



Heisman Trophy Youth Development Fund Call for Letters of Interest

Letters of Interest must be received no later than 5 p.m. EST on Friday, May 16, 2025

Overview

In 2017, the Heisman Trophy Trust—which awards the prestigious Heisman Memorial Trophy to the best player in college football every season—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 to help young people up to age 18 develop social, emotional, ethical, cognitive, and physical skills. 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 year-round, sports-based youth development programs that are consistent with these goals. This solicitation is open to organizations that integrate athletics, academics, and youth development activities in the five boroughs of New York City; Nassau and Suffolk counties on Long Island; Westchester County; and Newark, New Jersey.

Applicants may submit one Letter of Interest 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 process 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*;

* athletics is defined as physical activity directed by adult or youth coaches that involves rules, formal practice, and competition such as baseball, cycling, boxing, 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, operate only during the summer, 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 challenges of participants, and how the project will address those challenges;
 - d. the social and emotional goals of the program;
 - e. a plan to gather and analyze both qualitative and quantitative data to assess participants' progress toward meeting those goals (grantees that do not have an evaluation plan must work with [Hello Insight](#) to measure social and emotional development); and
 - f. hyperlinks to websites about your organization and the proposed project.

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

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

Applications must be submitted no later than 5:00 p.m. EST on Friday, May 16, 2025.

We welcome submissions before this deadline.

Applicants will be notified by email if the proposal is of interest and may be asked to submit additional information. Please direct questions to:

Roderick Jenkins, Senior Program Director, rjenkins@thenytrust.org – New York City Office.

Sol Marie Alfonso-Jones, Senior Program Director, sjones@thenytrust.org – Long Island Office.

Lauren Perkins, Program Director, lperkins@thenytrust.org – Westchester Office.