



NEW YORK LIFE FOUNDATION

Grief Reach Request for Proposals

Spring Cycle: Community Expansion

Thursday, March 14th -- Friday, April 22nd, 2019 at 5 p.m. ET

Fall Cycle: Capacity Building

Thursday, June 13th -- Friday, July 19th, 2019 at 5 p.m. ET

Submission Information:

You may submit your application to the New York Life Foundation's Grief Reach RFP through the following link. <https://childrengrieve.org/grief-reach>

Please direct additional inquiries to Megan Lopez at the National Alliance for Grieving Children:
megan.lopez@childrengrieve.org



Request for Proposals Overview

The New York Life Foundation in partnership with the National Alliance for Grieving Children is requesting grant proposals through the Grief Reach Program. The New York Life Foundation has committed \$1.25 million toward thirty-seven grants to be given to bereavement organizations serving grieving children across the country.

This competitive grant program includes two different grant opportunities: one-year capacity building and two-year community capacity grant opportunities. Applicants can only apply for and receive one of these grants. This grant program began in 2011 as a partnership between the National Alliance for Grieving Children and the New York Life Foundation. The goal is to provide funding to expand the reach and capacity of organizations that offer local bereavement services for youth focused on unmet needs and diverse populations.

The funds for these grants are provided by New York Life Foundation and the oversight and RFP process is managed by the National Alliance for Grieving Children. Final decisions on grants are made by a review committee consisting of representatives from both the National Alliance for Grieving Children and the New York Life Foundation.

Eligibility and priorities

This competitive grant program is open to all nonprofit organizations that serve bereaved children and meet the requirements laid out below. Organizations that have a current grief reach grant from the New York Life Foundation are ineligible to apply until the current grant is completed.

1. 501(c)(3) status

Organizations applying for these competitive grants must be 501(c)(3) organizations and will be required to submit their Employer Identification Number (EIN) to verify their status.

2. Bereaved children served – **NEW DEFINITION**

This competitive grant program is limited to those organizations that serve bereaved children and youth. For the purpose of this grant program, bereaved children and youth are defined as **children under the age of 25 who have had a loved one die**. Applicants for this grant program may serve youth outside of these limits but grant funds, if awarded, are for supporting bereaved children under the age of 25.

3. High percentage of low-income and/or diverse youth served

Applicants for this grant program must serve at least 50 percent—of low-income youth and/or minority children. For the purposes of this grant program, “low-income” is defined as students who qualify for the Federal Free or Reduced-Price Lunch Program (FRPL). Serving a high-need population is a priority area for this competitive grant program.

4. Organizations that are not eligible to apply

An organization who is currently receiving a grief reach grant are ineligible to apply. Current grants must be completed, and final reports turned in prior to applying for a new grief reach grant.



GRANT OPPORTUNITIES

Community Expansion Grants – Two Year Grants

Spring Cycle Application timeline:

- Application Opens: *March 14th*
- Application Closes: *Friday, April 22nd, 2019 at 5 p.m. ET*
- **Grant Announcement: June 2019**

Overview:

There are two separate 2-year grant opportunities included in this RFP. Each program will only be eligible to apply to one of these grant opportunities, as explained below:

- **7 GRANTS - \$100,000 OVER 2 YEARS GRANTS:** grant award of \$50,000 per year for two years. Only organizations with minimum annual organizational budgets of \$500,000 will be eligible to apply for this grant level.
- **8 GRANTS - \$50,000 OVER 2 YEARS:** grant award of \$25,000 per year for two years. Only organizations with minimum annual organizational budgets of \$250,000 will be eligible to apply for this grant level.

NEW! These grant funds may be used to expand services to bereaved children and youth. Must fall into one of the following categories:

- **Geographic Expansion:** You are expanding your services into a new geographic location.
- **Number Expansion:** You are expanding to serve more children and families where you are already located.
- **Population Expansion:** You are expanding to a new age or population group, such as pre-school, LGBTQ, etc...
- **Program/Service Expansion:** You are starting new programming or services to the same children and families, such as a specific programming for suicide survivors; or if you are an already existing non-profit who will start offering bereavement services to children.

Eligibility requirements:

- U.S. based 501(c)3 for at least three consecutive years
- provide 990 tax returns for at least two of the past three years
- must provide a budget detailing specifically how requested funds will be used
- must be the entity that will provide the children's bereavement services
- must have at least one paid staff person
- Request amount must not be greater than 10% of the organization's most recent fiscal year actuals.



Disqualifications:

Grants are made only to private, nonprofit organizations, which have tax-exempt status under Section 501(c)3 of the Internal Revenue Code, and which are not private foundations.

Excluded organizations and areas:

- Individuals or government agencies.
- Organizations or activities whose services are limited to members of one religious or sectarian group.
- Fraternal, social, professional, athletic or veterans’ organizations.
- Seminars, conferences, trips.
- Endowments, memorials or capital campaigns.
- Fundraising events, telethons, races or other benefits.
- Goodwill advertising.
- Basic or applied research.
- Organizations that discriminate on the basis of race, color, creed, gender or national origin.
- **Organizations who have a current grief reach grant and the final report has not been submitted.**

Awards and selection process:

Grants are competitive and up to 12 grantees will be selected. The breakdown of the grants is as follows:

Grant	# of grants Available	Grant Year 1 Amount	Grant Year 2 Amount	Total Grant Amount	Budgetary Requirements
Community Expansion \$50,000	8	\$25,000	\$25,000	\$50,000	Annual Organizational Budget must be at least 125,000
Community Expansion \$100,000	7	\$50,000	\$50,000	\$100,000	Annual Organizational Budget must be at least \$250,000

Reporting requirements

Grantees that are awarded any of these competitive grants are required to submit a progress report two times per year during each grant period. The report will take the form of a narrative detailing progress on the proposed timeline of activities, achieved objectives, challenges in fulfilling grant deliverables, and a financial report documenting the allocation and expenditure of the grant funds and any interest earned thereon.

NOTE: Grant recipients will be required to review and consent to NYL Foundation’s terms and conditions prior to receiving their grant payments.



Reporting Requirements	
Community Expansion	
Progress Reports Due	
December 1, 2020	Progress Report Due
May 1, 2020	Progress Report Due
December 1, 2021	Progress Report Due
July 1, 2021	Final Report Due



Capacity Building Grants – One Year Grants

Fall Cycle application timeline:

- Application Opens: Thursday, June 13th, 2019
- Application Closes: Friday, July 19, 2019 at 5 p.m. ET

Overview:

There are two separate 1-year grant opportunities included in this RFP. Each program will only be eligible to apply to one of these grant opportunities, as explained below.

- Up to twenty-five (25) grants available:
 - **\$10,000** grant award. organizations with minimum annual organizational budgets of \$50,000 will be eligible to apply for this grant level.
 - **\$20,000** grant award. organizations with minimum annual organizational budgets of \$100,000 will be eligible to apply for this grant level. – **NEW GRANT LEVEL**

Funds to enhance organizational capacity, development and effectiveness. The grant must support 1 of 6 major categories:

- 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; and staff training to optimize use of technology.
- **New Organization: Specifically, for an organization under 3 years old to conduct an organizational needs assessment or strategic planning. - NEW FUNDING CATEGORY THIS YEAR!**

Prospective applicants for these grants should explore consultants and/or other professional services to get initial feedback, bids and scope of work prior to applying. This documentation will be required for application process.



Eligibility requirements:

- US based 501(c)3 for at least one year
- provide 990 tax returns for one of the past three years if available
- must provide a budget detailing specifically how requested funds will be used
- must be the entity that will provide the children’s bereavement services
- must have at least one paid staff person
- Request amount must not be greater than 20% of the organization’s most recent fiscal year actuals
- Must have a partner for the project with a letter of support attached.

Disqualifications:

Grants are made only to private, nonprofit organizations, which have tax-exempt status under Section 501(c)3 of the Internal Revenue Code, and which are not private foundations.

Excluded organizations and areas:

- Individuals or government agencies.
- Organizations or activities whose services are limited to members of one religious or sectarian group.
- Fraternal, social, professional, athletic or veterans’ organizations.
- Seminars, conferences, trips.
- Endowments, memorials or capital campaigns.
- Fundraising events, telethons, races or other benefits.
- Goodwill advertising.
- Basic or applied research.
- Organizations that discriminate on the basis of race, color, creed, gender or national origin.
- Organizations who have a current grief reach grant and the final report has not been submitted.

Awards and selection process:

Grants are competitive and up to 25 grantees will be selected. The breakdown of the grants is as follows:

Grant	# of grants Available	Total Grant Amount	Budgetary Requirements
Capacity Building \$10,000	15	\$10,000	Annual Organizational Budget must be at least \$50,000
Capacity Building \$20,000	10	\$20,000	Annual Organizational Budget must be at least \$100,000

Reporting requirements:

Grantees that are awarded any of these competitive grants are required to submit a progress report two times per year during each grant period. The report will take the form of a narrative detailing progress on



the proposed timeline of activities, achieved objectives, challenges in fulfilling grant deliverables, and a financial report documenting the allocation and expenditure of the grant funds and any interest earned thereon.

NOTE: Grant recipients will be required to review and consent to NYL Foundation’s terms and conditions prior to receiving their grant payments.

Capacity Building - Reporting Requirements	
Progress Reports Due	
March 1, 2020	Progress Report Due
December 1, 2020	Final Report Due



FAQs

CAN I APPLY FOR BOTH GRANTS AND ONLY RECEIVE ONE?

- *You may only apply for one grant at a time.*

IF MY CURRENT GRANT IS OVER MY BUT FINAL REPORT HAS NOT BEEN COMPLETED CAN I STILL APPLY?

- *You must wait until your final report has been submitted to apply for a new grant.*

WHEN IS MY APPLICATION DUE?

- *Cycle 1: Friday, April 22, 2019 at 5 p.m. ET*
- *Cycle 2: Friday, July 19, 2019 at 5 p.m. ET*

CAN I APPLY FOR A CAPACITY BUILDING GRANT IF I HAVE A COMMUNITY EXPANSION GRANT CURRENTLY?

- *You may only have one active grief reach grant at a time.*

WE ARE AN ORGANIZATION OF VOLUNTEERS, CAN WE APPLY?

- *Your organization must have at least one paid employee in order to qualify for this grant.*

CAN I PARTNER WITH ANOTHER ORGANIZATION FOR THIS GRANT?

- *Yes! In fact, we love to see collaborations for these grants.*

ARE THESE GRANTS RESTRICTED BY LOCATION?

- *Grief Reach grants are open to any nonprofit serving bereaved children within the US.*

FOR THE TWO-YEAR GRANTS, IS OUR BUDGET PERCENTAGE FOR THE WHOLE AMOUNT OR THE AMOUNT GIVEN EACH YEAR?

- *It is for the amount given each year. For example, if you are applying for the \$50,000 grant award, your organizational budget must be at least \$250,000 which is not be great than 10% of your organizations most recent fiscal actuals.*

MY ORGANIZATION IS NOT A NONPROFIT, BUT WE ARE LOOKING TO PARTNER WITH A NONPROFIT TO PROVIDE BEREAVEMENT SERVICES, CAN WE APPLY?



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- *Only nonprofits are eligible to apply. Your organization can partner with nonprofit, but your nonprofit must be the applicant.*

CAN WE FALL INTO MORE THAN ONE CATEGORY FOR EITHER GRANT?

- *Your grant can cover more than one category but for the purposes of the application you must select one category.*

IF WE'VE RECEIVED ONE GRIEF REACH GRANT PREVIOUSLY ARE WE ALLOWED TO APPLY AGAIN?

- *Yes, as long as your grief reach grant is complete and your final report has been turned in.*