



Heisman Trophy Youth Development Fund Proposal Instructions - Westchester

Proposals must be received no later than 5 p.m. ET on April 5, 2024.

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 review and selection of proposals 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; 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, 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 (Fund 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

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. Fill out a cover sheet for the Westchester-Heisman Trophy Youth Development Fund [here](#).
3. Attach the combined PDF of your narrative and budget to the cover sheet and click "Submit."

Proposals must be submitted no later than 5:00 p.m. ET on April 5, 2024. We welcome submissions before this deadline. You may be asked to submit additional information. Site visits and follow-up phone calls for clarification may also be necessary.

Awards will be announced in mid-August.

For questions please contact Robin Melén, program officer, at rmelen@wcf-ny.org