



*Funding provided by:*



NEW YORK LIFE  
FOUNDATION

## 2017 Request for Proposals Overview / Q&A

Presented by: Maria Collins, New York Life Foundation  
Megan Lopez, National Alliance for Grieving Children  
Vicki Jay, National Alliance for Grieving Children



Funding provided by:  
 NEW YORK LIFE  
FOUNDATION

## History

- ❑ Started in 2011 as partnership with National Alliance for Grieving Children (NAGC)
- ❑ New York Life Foundation (NYLF): Funder
- ❑ NAGC: RFP management





Funding provided by:  
 NEW YORK LIFE  
FOUNDATION

## Results

- ❑ 236 grants awarded
- ❑ Over \$7M invested in this program
- ❑ Over \$40M invested in the field





Funding provided by:  
**NEW YORK LIFE**  
NEW YORK LIFE  
FOUNDATION

# Focus & Grant Awards

## Capacity Building:

*focus on organizational development and effectiveness*

- 20 - \$10,000 (1 Year)

## Community Expansion:

*increase support services to youth not currently served by existing bereavement programs*

- 10 - \$15,000 (1 year)
- 6 - \$50,000 (2 years)
- 6 - \$100,000 (2 years)



We Educate, Advocate, and Raise Awareness



Funding provided by:  
**NEW YORK LIFE**  
NEW YORK LIFE  
FOUNDATION

# Two RFP Cycles 2018

## Spring Cycle:

- Application period: March 5 – April 5
- Decision: June

## Fall Cycle:

- Application period: June 28 – August 6
- Decision: October



We Educate, Advocate, and Raise Awareness



Funding provided by:  
**NEW YORK LIFE**  
NEW YORK LIFE  
FOUNDATION

# Expansion Grant Overview

50% of the children served must be from low-income families

**OR**

50% of the children must come from a minority household

-----

501(c)3 nonprofit; operating at least three years

Currently serving bereaved youth

Have at least one paid staff person



We Educate, Advocate, and Raise Awareness



Funding provided by:  
 NEW YORK LIFE  
FOUNDATION

# Expansion Grant Overview

- Request amount **not greater than 10% of the organization's most recent fiscal year actuals.**
- Provide 990 tax returns for the past two years



We Educate, Advocate, and Raise Awareness



Funding provided by:  
**NEW YORK LIFE**  
NEW YORK LIFE  
FOUNDATION

# Preview Application- Community Expansion

- How many NEW & UNDUPLICATED youth will be served by this grant?
- If your organization serves more than just bereaved children, what is the percentage of bereaved children served?
- Community Needs
- Key Collaborators
- Goals and Outcomes
- Evaluation



We Educate, Advocate, and Raise Awareness





Funding provided by:  
 NEW YORK LIFE  
FOUNDATION

# Preview Application- Community Expansion

- Diverse populations, targeted groups, trauma and special services, others
- Others providing services in the proposed target area/population
- Overcoming barriers to serve underserved youth



We Educate, Advocate, and Raise Awareness



Funding provided by:  
 NEW YORK LIFE  
FOUNDATION

# Capacity Building Grant Overview

- 501(c)3; operating for at least one year
- Request amount not greater than **20 percent** of organization's most recent fiscal year actuals
- Provide 990 tax returns for the past year
- Currently serving bereaved youth
- Have at least one paid staff person



We Educate, Advocate, and Raise Awareness



Funding provided by:  
**NEW YORK LIFE**  
NEW YORK LIFE  
FOUNDATION

# Capacity Building Grant Overview

## Planning activities:

- organizational assessments; strategic planning; fund development; communications/marketing; recruiting or maintaining volunteer support; business planning.

## Staff/board development:

- leadership training; defining the role of the board; recruitment of new board members; strengthening governance.

## Strategic relationships/collaboration:

- technical assistance; consultant support; restructuring; mergers; or business planning.

## Internal operations:

- improvements to financial management, human resources, or volunteer management; development of evaluation systems and training; facility planning.

## Technology improvements:

- improving IT capacity through upgrades to hardware and software; networking; updating websites; staff training to optimize use of technology.



We Educate, Advocate, and Raise Awareness



Funding provided by:  
**NEW YORK LIFE**  
NEW YORK LIFE  
FOUNDATION

# Capacity Building Grant Overview

**Does this activity allow my whole organization to operate more effectively, or does it have a limited effect on a program or initiative?**

- For example, improving fundraising skills affects the entire organization over a long period. However, having a fundraising dinner for a program only affects that program for that fiscal year.

**Which major operational areas need attention and will help the organization grow and achieve its mission?**

- For example, there may be a need for financial management software, a donor database, and upgraded communications materials. Not being able to do them all, an organization must select one that is going to move them forward strategically.

**Is there a bottleneck in the organization that is stalling growth?**

- For example, an organization may need to recruit new volunteers, but not have a way to reach the local community, such as a website.

*Please note: **These grants do not fund salaries.***



We Educate, Advocate, and Raise Awareness



Funding provided by:  
 NEW YORK LIFE  
FOUNDATION

# Capacity Building Application

- Organizational Strategy
- Capacity Building Documentation



We Educate, Advocate, and Raise Awareness



Funding provided by:  
**NEW YORK LIFE**  
NEW YORK LIFE  
FOUNDATION

# Preview Application

- Purpose of the grant/Briefly describe the program in a couple of sentences
- Program description summary –
  - Major Milestones and activities associated with the proposed program/request
  - What will be accomplished



We Educate, Advocate, and Raise Awareness



Funding provided by:  
**NEW YORK LIFE**  
 NEW YORK LIFE  
 FOUNDATION

Use the budget template located on the NAGC web site.

# Preview Application

|    | A  | B  | C              | D                    | E                    |
|----|--|--|----------------|----------------------|----------------------|
| 4  | Organization Name:   |  |                |                      |                      |
| 5  |  |  |                |                      |                      |
|    | <b>Items</b>   | <b>Description (describe the expenses as related to the project)</b> | <b>Expense</b> | <b>Grant Request</b> | <b>Other Funding</b> |
| 6  |  |  |                |                      |                      |
| 7  | Personnel  |  | \$0            | \$0                  | \$0                  |
| 8  | Outside Fees & Services (Consultant fees, labor, etc.)   |  | \$0            | \$0                  | \$0                  |
| 9  | Program Materials  |  | \$0            | \$0                  | \$0                  |
| 10 | Equipment and Supplies   |  | \$0            | \$0                  | \$0                  |
| 11 | Travel   |  | \$0            | \$0                  | \$0                  |
| 12 | Marketing and Promotion  |  | \$0            | \$0                  | \$0                  |
| 13 | Other Expenses - please specify:   |  | \$0            | \$0                  | \$0                  |
| 14 |  |  |                | \$0                  | \$0                  |
| 15 | <b>TOTAL PROGRAM BUDGET</b>  |  | <b>\$0</b>     | <b>\$0</b>           | <b>\$0</b>           |
| 16 |  |  |                |                      |                      |
| 17 | <b>List all In-kind items here: include estimated value:</b>   |  | \$0            | \$0                  | \$0                  |
| 18 |  |  |                |                      |                      |
| 19 |  |  |                |                      |                      |
| 20 |  |  |                |                      |                      |
| 21 | <b>This is a three (3) page document. Program Budget, Financial Summary, and Budget Narrative must be completed. To complete the Financial</b> |  |                |                      |                      |
| 22 |  |  |                |                      |                      |
| 23 |  |  |                |                      |                      |



We Educate, Advocate, and Raise Awareness



Funding provided by:  
 NEW YORK LIFE  
FOUNDATION

## Future Q&A's

- June 28 2018 at the NAGC Symposium
- July 29, 2018 at 2:00 p.m. Eastern





Funding provided by:  
 NEW YORK LIFE  
FOUNDATION

## Note!

- Applications **must** be submitted online
- No applications will be accepted after the deadline
- Organizations may only submit one application per year



We Educate, Advocate, and Raise Awareness



Funding provided by:  
 NEW YORK LIFE  
FOUNDATION

## Where to Apply?

- ❑ <https://childrengrieve.org/about-new-york-life-foundation-grief-reach>



We Educate, Advocate, and Raise Awareness



Funding provided by:  
 NEW YORK LIFE  
FOUNDATION

Questions!

Megan.Lopez@ChildrenGrieve.org

