



**Increasing Voting Among Young New Yorkers**  
**REQUEST FOR LETTERS OF INTEREST**  
*by invitation only*

**Letters are due Thursday, July 6, 2023, by 4:00pm**

**Background**

Voters choose the people who shape public policy, decide the use of public resources, and set the direction of the city, state, and country. In New York City, however, relatively few eligible voters show up to the polls. In 2021 only [1.1 million](#) of 5 million registered voters cast a ballot in the general election that ushered in a new mayor and dozens of new City Council members. Voters under age 29 had the lowest turnout rate; only 11.1 percent of more than 1 million young voters cast a ballot in the 2021 election.

Getting young people to vote is not impossible. Just a year earlier, young New Yorkers turned out in [record numbers](#) (60 percent) in the presidential election. And officials expect to add thousands of young New Yorkers to the City's electoral rolls in coming years thanks to a 2020 state law that expanded [pre-voter registration for 16 and 17 year olds](#). However, several [barriers](#) continue to keep young voters—youth of color in particular—from showing up at the polls for state and local elections. The City's young people lack year-round opportunities to learn about the electoral process. Political campaigns do little outreach because they view young people as “unlikely” voters. And problems with registration deadlines, polling sites, and other systemic issues keep young people from turning out.

**Funding Opportunity**

Through this [invitation-only Request for Letters of Interest](#) (LOIs), The Trust plans to award several two-year grants for projects designed to encourage the City's young people to vote. Priority will be given to projects with the potential to:

- significantly increase the number of young voters, ages 18 to 29, who participate in the 2025 and 2026 general elections;
- influence policy changes and/or improvements to electoral systems and processes to facilitate more young voters' participation in local elections; and/or
- improve coordination and collaboration among city nonprofits engaged in youth voter engagement.

Grants will range from \$120,000 to \$180,000 (\$60,000 to \$90,000 per year). The Trust will not make grants for projects that work only in response to specific elections or election cycles. Rather, we will prioritize projects that use year-round, comprehensive voter engagement approaches proven to mobilize young people.

**Eligibility**

The following nonprofits are invited to submit an LOI: Alliance of Families for Justice, Citizens Union Foundation, Community Votes, DoSomething.org, Dominicanos USA, Generation Citizen, Generation

Vote, MinKwon Center for Community Action, and YVote. The invitation to submit does NOT guarantee funding. The process will be competitive.

## **LOI Requirements**

The deadline to submit letters of interest is **Thursday, July 6, 2023**. Letters must be submitted electronically no later than 4:00 p.m. through The Trust's Grants Portal. The letters of interest should contain:

**1. A Narrative** of no more than 3 pages in length that includes:

- a. Your organization's history of youth voter engagement and major accomplishments.
- b. The number of voters under age 30 who will benefit from the proposed project, including their demographic and other relevant information.
- c. The proposed activities and the specific, measurable outcomes you expect to achieve by the end of the grant period.
- d. Names of collaborating organizations, if any, and the role they will play in the project.
- e. How your organization will evaluate whether the project increases participation of young voters in local elections.
- f. The longer-term goals of the project and how your organization anticipates sustaining it beyond the grant period.

**2. A Project Budget** for two years that includes the total cost of the project, including itemized personnel, non-personnel, and administrative or overhead costs, as well as the amount requested. If the project budget is larger than the amount requested, please include other sources of possible or confirmed funding.

## **Submission Instructions**

**Step One:** Prepare your letter of interest and budget (items 1 and 2 listed above) and combine them into a single PDF no larger than 25 MB in size using the file name format: "Organization Name.pdf".

**Step Two:** Go to The Trust's [grant portal](#) and click on the "Apply" link next to the Invitation **Only LOI: Increasing Voting among Young New Yorkers**.

**Step Three:** Complete the LOI profile and upload your single PDF.

Applicants will be notified by email if the project described in the LOI is of interest to The Trust, and then will be asked to submit additional information. The Trust's program staff may also follow-up by phone or request a meeting. Grants awards will be announced in October or December of 2023.

If you have questions about this request for letters of interest, please contact Barbara Taveras at [bat@nyct-cfi.org](mailto:bat@nyct-cfi.org).

*Please note, communications from The Trust about the result of your submission will be by email, whether notification of a decline or grant. Please add [noreply@nycommunitytrust.org](mailto:noreply@nycommunitytrust.org) to your address book so important communications do not get caught in spam filters.*