



Heisman Trophy Youth Development Fund Call for Letters of Interest

Letters of Interest must be received no later than 5 p.m. ET on September 9, 2022.

Overview

Sports-based youth programs leverage athletics to help young people develop social, emotional, ethical, cognitive, and physical skills. Sports-based youth programs also can help young people build academic skills and engage in otherwise exclusive athletic activities.

In 2017, the Heisman Trophy Trust, which oversees the annual Heisman Memorial Trophy award to the most outstanding player in college football, established the Heisman Trophy Youth Development Fund (the Fund) in The New York Community Trust (The Trust). The Fund supports charitable organizations that integrate athletics, 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 and Newark, New Jersey.

Applicants may submit one Letter of Interest and may request support for programs in only one municipality. 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 will range from \$20,000 to \$40,000 for one year.

The review and selection of Letters of Interest is competitive. Priority will be given to sports-based youth development projects that:

1. have the potential for scale, i.e., serve substantial numbers of young people;
2. are based in disadvantaged communities or operate on a minimum of five public school campuses; and
3. integrate academics with youth development and athletics, defined as physical activities that are directed by adult or youth coaches and involve rules, formal practice, and competition. Examples include baseball, cycling, basketball, football, golf, lacrosse, soccer, tennis, martial arts, and track and field.

The Fund will not:

1. provide general operating support; and/or
2. support programs that are selective or offer only basic academic support, such as homework assistance.

Submission Materials

Your application should include the following:

1. a three-page narrative (please use a 12-pt. font) that includes information about:
 - a. your organization, mission, and overall programming;
 - b. the project, including the number of weeks and hours per week that youth will participate in organized sports activities and academic services (academic services must be offered at least four hours per week);
 - c. who will be served by the project, the particular challenges of participants, and how the project will address those challenges;
 - d. hyperlinks to websites about your organization and project; and
 - e. the goals of the program and how you will 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).

Submission Instructions

1. Prepare your narrative and budget (items 1 and 2 listed above) and combine them into a single PDF no larger than 25 MB. Save the file using the naming format “Organization Name.pdf”.
2. Go to The Trust’s [Grants Portal](#) and click on the “Apply” link next to the **Heisman Trophy Youth Development Fund LOI**.
3. Complete the LOI profile and upload your single PDF.

Letters of Interest must be submitted no later than 5:00 p.m. ET on September 9, 2022. We welcome submissions before this deadline.

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 the Fund, please contact Roderick Jenkins, Program Director, at rvj@nyct-cfi.org.