

*Thank you for joining us. The webinar will begin shortly.*

# The New York Life Foundation's *Aim High* Grant Program:

## *Tips to Apply*



Afterschool Alliance



NEW YORK LIFE  
FOUNDATION

# Housekeeping Notes



## Experiencing Delays?

Try closing out the other programs running on your computer.



## Audio difficulties? Keep this number handy!

Dial: 1-877-860-3058

Code: 1135574

## Having Technical Issues?

Let us know in the chat box.



Afterschool Alliance



NEW YORK LIFE  
FOUNDATION

Please save your questions for the Q&A section at the end of the webinar.

We will be using a **dedicated Q&A Box**, *not the chat box*, to answer questions.



# Speakers:



- **Marlyn Torres**, Corporate Vice President, New York Life Insurance Company and Senior Program Officer – Corporate Responsibility, New York Life Foundation
- **Dan Gilbert**, Project Manager, Afterschool Alliance



# Agenda

**AWARD OVERVIEW**

**TOP 5 TIPS**

**COMMON QUESTIONS**

**FEEDBACK FROM THE FIRST ROUND**

**WHAT TO REMEMBER**

**Q&A**



# Overview



Afterschool Alliance



NEW YORK LIFE  
FOUNDATION

# The Aim High RFP Program

- **Grants Targeted Towards:**

- Afterschool, Summer, & Expanded Learning Programs
- Serving Disadvantaged Youth
- Supporting the Transition to 9<sup>th</sup> Grade



- **2<sup>nd</sup> Year:** Annual Investment Increased from \$750,000 to \$1.35 Million

# National Middle School OST Investments

- Since 2013, the Foundation has invested more than **\$24 million** in grants to support middle school youth in OST programs
- In 2016, the Foundation donated close to \$8.5 million toward the cause, working with **18 partners** to reach over **29,000 middle school youth**
- Through the Aim High program, will award over **\$2.5 million** to programs across the country over the next three years





# Aim High RFP Program

*The Aim High Grant Program is modeled after the Foundation's national grantmaking strategy.*

## Indicators of Success:

- **All Grants:**
  - Academic Success
  - School Attendance
  - On-Time Promotion to 9<sup>th</sup> Grade
  - Development of Social & Emotional Skills



# Aim High: New in 2018

## Focus on Youth with Disabilities or Other Special Needs:

- This year's 1-year grants will be focused on helping programs to support youth with disabilities or other special needs

## Geographic Focus:

- This year, there are 18 target states that will receive an extra 5 points on their applications' scoring rubrics



# Timeline



- The RFP is currently **OPEN**
- The RFP will close at 5:00 PM ET on **Friday, January 26**
- Applications will be reviewed on a competitive basis by a diverse team of experts.
- Grant awards will be announced in **May, 2018**
- The **two-year grant period** will begin in May 2018 and end in May 2020
- The **one-year grant period** will begin in May 2018 and end in May 2019



# Grant Tiers

	Number of Grants Awarded	Individual Grant: Year 1	Individual Grant: Year 2	Total 2-Year Grant Amount	Annual Budget
Tier 1	8	\$50,000	\$50,000	\$100,000	Annual <i>Program</i> Budget Must Be At Least \$250,000 <b>AND</b> Annual <i>Organizational</i> Budget must be at least \$500,000
Tier 2	8	\$25,000	\$25,000	\$50,000	Annual <i>Organizational</i> Budget must be at least \$250,000
Tier 3	10	\$15,000	N/A	N/A	Annual <i>Organizational</i> Budget must be at least \$150,000



# Eligibility Requirements

1. Applicants must be registered **501(c)3** organizations.
2. Applicants must either serve **middle school youth** (grades 6, 7, and 8) or use grant funds to begin serving middle school youth.
3. Applicants must serve a **high percentage (75%) of low-income youth**, as determined by Free & Reduce Price Lunch (FRPL) rates.
4. Applicants must **not currently receive funding** from the New York Life Foundation, either directly or as 'pass-through' funding.
5. **One-Year Grants Only:** In order to be eligible for the 1-year grants, at least 10% of the applying program's participants must have disabilities or other special needs.



# Eligible Uses for Funds

Grant funds may be used for **technical assistance** and/or **enhancing direct service activities**.

- **Technical assistance** includes:

- *Program enhancements*
- *Operations enhancements*
- *Governance enhancements*

- **Direct service components** include:

- *Expanding program capacity*
- *Adding a new program component*
- *Enhancing programming* to better support students' *transition to the 9<sup>th</sup> grade.*



# Reporting

## Reporting Requirements

Progress Reports Due	<u>1-Year Grants</u>	<u>2-Year Grants</u>
December 1, 2018	Progress Report Due	Progress Report Due
May 1, 2019	Progress Report Due	Progress Report Due
December 1, 2019	Final Report Due	Progress Report Due
May 1, 2020	N/A	Progress Report Due
December 1, 2020	N/A	Final Report Due



# Top 5 Tips



Afterschool Alliance



NEW YORK LIFE  
FOUNDATION



Tip #1

**Tip #1:**  
**All Questions Have A Purpose**



Afterschool Alliance



NEW YORK LIFE  
FOUNDATION

Tip #2

**Tip #2:**  
**Be an Advocate for your Program**

Tip #3

**Tip #3:**  
**Provide Lots of Details**



Afterschool Alliance



NEW YORK LIFE  
FOUNDATION

Tip #4

**Tip #4:**  
**Keep it Relevant**



Afterschool Alliance



NEW YORK LIFE  
FOUNDATION

Tip #5

**Tip #5:**  
**Read, Re-Read**  
**Have Someone Else Read**  
**And Read Again**



Afterschool Alliance



NEW YORK LIFE  
FOUNDATION

# Templates & Samples:

- **Section D: Project Description and Expected Outcomes**
- **Section F: Budget and Narrative**
- Links to the templates and samples will be available in the **LINKS box** during the Q&A Portion of this webinar.



# Common Questions



Afterschool Alliance



NEW YORK LIFE  
FOUNDATION

# Common Questions

## How many grants will be given?

- 8 grants of \$50,000/year, for a total 2-year grant amount of \$100,000.
- 8 grants of \$25,000/year, for a total 2-year grant amount of \$50,000.
- 10 1-year grants of \$15,000.

## Are non-profit organizations that are not 501(c)3 eligible to apply?

- **No**, only 501(c)(3) organizations are eligible to apply.





# Common Questions

## Can multiple programs or program sites from the same organization submit applications separately?

- **No**, each organization (as determined by the organization's EIN) can only submit one application. However, if an applicant is an affiliate of a national organization, more than one affiliate is able to apply for funding so long as that affiliate is currently not receiving grant funds from the New York Life Foundation.
- **If** an organization has multiple affiliates or regional entities with distinct EINs, one application may be submitted for each EIN.

## Are organizations with annual budgets of less than \$150,000 eligible to apply for any of the grants?

- **No**, they are not. The minimum organizational budget to be eligible for the grants is \$150,000.



# Common Questions

## What is the geographic scope of the grants?

- Applicants will be accepted from anywhere within the 50 states and the District of Columbia. Applicants from US Territories are ineligible to apply.
- There are 18 priority states for this round of the RFP, which receive an extra 5 points on their scoring rubrics.

## Are schools and/or school districts eligible to apply?

- Only if they are registered 501(c)3 organizations.

# Common Questions

## Can 501(c)3 organizations serve as a fiduciary agent for programs run by organizations that are not 501(c)3?

- **No**, the 501(c)3 organizations must be the program provider.

## Can I get a recording of this webinar?

- **Yes**, this webinar is being recorded. The link will be both sent to you via email and posted on the Afterschool Alliance's Webinars Page



# Common Questions

## Is it the program budget or the organizational budget that will need to meet the budget requirement?

- For the 1-Year, \$15,000 grants and the 2-Year, \$50,000 grants, it is the full organization's operating budget from the most recent fiscal year that determines eligibility. For most organizations this will be the final FY16 budget.
- For the 2-Year, \$100,000 grants, applicants must meet the budget minimum for both the organizational budget and the program budget (See RFP).

## Are 501(c)3 organizations that provide supports to middle school youth – but do not directly provide program services in out-of-school time settings – eligible to apply?

- **No**, only programs that are direct providers of out-of-school programming are eligible to apply.



# Feedback from the First Round of Aim High Grants



Afterschool Alliance



NEW YORK LIFE  
FOUNDATION

# First Round:

## High Turnout:

- 450+ applications received for 18 grants
- Highly competitive; 4% of applicants funded
- *Awards increased from 18 to 26 in 2018*



# First Round:

## Lessons from the review process:

- **Remember:** Reviewers are on your side
- Reviewers' job is narrow the field - don't give any reason to deduct points



## First Round:

Applicants that did best typically made a compelling argument that they were a **good fit** for the stated objectives of the Aim High Grant Program.





# First Round:

The **#1 reason** applicants lost points:  
responses did not address specifics of the  
question as posed

# What to Remember



Afterschool Alliance



NEW YORK LIFE  
FOUNDATION

# Remember:

**Due Date:** Nominations must be submitted by **Friday, January 26<sup>th</sup>** at 5:00 PM EST.

**Draft, Edit, Review:** Download the application, review the questions, and draft your answers with time to spare. Make sure your questions provide clear answers to the questions they correspond to.

**Data Matters:** The strongest applications often include robust program data.

**Don't Assume:** Reviewers **will** be unfamiliar with your program; provide detailed information that will help reviewers gain a stronger understanding of the supports your program provides.



# Q&A

More questions? Email Dan Gilbert at  
[dgilbert@afterschoolalliance.org](mailto:dgilbert@afterschoolalliance.org)



Afterschool Alliance



NEW YORK LIFE  
FOUNDATION