

NFL FOUNDATION GRASSROOTS PROGRAM

A Community Football Fields Program
REQUEST FOR PROPOSALS (RFP)



GRASSROOTS
Field Grant Program in partnership with LISC

LISC
SPORTS & RECREATION

Make sure your audio settings are on to be able to hear, this option should be toward the top left side of your screen.

All participants have been muted. This allows the speaker to be heard without interruptions. Questions will be answered at the end of the presentation. Feel free to submit questions via the chat box at any time during the presentation.

Speaker

- ▶ Beverly Smith- Vice President, LISC Sports & Recreation
- ▶ Crystal Hunter- Senior Program Officer, LISC Sports & Recreation
- ▶ Oneido Luis- Assistant Program Officer, LISC Sports & Recreation

Timeline

Proposals are due by January 31, 2024.

Please read the complete RFP before submitting a proposal.

**EMAIL SUBMISSIONS TO
SportsAndRec@lisc.org**

- PLEASE SEND THE PROPOSAL AS A PDF ATTACHMENT AND INCLUDE ALL REQUIRED DOCUMENTS AS PER THE RFP.
- DO NOT SEND THE PROPOSAL IN THE BODY OF THE EMAIL.
- Please title the attachment with Organization and Project name.

AVAILABILITY OF FUNDING (Two Levels)

Matching Grants of up to \$250,000

- \$250,000 grants are available to applicants seeking to install synthetic sports surfaces
- \$100,000 available to a field utilizing natural grass/sod surfaces
- Proposals for full size field must be at least 120 yards x 53 1/3, practice size field must be at least 60 yards x 26

Matching Grants up to \$50,000

- General field support grants for lighting, bleachers, concession stands, locker rooms

ORGANIZATIONAL ELIGIBILITY CRITERIA

To Qualify for Grassroots Funding

Organizations Must:

- Be a community-based organization, middle school or high school serving a neighborhood consisting of low and moderate income families and individuals.
- Have at least one-full time staff person.
- Be in existence for at least three years.
- Have a proven track record in real estate development and/or recreation programming.
- Have 501 (c)(3) tax exempt status/school status.
- Be located in an NFL Target Market as outlined in the RFP.

APPLICATION PROCEDURES

*PLEASE NOTE: USE OF THE NFL GRASSROOTS PROGRAM
NFL or LISC LOGO IS EXPRESSLY PROHIBITED*

Proposals Must Include the Following:

- ▶ Cover Sheet: organization name, address, phone number, email, contact person and address of project site

Narrative:

- ▶ Do not exceed 5 pages
- ▶ Brief history of organization/partners
- ▶ Description of project- history of field, budget, timeline
- ▶ Impact on community- programming, number of youth

Selection Criteria

FEASIBILITY OF PROJECT

- Are the budgets realistic?
- Are there site control or environmental issues?
- Does the project need to be approved by other parties?
- Dollar for dollar match minimally is required at all levels of funding.
- How much of the match is currently in hand?
- In-kind donations are eligible. What qualifies as “in-kind”?

PROJECT READINESS

- ▶ What is the timeline for the project?
- ▶ Can the project be completed within 18 months from the funding date?
- ▶ Does the project interfere with existing programming?

MANAGEMENT CAPACITY

- ▶ Does the organization have the resources to complete the project efficiently and effectively?
- ▶ Who will manage the project?
- ▶ How many full-time staff do you have? What is their experience?

NEIGHBORHOOD IMPACT

- Does the project meet the low to moderate income requirements?
- Who are the primary users of the field, specifically youth football programming.
- Will the community at large have access to the field?
- Proposals must include memorandums of understanding between grantee and community partners.

NFL Team	Target Market		
Arizona Cardinals	Phoenix, Peoria, Glendale, Tempe, Flagstaff, Sacaton, Tucson, AZ	New Orleans Saints	Acadia, Ascension, Assumption, Avoyelles, Baton Rouge, Bienville, Bossier, Caddo, Caldwell, Claiborne, Grant, Iberia, Jackson, Jefferson, Lafourche, La Salle, Lincoln, Livingston, Madison, Orleans, Ouachita, Plaquemines, Sabine, St. Bernard, St. James, St. Martin, St. Mary, St. Tammany, St. John, St. Charles, Tangipahoa, Terrebonne, Vermillion, Vernon, and Washington Parishes. New Orleans, LA Southern Mississippi
Atlanta Falcons	Georgia Statewide		
Baltimore Ravens	Baltimore, MD		
Buffalo Bills	Buffalo, Lackawanna, Niagara Falls, Rochester, Tonawanda, Cheektowaga, Lockport, Alden, Akron, Gowanda, NY		
Carolina Panthers	North and South Carolina		
Chicago Bears	Chicago, Brookfield, Chicago Heights, Decatur, Rock Island, Riverdale, Blue Island, North Chicago, Waukegan, Aurora, Peoria, IL and Hammond, IN	New York Giants	Englewood, Hackensack, Jersey City, Newark, Irvington, Paterson, Hoboken, NJ; Mount Vernon, Yonkers, Peekskill, NY Bridgeport, Hartford, New Haven, Stamford, CT
Cincinnati Bengals	Cincinnati, Hamilton County, Dayton, Montgomery County, Clermont, Butler, Warren, OH; Louisville and Northern Kentucky (Boone County, Campbell County, Kenton County.) Kentucky Counties (Gallatin, Carroll, Grant, Owen, Pendleton, Bracken, Mason, Robertson, Lewis, Nicholas, Fleming, Bourbon, Fayette, Franklin, Scott, Woodford, Henry, Trimble, Oldham, Jefferson, Shelby Gallatin, Carroll, Grant, Owen, Pendleton, Bracken, Mason, Robertson, Lewis, Nicholas, Fleming, Bourbon, Fayette, Franklin, Scott, Woodford, Henry, Trimble, Oldham, Jefferson, Shelby). Ohio Counties (Preble, Clinton, Greene, Clark, Miami, Drake, Madison, Franklin, Fayette, Pickaway, Ross, Highland, Brown, Pike, Scioto, Jackson, Lawrence, Gallia, Meigs, Vinton, Athens, Hocking, Fairfield, Perry, Morgan, Washington, Muskingum, Logan, Champaign, Union, Delaware, Licking, IN Counties (Switzerland, Dearborn, Ripley, Jefferson, Franklin, Union, Fayette, Scott, Clark)	New York Jets	Morris County (Dover, Morris Township), NJ; Hempstead, Wyandanch, NYC, Peekskill, Roosevelt, Uniondale, NY
		Las Vegas Raiders	Henderson, Las Vegas, North Las Vegas, NV
		Philadelphia Eagles	Philadelphia, PA; Chester PA; Camden, NJ; Southern NJ; Wilmington, DE
		Pittsburgh Steelers	Pittsburgh and Allegheny, Armstrong, Beaver, Blair County, Butler, Cambria County, Clinton County, Fayette, Green, Indiana, Lawrence, Somerset, Washington, & Westmoreland counties, PA Fairmont, Weirton, WV
		San Francisco 49ers	San Francisco, South San Francisco, East Palo Alto, Pájaro, Salinas, San José, Watsonville, Santa Clara, Oakland, Alameda, Berkeley, Castro Valley, Hayward, San Leandro, San Lorenzo, Richmond, Union City, Walnut Creek, CA
Cleveland Browns	Cleveland, Akron, Canton, Cuyahoga, Lake, Ashtabula, Garfield Heights, Parma Heights, Columbus, Trumbull, Mahoning, Columbiana, Toledo, Stark, Wayne, Medina, Summit, Portage, Geauga, Youngstown, Lorain County, OH	Seattle Seahawks	Washington State
Dallas Cowboys	Dallas, Arlington, Fort Worth, Irving, Frisco, TX	Tampa Bay Buccaneers	Hernando, Hillsborough, Orange, Osceola, Pinellas, Seminole, Manatee, Polk, Pasco, and Sarasota Counties, FL
Denver Broncos	Colorado Statewide	Tennessee Titans	Chattanooga, Jackson, Knoxville, Memphis and Davidson, Cheatham, Dickson, Sumner, Rutherford, Williamson, Wilson, Robertson, Cannon, Hickman, Macon, Maury, Smith, and Trousdale counties, TN
Detroit Lions	Detroit, Highland Park, Allen Park, Dearborn, Flint, Pontiac, MI		
Houston Texans	Houston, TX		
Green Bay Packers	Green Bay, Eau Claire, Lacrosse, Madison, Manitowoc, Milwaukee, New Richmond, Racine, Sheboygan, Menasha, Appleton, Little Chute, WI		
Indianapolis Colts	Indianapolis, Muncie, IN		
Jacksonville Jaguars	Jacksonville: Nassau Clay St. John's Baker Putnam and Flagler Counties FL	Washington Football Team	Washington, DC; Prince George's County, MD Silver Spring, MD; Richmond, Virginia Beach, Henrico County, VA

FUTURE MAINTENANCE AND SAFETY

- Who will maintain the field?
- Who will supervise the programming of the field?
- Is there a funding stream in place to support on-going maintenance?
- Are potential safety issues, such as lighting and controlled access addressed?

RECREATIONAL PROGRAMMING

- Is there existing programming on the field? Are there usage agreements in place for multiple leagues/users?
- Who is providing the programming?
- Are there existing funding streams to continue programming?
- How many youth and adults currently participate in the programs?

PARTNERSHIP BUILDING

- Funding Partners vs. Program Partners
- Government Agencies and Local Officials
- Community Based Organizations
- Business Leaders
- Local NFL Team
- USA Football

ORGANIZATIONAL ATTACHMENTS

- IRS 501 (c)(3) determination letter
- Two most recent audited financial statements for 2021 and 2022 fiscal years
- Most recent IRS 990 form (preferably 2022)
- Current List of organization's Board of Directors
- Most Recent IRS W-9 Form

PROJECT ATTACHMENTS

- Project budget & timeline
- Financing commitment letters from match funding sources
- Field maintenance plan with corresponding budget
- Landscaping or park design plans
- Environmental reports (if necessary)
- Agreements and budgets for field programming
- Letters of support from field users and other community organizations
- Field Usage Agreements & Memorandums of Understanding
- List of youth football organizations with contact information



USAFootball.com

Mike Cuzzone, Midwest, PNW and Plains – mcuzzone@usafootball.com
(630) 433-6697



FOR YOU. FOR THE GAME. WHAT WE DO

You coach, you organize, you play – you give your time to football. As the sport's National Governing Body, we're here to help you make the most of it. Check out what we've been working on to lead, strengthen and grow the game.



FOR LEAGUE LEADERS

Running a youth league is hard and often thankless work. You have a lot on your plate because you do it all for the game.

We're here to help with grants, recognition, resources and education. Support starts with enrollment, visit usafootball.com/enroll to learn more.



FOR COACHES

Coaching young athletes can feel like a full-time job, and expectations couldn't be higher.

We're here with training and tools to help you get the most out of your team and yourself, so step up to the standard and get certified. Visit usafootball.com/certification to learn more.



FOR PARENTS

Finding the football offerings and youth league for your child isn't easy.

Our National Team program and community Blitz events help athletes grow and develop.

We can also help you find the right league - not just the closest one. Visit usafootball.com to find all of these programs.



FOR YOUNG ATHLETES

In 2020, we introduced the Football Development Model.

It's designed to make the game safer by reducing contact and teaching in a way that meets an athlete where they are in their development.

The model helps youth coaches teach athletes based on their age, the skill they are learning and the way they play. Visit usafootball.com/fdm to learn more.



FOR HIGH PERFORMING ATHLETES

You want to become your best. We're here to help you level up on-and-off the field.

The High Performance Pathway and National Team Program helps adult and youth flag and tackle players develop and compete.

Those that prove they've earned a place among the best represent our country versus the world. Visit usafootball.com/highperformance to learn about the pathways and their events.

LISC SPORTS & RECREATION CONTACTS

Beverly Smith, Vice President

(212) 455-9881

bsmith@lisc.org

Mark Conyers

Administrative Coordinator III

(212) 455-9854

mconyers@lisc.org

Crystal Hunter, Senior Program Officer

(212) 455-9341

chunter@lisc.org

Kian Furnace, Program Officer

(212) 455- 9305

kfurnace@lisc.org

Oneido Luis, Assistant Program Officer

(215)-923-1624

oluis@lisc.org

Frequently Asked Questions

Q1. Regarding the full-time employee requirement- Does that employee have to be paid employee?

Answer: The employees would have to be paid staff.

Q2. What if a **volunteer non-profit organization** wants to partner with a local Parks and Recreation Department?

Answer: The non-profit partner needs to demonstrate that there is at least one full-time paid staff member, since the non-profit organization will be functioning as the fiscal agent. An MOU will need to be included that outlines the specific roles and responsibilities of the non-profit and the Parks & Recreation Department related to the field project.

Q3. Can you explain the low- and moderate-income requirement?

Answer: You can check with your local school district and look at the percentage of youth who qualify for free and reduced lunches. (minimal 30 % will be considered)

Q4. What is considered in the NFL area for qualifications?

Answer: Applicants considered must be located within the target markets listed in the RFP Target Markets.

Q5. If a school is a public school and not a 501c3., do they need to go through a fiscal sponsor? Can they provide alternative documentation? For example, NCES. Documentation.

Answer: Yes. Most school districts are already designated as tax exempt so the tax-exempt State or City document should be included in the proposal submission.

Q6. Can the in-kind donations be applied to the \$250 match for synthetic fields, \$150 k. Match or do in kind donations need to go beyond the dollar-for-dollar 250k?

Answer: We are saying minimally, you must present that you have at least \$250,000, \$100,000 or \$50,000 depending on the proposal you put forward- whether it is in kind or cash, you must have the equivalent match for the amount for which you are applying. But those proposals that will be considered a priority should demonstrate that they have the funding for the entire project in place. (minus the amount requested from the NFL Grassroots Program)

Q7. Can the match funds be unrestricted operating donations, or do they need to be directed at the field athletic equipment?

Answer: Specifically, it must be directed toward the actual field refurbishment/construction (not athletic equipment).

Frequently Asked Questions Cont.

Q8. When will the Awardees be announced?

Answer: The deadline for submission is January 31st, 2024. We expect to make announcements in mid-late April 2024.

Q9. Is there someone who can review our grant application prior to submission?

Answer: No, but if you have a specific question about the application before the January 31st deadline, feel free to reach out to us at SportsandRec@lisc.org

Q10. If my non-profit was awarded a grant from this program NFL, 5 years ago. But for another branch location can we still apply if it is for another location?

Answer: We will review and consider it. So long as the requests is not for the location previously funded.

Q11. Can turf be used to service multiple sports if football is one of them?

Answer: Yes, we understand that, often, these fields are the only fields in the community and used for multiple activities. The proposal should, however, demonstrate that youth football is scheduled for use on the field.

Q12. If awarded, what does the Grant reporting process look like?

Answer: If awarded, you will be required to submit monthly project updates regarding the progress of the project until it is completed. Specific precedents to disbursements will be outlined in the actual grant agreement if awarded and will identify the specific required documentation needed to be submitted before funds are released.

Q13. Can the proposal include the access or the ability to have bleachers, scoreboards, lockable concessions, things?

Answer: It depends on the specific amount requested. Are you applying for the field surface or amenities, scoreboards to bleachers? Funding levels as outlined in the RFP are \$250,000 for synthetic turf, \$100,000 for grass/natural turf and \$50,000 for field amenities such as bleachers, scoreboards, fencing, lighting, etc. Applications will only be considered for one level of funding.