



NEW YORK LIFE
FOUNDATION



THE NEW YORK
COMMUNITY
TRUST

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

20 individuals across the nation who embody the value of “agápē,” or Love Taking Action, in response to the COVID-19 pandemic or advancing social and racial justice efforts, will be honored as part of the New York Life Foundation’s Love Takes Action Award.

Individuals must be a current and active employee, board member, or volunteer at a nonprofit. The winners’ affiliated nonprofit will receive a \$25,000 grant from the Love Takes Action Awards Fund administered by The New York Community Trust.

Love Takes Action Awards Program Guidelines

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.

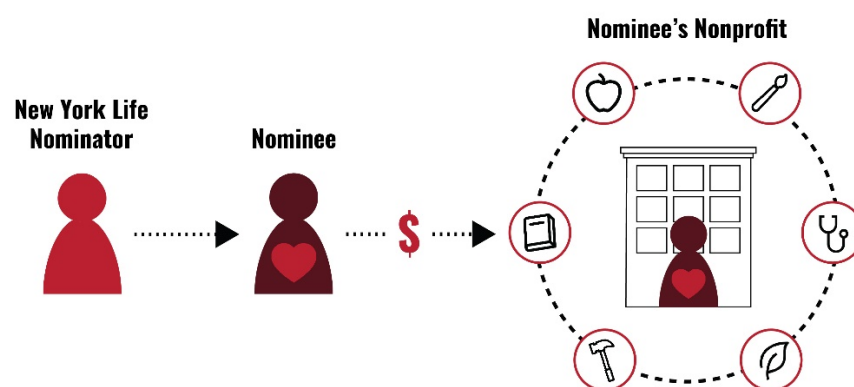
The concept of agápē has always been at the heart of New York Life. Since 1845, it has helped people put their love into action for their families and loved ones. It’s what its agents and employees have been and keep doing, every day.

The New York Life Foundation established the Love Takes Action Awards Fund in The New York Community Trust (The Fund) in 2020 to mark its commitment to helping people act on their love by providing financial security and peace of mind. Given the success of the program and its continued need in light of the national public health crisis and the continued calls for social and racial justice, Love Takes Action Awards will be granted again in 2021.

Funding Opportunity

The Fund invites part- and full-time employees and agents of New York Life, regardless of council status, to nominate extraordinary individuals who embody the value of selfless love and are **responding to the COVID-19 pandemic or advancing social and racial justice in their communities**. The nominees will be recognized for their community service, and the nonprofit they are affiliated with (as a current and active employee, board member, or volunteer) will be the recipient of the Love Takes Action grant award.

The nominees and their nonprofits can come from any region across the United States, including tribal lands, but not including U.S. territories. Nominees are a current and active employee, board member, or volunteer who personifies “love taking action.” Nominees and their nonprofits 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 ordinary individuals taking extraordinary action to help others through issues that have emerged from the COVID-19 crisis or who have done exceptional work to advance social and racial justice, particularly in communities most impacted by the 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 related to him or her or who are 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

- Nominees **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 be a current and active employee, board member, or volunteer of the nonprofit recommended to receive the grant award. Individual nominees will receive public recognition but will not be the recipient of the grant award.

Nonprofit Affiliated with the Nominee

- Nonprofit agrees to promote receipt of the Love Takes Action grant award.
- Grant reviewers will vet and ensure each 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 2019 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). Smaller budget nonprofits may qualify by using a fiscal sponsor that fulfills the budget requirement.
- Has a board of directors with at least four unrelated members, 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 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 nonprofits are ineligible:
 - 2020 Love Takes Action awardees;
 - Nonprofits 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 \$500,000 will be awarded through one-time, one-year \$25,000 general operating support grants payable to 20 nonprofits (10 addressing COVID-19 and 10 addressing social and racial justice efforts) 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 the nominee.

To apply, the nominator (New York Life employee or agent) submits information via The New York Community Trust's [Grants Portal/Available Letter of Interest \(LOI\) tab](#) by selecting the LOI labeled “(By Invitation Only) New York Life Love Takes Action Awards Fund.” 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 (the person who demonstrates “love taking action”), email, and 200-character profile.
- Nonprofit’s name (the agency that will receive the grant and where the Nominee is affiliated as either an employee, board member, or volunteer).
- Name and email of nonprofit’s executive director.
- Nonprofit’s address.
- Nonprofit’s EIN number, total yearly expenses, and National Taxonomy of Exempt Entities code (which identifies the field in which the nonprofit works).
 - This information can be identified at [Guidestar](#) (a free service that requires an email to register) via search. 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.

Summary Programs + Results Financials Operations

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.

Ruling year 1959

President Ms. Lorie Slutsky

Main address 909 Third Ave 22nd Floor
New York, NY 10022 USA
[Show more addresses](#)

Subject area Foundations

Population served Adults
Immigrants and migrants

EIN 13-3062214

NTEE code Community Foundations (T31)

IRS filing requirement This organization is required to file an IRS Form 990 or 990-EZ.

Tax forms [Show Forms 990](#)

Communication [f](#) [v](#) [in](#)

Step 2. Once the above fields are completed, the nominator uploads **a single PDF** that is no more than three pages or 1,800 words, using 12-point font with 1” margins, and which includes:

- (a) Statement from the nominator, not to exceed one page or 600 words, that addresses the following:

- Nominator’s name and contact information, including preferred mailing address, telephone, and email.
 - **If the nominator is an Agent of New York Life, provide the General Office Name, General Office Code, Agent Code, and Council Status.**
 - **Indicate whether you are applying under the COVID-19 Response or the Social and Racial Justice category.** While we understand these issues may intersect, for the purposes of this opportunity, you must select one grant category under which you are applying.
 - Name of the nominee demonstrating “love taking action.”
 - Name of 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 or calls for social and racial justice. 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?
 - 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 preferred mailing address, email, and telephone?
 - What is the contact information for the nonprofit where the nominee works or volunteers?
 - Will you, the nominee, accept the award and participate in its accompanying New York Life media outreach efforts if selected?
 - What actions have you taken to respond to the COVID-19 pandemic, or to further efforts for social and racial justice? Give examples.
 - 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 is your nonprofit’s mission and how does it align with your own purpose as someone who embodies “love taking action”?
 - 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 and your nonprofit seek to serve; be as specific as possible. Include any demographic information (ethnicity, age) or other characteristics (rural/urban/suburban region, tribal lands)?
- How has your community recognized your exceptional dedication/leadership?

Review Criteria

Grant proposals will be reviewed by an external panel of experts and be evaluated on a competitive basis using the following criteria:

- Compelling evidence of the nominee demonstrating “love taking action” in a way that rises above that of an average volunteer or staff;
- Clear indication of how the community is better served as a result of the nominee’s work;
- Nominee’s articulation and expression of his/her community service in response to the Covid-19 pandemic or social and racial inequities;
- Demonstrated commitment of the nominee to serving a vulnerable population or community adversely impacted by the Covid-19 pandemic or social and racial inequities;
- Ability to describe the community or population served in detail;
- The mission of the affiliated nonprofit aligns with the nominee’s values and purpose;
- Level of enthusiasm of the nominator for the nominee’s work.

Grant Review Process and Timeline

By May 5, noon EST	Nominators sign up for a webinar to answer questions about the application process by emailing jem@nyct-cfi.org .
May 6 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 10.
June 4, 3 p.m. EST	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 and nonprofit representatives from across the nation reviews all submissions.
July 12	30 semi-finalists are invited via email to provide supplemental information including nonprofit financial statements and conflict of interest and other certifications.

July 29	Nonprofit semi-finalists upload all supplemental materials to the New York Community Trust Grants Portal, as directed in the email.
Late September/Early October	20 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

Nominators must submit the online application no later than June 4th, 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 docusign@nyct-cfi.org and noreply@nycommunitytrust.org in their address books to ensure receipt of important communications.

Questions

If you have questions, reach out to Julia Chang, jtc@nyct-cfi.org, at The New York Community Trust. The New York Community Trust is administering the application process and will be able to answer your questions in a timely manner.

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