Grief Reach Request for Proposals
Summer 2021 Cycle

Community Expansion and Capacity Building
Thursday, June 17th-- Monday, July 19th, 2021, at 8 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 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 funding to a summer grant cycle for bereavement organizations serving grieving children across the country.

This competitive grant program includes two different one-year grant opportunities: Capacity Building and Community Expansion. Applicants can apply for 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.

New York Life Foundation provides the funds for these grants, and the National Alliance for Grieving Children manages the oversight and RFP process. Final decisions on grants are made by a review committee consisting of representatives from the National Alliance for Grieving Children and the New York Life Foundation. The application process has been streamlined for expediency. Please complete the following questions by 8 p.m. ET, July 19th. Please limit your responses to the stated characters per question; if you go over this limit, the committee will not see your complete response.

Eligibility and priorities

This competitive grant program is open to nonprofit organizations that serve bereaved children and meet the requirements laid out below.

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. Serving Bereaved children
   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 person 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. Organizations that are not eligible to apply
   An organization that is currently receiving a grief reach grant is ineligible to apply. Current grants must be completed, and final reports turned in before applying for a new grief reach grant.

4. Prioritization for this grant cycle will be given to applications that have a collaborative component.
Overview:
There are two separate grant opportunities included in this RFP. Each program will only be eligible to apply to one of these grant opportunities, as explained below.

Summer Cycle Application timeline:
- Application Opens: June 17th
- Application Closes: July 19th, 2021, at 8 p.m. ET

Eligibility requirements:
- US-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 20% 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 that have a current grief reach grant and the final report has not been submitted.
2021 Summer Cycle Grief Reach Q&A
This will be held on Monday, June 28th from 2:30 p.m. to 3:30 p.m. To register for this call, click below:  
https://us02web.zoom.us/j/83108086979?pwd=NUxSL21ZWFixMldtdURnMWJWdkNHdz09

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 before receiving their grant payments.
Community Expansion Grants – One Year Grants

- **$50,000**: Only organizations with minimum annual organizational budgets of $250,000 will be eligible to apply for this grant level.
- **$25,000**: Only organizations with minimum annual organizational budgets of $125,000 will be eligible to apply for this grant level.
- **$15,000**: Only organizations with minimum annual organizational budgets of $75,000 will be eligible to apply for this grant level.

These grant funds may be used to expand services to bereaved children and youth. Categories are:

- 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, Opioid crisis, families bereaved during the pandemic, 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.

**Reporting requirements:**

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<th>Reporting Requirements - Community Expansion</th>
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<td>April 1, 2022</td>
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<td>October 1, 2022</td>
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Capacity Building Grants – One Year Grants

- **$10,000**: Only organizations with minimum annual organizational budgets of $50,000 will be eligible to apply for this grant level.
- **$20,000**: Only organizations with minimum annual organizational budgets of $100,000 will be eligible to apply for this grant level.

This grant awards funds to enhance organizational capacity, development, and effectiveness. It must support one of six 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 board's role; 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 the use of technology.

**New Organization**: Specifically, for an organization under 3 years old to conduct an organizational needs assessment or strategic planning.*

*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 the application process.

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<td>October 1st, 2022</td>
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<td>Final Report Due</td>
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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, but my 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: Monday, July 19th, 2021, at 8 p.m. ET

- **We are an organization of volunteers. Can we apply?**
  Your organization must have at least one paid employee 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.

- **My organization is not a nonprofit, but we are looking to partner with a nonprofit to provide bereavement services. Can we apply?**
  Only nonprofits are eligible to apply. Your organization can partner with a 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 you must select one category for the purposes of the application.

- **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.