portal, as directed in the email.
September 30	35 final grants are announced. All nominators are notified of their award status. Please note that some nominations may be declined earlier in the review process.

Deadline—EXTENDED!

Nominators must submit the online application no later than June 12, 3 p.m. EST and must have all required information ready to be uploaded in one session.

Spam-Blocking

Because all communication about the status of your grant will be distributed electronically, please be sure that the nominator, nominee, and nonprofit paid staff-head each have included noreply@nycommunitytrust.org in their address books to ensure receipt of important communications.

Questions

If you have questions, reach out to Kerry McCarthy, kem@nyct-cfi.org, or Barbara Taveras, bat@nyct-cfi.org, at The New York Community Trust. Please do not contact New York Life Foundation about this opportunity.