



LISC



NFL GRASSROOTS PROGRAM

A Community Football Fields Program

REQUEST FOR PROPOSALS (RFP)

Speakers

- **Beverly Smith**
Senior Program Director, Youth Development & Recreation,
LISC
- **Nate Boudreaux, Sr. Manager of Grants and Sponsor Services**
USA Football
- **Chris Evans, Member Services**
USA Football



PROGRAM OVERVIEW

LISC works with its partners to create communities that are good places to live, work and raise a family. LISC and the National Football League Foundation are partners in The NFL Grassroots Program, which builds community football fields in low income neighborhoods helping make the next generation of youth active and healthy.



HIGHLIGHTS OF THE NFL GRASSROOTS PROGRAM

- **First field refurbished in 1998.**
- **Over \$ 32.5 million dollars in grants awarded.**
- **An additional \$ 125 million dollars in support leveraged.**
- **256 fields built or refurbished in over 70 communities.**



AVAILABILITY OF FUNDING

Two Levels Of Funding Available

General Field Support

Funding up to \$50,000

Covers Installation/ Refurbishment of:

- Bleachers
- Concession Stands
- Lights
- Irrigation Systems



AVAILABILITY OF FUNDING

Two Levels Of Funding Available

Field Surface Grant

Matching Grants of up to \$200,000

- Used to finance the resurfacing of Community, Middle School or High School Football Fields
- \$200,000 grants are available to applicants seeking to install synthetic, recycled rubber- and sand-based 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



ORGANIZATIONAL ELIGIBILITY CRITERIA

To Qualify for Grassroots Funding Organizations Must:

- 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.
- 501 (c)(3) tax exempt status/school status.
- Located in an NFL Target Market as outlined in the RFP.



Selection Criteria



TARGET MARKET

- Field must be located in a NFL Target Market location as outline in schedule A of the RFP



LISC



<i>ARIZONA CARDINALS: Phoenix, Glendale, Tempe, Flagstaff, Sacaton, Tucson, AZ</i>	<i>HOUSTON TEXANS: Houston, TX</i>	<i>OAKLAND RAIDERS: Oakland, Alameda, Berkeley, Castro Valley, Hayward, San Leandro, San Lorenzo, Richmond, Union City, Walnut Creek, CA</i>
<i>ATLANTA FALCONS: Atlanta, Hall County, GA</i>	<i>GREEN BAY PACKERS: Green Bay, Lacrosse, Madison, Manitowoc, Milwaukee, Racine, Sheboygan, WI</i>	<i>PHILADELPHIA EAGLES: Philadelphia, Lehigh Valley, PA; Camden, Trenton, NJ; Wilmington, DE</i>
<i>BALTIMORE RAVENS: Baltimore, MD</i>	<i>INDIANAPOLIS COLTS: Indianapolis</i>	<i>PITTSBURGH STEELERS: Pittsburgh, Allegheny, Armstrong, Beaver County, Blair County, Butler, Cambria County, Fayette, Green, Indiana, Lawrence, Somerset County, Washington, Westmoreland, PA; Fairmont, Weirton, WV</i>
<i>BUFFALO BILLS: Buffalo, Lackawanna, Rochester, Tonawanda, NY</i>	<i>JACKSONVILLE JAGUARS: Jacksonville, Nassau, Clay, St. John's and Baker Counties, FL</i>	<i>ST. LOUIS RAMS: St. Louis, MO, East St. Louis, IL</i>
<i>CAROLINA PANTHERS: Mecklenburg County, Cabarrus County, Forsyth County, Guilford County, New Handover County, Wake County, York County, Fort Bragg, NC; Charleston County, SC, Greenville County, SC, Richland County, SC, Spartanburg, SC</i>	<i>KANSAS CITY CHIEFS: Kansas City, MO, Kansas City, KS</i>	<i>SAN DIEGO CHARGERS: San Diego County, CA</i>
<i>CHICAGO BEARS: Chicago, Cook County (Mayfield, Brookfield, Chicago heights, Riverdale, Blue Island) Lake County (North Chicago, Waukegan), IL</i>	<i>MIAMI DOLPHINS: Miami Dade, Broward, Palm Beach, Monroe, Lee and Collier Counties and Port St. Lucie, FL</i>	<i>SAN FRANCISCO 49ERS: San Francisco, South San Francisco, East Palo Alto, Pajaro, Salinas, San Jose, Watsonville, CA</i>
<i>CINCINNATI BENGALS: Cincinnati, Hamilton County, Clermont, Butler, Warren, OH; Northern Kentucky (Boone County, Campbell, Kenton)</i>	<i>MINNESOTA VIKINGS: Minneapolis, Duluth, St. Cloud, St. Paul, MN</i>	<i>SEATTLE SEAHAWKS: Seattle, Tacoma, King, Pierce, Snohomish, Thurston, Skagit and Kitsap Counties, WA</i>
<i>CLEVELAND BROWNS: Cleveland, Akron, Canton, Lorain, Toledo, Youngstown, OH</i>	<i>NEW ENGLAND PATRIOTS: Boston, Springfield, Foxborough, Attleboro, MA; Nashua, NH; Providence, RI</i>	<i>TAMPA BAY BUCCANEERS : Hillsborough, Orange, Pinellas, Seminole, Manatee, Polk, Pasco Counties and Sarasota, FL</i>
<i>DALLAS COWBOYS: Dallas, Arlington, Fort Worth Irving, TX</i>	<i>NEW ORLEANS SAINTS: New Orleans</i>	<i>TENNESSEE TITANS: Davidson, Cheatham, Dickson, Sumner, Rutherford, Williamson, Wilson, Robertson and Montgomery Counties, Chattanooga, Knoxville, and Memphis, TN</i>
<i>DENVER BRONCOS : Denver, Colorado Springs, Pueblo, Fort Collins, Grand Junction, CO</i>	<i>NEW YORK GIANTS: Englewood, Hackensack, Jersey City, Newark, Irvington, Paterson, NJ; Mount Vernon, Yonkers, NY</i>	<i>WASHINGTON REDSKINS: Washington, DC; Prince George's County, MD Richmond, Virginia Beach, VA</i>
<i>DETROIT LIONS: Detroit, Highland Park, Allen</i>	<i>NEW YORK JETS: Morris County (Dover, Morris Township)</i>	<i>LOS ANGELES: Los Angeles, CA</i>

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.**



SUPPORT FROM THE COMMUNITY

- Is there support for the project from community organizations?
- From the local government?
- From the local NFL franchise?



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

Potential Partners Include:

- **Government Agencies and Local Officials**
- **Community Based Organizations**
- **Business Leaders**
- **Local NFL Team**
- **USA Football**



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
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- **Organizational Attachments**

 - **Project Attachments**



ORGANIZATIONAL ATTACHMENTS

- **IRS 501 (c)(3) determination letter**
- **Two most recent audited financial statements for 2011 and 2012 fiscal year**
- **Most recent IRS 990 form**
- **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**





About USA Football



Official Youth Football Development Partners



Official Youth Football Development Partner



Official Youth Football Development Partner

- NFL
- 32 teams
- NFL Players Association

First time in NFL's 92 years it named an official youth football development partner.




Football's National Governing Body

- Responsibility of fielding U.S. National Teams
 - International competitions



Mission & Goals

USA Football, the sport's national governing body, leads the game's development, inspires participation and ensures a positive experience for all youth and amateur players.

-  Creates innovative educational resources for commissioners, coaches, players, parents and game officials
-  Authors unified rules, standards and best practices
-  Conducts research relative to youth and amateur football
-  Fields national teams for international competition





USA Football Membership

EDUCATION

-  Heads Up Tackling
-  Football Specific
-  Age Specific

HEALTH & SAFETY

-  Background Checks
-  Concussion Education
-  Heat & Hydration

RESOURCES

-  Practice Planner
-  Film Room
-  Drills Library





USA Football Contacts

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REGIONAL MANAGERS

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JOIN US FOR OUR Q & A WEBINAR ON FEBRUARY 20TH

