About the Community Foundation for Greater Atlanta
Since 1951, the Community Foundation for Greater Atlanta has been leading and inspiring philanthropy to increase the vitality of our region and the well-being of all residents. With 70 years serving the Atlanta region and a robust team of experts, the Community Foundation expands its philanthropic reach and impact by providing quality services to donors and bold, innovative community leadership committed to racial equity. The Community Foundation is a top-20 community foundation among 800 nationally, with approximately $1.2 billion in current assets, and is Georgia’s second-largest foundation. For more information, visit: cfgreateratlanta.org or connect with the Foundation via Facebook, LinkedIn, and Twitter.

About the Heisman Trophy Youth Development Fund
The Heisman Trophy Trust has always supported amateur athletics as a way to provide greater opportunities for young people to learn valuable life skills. In 2017, the Heisman Trophy Trust established the Heisman Trophy Youth Development Fund (the Fund) in The New York Community Trust (The Trust). The Fund’s purpose is to support charitable organizations that integrate organized sports, 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.

This year, The Heisman Trophy Trust expanded the Fund to Atlanta and Dallas. The Heisman Trophy Youth Development Fund in the Community Foundation for Greater Atlanta will provide project/program-specific funding support to sports-based youth development organizations in the Greater Atlanta region that align with the Fund’s goal of strengthening organizations that integrate organized Olympic sports, academics, and youth development activities. Grants are awarded based on a number of factors explained more fully on page 3 of these guidelines. Grants will average $25,000 - $50,000 for each 12-month period. Multi-year grants may be made on a case-by-case basis at the discretion of the Foundation and the Heisman Trophy Trust.
ELIGIBILITY REQUIREMENTS

• Organizations’ sports-based youth development programming must fall under the following definition: a methodology that uses sports to provide the supports and opportunities for youth to be healthy contributing citizens now and as adults. A sports-based youth development program offers youth an experience in which they learn and master social and emotional skills along with life and leadership skills in a safe, fun, supportive and challenging environment. This experience involves caring relationships, facilitated learning, experiential learning, and vigorous physical activity

• Integrate academics with youth development and Olympic sports activities;
• teach teamwork, sportsmanship, leadership, and excellence with integrity;
• make sports widely available to young people (up to age 18) regardless of athletic ability;
• Must be located and providing services within the Foundation’s 23-county service area; all grant funds must be spent within the 23-county service area;
• Must be classified by the U.S. Internal Revenue Service under Section 501(c)(3) of the I.R.S. code as a nonprofit, tax-exempt organization, donations to which are deductible as charitable contributions under Section 170 (c)(2) and the I.R.S. determination must be current;
• Must be registered with the Georgia Secretary of State as a nonprofit (click here to verify: [https://ecorp.sos.ga.gov/BusinessSearch](https://ecorp.sos.ga.gov/BusinessSearch));
• Organizations are required to hold general liability insurance that covers their programming;
• No more than 20% of the grant can support equipment purchases; and
• Funding requests may not exceed more than 1/3 of an organizations’ most recent annual expenses.

PRIORITY GROUPS

Priority will be given to organizations with annual operating budgets under $1M and to Black Indigenous and People Color (BIPOC) led and serving organizations defined as organizations that meet two of the following four criteria:

• Organizational leader is BIPOC;
• Majority of board members are BIPOC;
• Majority of youth served are BIPOC; and/or
• Staffing of the program/project of which funds are requested are representative of the youth population served

Organizations will not be penalized if they do not employ any paid staff, however, priority will be given to organizations with at least one part-time paid employee for the 12 months prior to submitting an application.

Organizations that operate specific programming to engage girls or prioritize the engagement of girls in youth sports will be given prioritization.
INELIGIBLE ORGANIZATIONS
- Organizations that require participation in religious services and/or religious education as a condition of receiving services; and/or
- Organizations that have discriminatory policies and/or practices on the basis of race, color, national origin, age, economic status, disability, sex/gender, marital status, familial status, parental status, religion, sexual orientation, genetic information, or political beliefs.
- School districts, schools, and their associated booster groups.
- Organizations that do not have as a requirement of programming – participation in after-school academic activities. Support programs that are selective or offer only basic academic support (ex. Homework assistance);

APPLICATION REQUISITE MATERIALS/APPLICATION PROCESS
1. Organizations must complete/update their Organizational Profile using the Nonprofit Online Portal and complete the letter of intent form and submit requisite materials via Alchemer:
2. Organizations are required to submit the following supplemental attachments:
   a. Project budget form
      i. 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). Current fiscal year operating budget as approved by the board of directors with year-to-date actual information
   b. Last fiscal year-end budget with actuals.
   c. Operating budget for your next fiscal year if your next fiscal year begins on January 1, 2022
   d. Strategic, annual, or business plan, if available (Note: applicants will not be penalized if they do not submit this)
3. In tandem with the Advisory Council, Foundation staff will review all additional information and conduct site visits with qualified applicants in the month of December into early January 2022.
4. Funding recommendations are made to the Foundation’s Community Committee and the Heisman Fund Board of Trustees and are awarded
5. Organizations receiving grants will be required to submit a mid-grant report during the grant term and submit an end-of-grant report at the end of the grant term.

INELIGIBLE USES OF FUNDS
The Heisman Fund may not be used to support the following:
1. provide general operating support;
2. support programs that are selective or offer only basic academic support, such as homework assistance; and/or
3. Provide more than three consecutive years of support.
# Eligibility

## 2021-2022 Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>November 1, 2021</td>
<td>Grant application open</td>
</tr>
<tr>
<td>November 9, 2021, at 10 a.m.</td>
<td>Online orientation for interested applicants – <a href="#">Register here</a></td>
</tr>
<tr>
<td>November 30, 2021, at NOON</td>
<td>Deadline for: online Organization profile, completed application, supplemental application materials</td>
</tr>
<tr>
<td>December 2021 – Mid-January 2022</td>
<td>Review period – applicants are asked to please hold times for a virtual site visit</td>
</tr>
<tr>
<td>January 31, 2022</td>
<td>Applicants are notified of funding decision by end of January</td>
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## Orientation Webinar

Community Foundation staff will provide information and answer your questions during an online orientation session on **November 9 at 10 a.m.** You may register [here](#). A recording of the webinar will be made available on the Heisman Fund webpage after the webinar.

## Questions

If you have any questions please feel free to email Felix Rodriguez at [frodriguez@cfgreateratlanta.org](mailto:frodriguez@cfgreateratlanta.org)