



Phoenix Suns Charities Playmaker Grant Competitive Grant Cycle

Available: January 15, 2016
Close Date: 5:00pm, April 29, 2016

Introduction

Phoenix Suns Charities was founded in 1988 with the mission to assist the needs of children and families in Arizona. Due to the generosity of fans and sponsors, and underwriting by the team, Phoenix Suns Charities has experienced steady growth and now distributes more than a million dollars annually to hundreds of local charities. Since its inception, Phoenix Suns Charities has donated more than 17 million dollars to worthy Arizona organizations.

Phoenix Suns Charities was the vision of original Phoenix Suns Chairman and CEO Jerry Colangelo. Upon his purchase of the team in 1987, he began to assemble a board of community leaders to oversee the formation and operation of a charitable effort that would reflect the Suns mission to be a constant leader in improving the quality of life in our community. Current Suns managing partner, Robert Sarver, has extended the reach of the charity by involving additional community stakeholders who work in partnership with Phoenix Suns Charities to further leverage and steward the donations that come in to the foundation.

Funds are raised through the NBA season through special events such as The Jump Ball, the Suns Golf Classic; Suns Charities 88, the SLAM DUNK street party, through scoreboard messages presented at Suns home games; game night auctions and sales; and through special projects such as Suns license plates. Finally, many generous fans and community organizations designate Phoenix Suns Charities as the recipient of their giving lead by a group of donors known as Playmakers who pledge \$100,000 over four years to the charity.

For consideration of a Playmaker Grant (\$50,000 or \$100,000)

The requesting non-profit needs to have received a grant from Suns Charities in the past. In addition, we are looking for an IMPACT grant that can be brought on-line within the year of receiving the grant. The Suns or Suns Charity brand MUST be able to accompany the delivery of the program/improvement. Please visit <http://www.nba.com/suns/suns-charities-playmaker-examples> to fully understand visual expectations. Branding budget must be included in Playmaker proposal. In August or September, the top six proposals will be invited to present to a committee of Suns employees, donors, and Board of Directors. The presentation must include sample artwork of the project.



Phoenix Suns Charities will accept one proposal that benefits and supports children and families in Arizona from the following areas:

- Health/Human Services
- Education
- Sports/Recreation

Eligibility Requirements

- Organization must have received funding from Phoenix Suns Charities in the past to be eligible for the Playmaker Grant. If organization has not received funding from PSC in past years, they may be eligible for the non-Playmaker grant opportunity (see *Phoenix Suns Charities* when applying online) If your organization applies for a Playmaker grant but has not received funding from Phoenix Suns Charities in the past, the application will be declined.
- Arizona 501(c)(3) organizations that operate with fiscal accountability and responsibility.
- Organization has been an established 501(c)(3) for at least 3 years.
- Project cannot be a summer camp. Phoenix Suns Charities is a collaborative funder for the Summer Youth Program Fund which sole funds summer camps. To learn more about applying for summer camp funding, please visit www.azfoundation.org/grants.
- Project must serve 100% of residents within the Arizona geographic boundaries.
- Phoenix Suns Charities does not sponsor tables or events.
- Organization must have a complete and visible profile on ACF's website: www.azfoundation.org (See "How to Apply Online" below). Organizations without a complete organizational profile by the application due date will be declined.
- Organization must demonstrate a non-discrimination policy regarding staff, employment, governing board and service based on race, ethnicity, religion, gender, sexual orientation, gender identity, age, disability or national origin, and provide evidence of the policy.
- Phoenix Suns Charities will accept one proposal that benefits and supports children and families in need throughout Arizona.
- Organization must serve children/youth 18 years of age and under or families.
- Organization must visit <http://www.nba.com/suns/suns-charities-playmaker-examples> to fully understand visual expectations.
- Organization must include a branding budget in Playmaker proposal. Applicants are expected to budget for PSC branding; the branding budget should be included in the submitted application.
- If selected as one of top six (6) proposals, organization must be available to present to a committee of Suns employees, donors, and Board of Directions in August or September. Presentation must include sample artwork of the project.
- Organization **MUST** fulfill project proposal within **one year** of receiving grant.



Timeline for 2016 Grant Making

- Grant cycle opens **January 15, 2016**
- Applications are due by **5:00 pm on April 29, 2016**
- Grant awards and decline letters out by **November 30, 2016**

Grant Deadline

Proposals must be submitted online by **5:00 pm on April 29, 2016. No exceptions.**

Review and Evaluation Process

All proposals will be reviewed through a competitive evaluation process. The reviewers will be reading the applicants' online profiles on the ACF website to obtain information on the organization. Please be sure to update your organization's profile before submitting your proposal.

- Proposals are reviewed and evaluated by grant committee panels, comprised of volunteer Phoenix Suns staff members who assess proposal strengths and weaknesses according to evaluation criteria.
- Evaluation criteria consists of a point system awarded for impact on community need, measurable benefits, plan for sustainability, alignment with the funding criteria, partnerships, goals and objectives clearly stated, measurable outcomes, population served, reasonable budget, and whether the project/organization enhances collaboration with other community organizations and/or agencies.

How to Apply Online

If your organization has an ACF profile:

Go to the Arizona Community Foundation's grants page on their website at www.azfoundation.org. Sign in with your login credentials to begin the application process. Be sure to update your organizational profile by clicking on your organization's name and ensuring the data entered is current. To begin an application, click "Start New Application" and select the grant program you are applying to.

If your organization does not have a registered ACF profile:

If your organization needs to be registered, please go to www.azfoundation.org and select "Grantee Login" to sign up. Once you are registered, you may begin the LOI or application process by starting a new application. You may also edit organizational information once you have logged in and attached your organization to your profile.

For assistance with technical questions regarding the online registration and application, please contact our Competitive Grants Management Team at grants@azfoundation.org or 602-381-1400.



Tips for Submitting

All users will be required to update and complete their organizational profile **before** being able to submit any grant application. If an incomplete organizational profile is submitted before the grant due date, your application will be declined.

- **Do not wait until the deadline date to set up your organization's profile and apply.**
- During the last week of any grant cycle's duration, due to the volume of inquiries, you will likely have limited access to ACF technical support so working in advance is strongly advised.
- It is recommended that the application be prepared offline in a text editor such as Microsoft Word to ensure a duplicate exists.
- There are new fields in the organizational profile to complete. Be sure to update and complete the profile before submitting your proposal.
- Narrative responses are limited to the maximum word count. You do not have to use all the words. Only provide information that is pertinent.
- Be sure to review applications for spelling and grammar errors.
- Be sure to check for an email notification indicating that your application has been submitted.

How to Get Help

Please contact ACF staff to discuss any part of the grant application process. Due to the high volume of calls and inquiries as the deadline nears, organizations are encouraged to contact staff well in advance of the deadline with any questions! During the last week of any grant cycle's duration, you will likely have limited access to ACF technical support.

For technical assistance with the web site, including organizational profile and the online application, please email grants@azfoundation.org or call (602) 381-1400.



Pre-Qualifying Questions

- I understand that I am currently applying for the Playmaker Grant from Phoenix Suns Charities.
- My organization has received funding from Phoenix Suns Charities in the past. If my organization has not received funding from Phoenix Suns Charities in the past, my organization is not eligible to receive this grant and my application will be declined.
- Is the applicant organization (or fiscal sponsor, if applicable) an Arizona 501(c)(3) organization that operates with fiscal accountability and responsibility?
- Applicant organization understands that Phoenix Suns Charities will not fund summer camp programs through this grant cycle. Phoenix Suns Charities is a collaborative funding partner for the Summer Youth Program Fund (for more information visit www.azfoundation.org/grants)
- Are 100% of those served by the project residing within the Arizona geographic boundaries?
- Has the applicant organization been an established 501(c)(3) for at least three consecutive years?
- Have you downloaded the latest guidelines and question document, available by clicking on the Preview button above?
- Have you updated your browser? (We recommend using Google Chrome or the most updated version of Firefox. Please check the grant guidelines, which you can download by clicking on the Preview button above, for more information. It is not recommended that you use Internet Explorer.)
- Can the applicant organization demonstrate a non-discrimination policy regarding staff, employment, governing board and service based on race, ethnicity, religion, gender, sexual orientation, gender identity, age, disability or national origin, and provide evidence of the policy?
- Does the applicant organization (and fiscal sponsor, if applicable) have a completed, up-to-date, and visible profile on this website? The organizational profile being used to submit the application has been fully updated to reflect the most current information about the applicant organization including a current up to date annual budget.
- Does the applicant serve children/youth 18 years of age and under or families?
- Did applicant visit <http://www.nba.com/suns/suns-charities-playmaker-examples> to fully understand visual expectations?
- Will applicant include a line item in the budget for Phoenix Suns Charities branding? Applicants are expected to budget for PSC branding with their project; the branding budget should be included in the submitted application.
- If selected as a Playmaker grant recipient, will project be executed within **one year** of receiving the grant?
- If selected as one of the top six proposals, will organization be available to present to a committee of Suns employees, donors, and Board of Directors in August or September?



Application Questions

1. Project Title
2. Requested Amount
3. Total Project Amount
4. Is this project being done in collaboration with other nonprofits? If so, please list each nonprofit and their role in the collaboration. If no, please discuss the resources available to fulfill the proposal.
5. Please provide at least one, up to six, of the intended outputs you plan to accomplish with this proposed project. Each output should simply state the number of lives impacted and how they will be impacted. For example: serve 100 children between the ages of 5 and 18 or spay/neuter 56 animals. Note: For final reporting purposes, you will be asked to provide actual outputs (the results) that reflect the degree to which the goals you established have been realized.
6. Describe in two or three sentences what you will do with the funds (Word Limit – 50)
7. Please describe the program proposal in detail. (Word Limit – 300)
8. How many children or families will be served by this program within one year? (Word Limit – 25)
9. How will the Suns Charities branding “change” if your organization receives a \$50,000 grant? Are there components that are more critical than others? If so, please itemize the components and corresponding costs. (Word Limit - 200)
10. Other than visually branding the project, in what way(s) will your organization acknowledge Phoenix Suns Charities if you receive funding from this grant? (Word Limit – 100)
11. Has your organization taken advantage of Phoenix Suns group tickets as a fundraising opportunity? If yes, for what games? If no, is your organization interested in receiving information about ticket fundraising programs? (Word Limit – 50)
12. Does your organization have a relationship with a Phoenix Suns employee? If so, who and what is the relationship (Board Member, Volunteer, etc.)? (Word Limit – 50)
13. Additional comments, not required (Word Limit – 50)



14. Select the demographic populations, such as the age group and race of the target population you intend to serve (Select all that apply).

■ Ages:

- ☐ 0 - 6
- ☐ 7 - 10
- ☐ 11 - 18

■ Race:

- ☐ African American or Black
- ☐ Asian/Pacific Islander
- ☐ Hispanic or Latino
- ☐ Native American/Indigenous
- ☐ Mixed Race
- ☐ White
- ☐ Other
- ☐ N/A

15. **Documentation:** Please upload your organization's W-9.

16. **Budget Template:** The project budget should show financial data for the proposed project during the grant period, not the organization's overall operating budget. Please only include revenue and expenses related to the proposed project, such as salaries, fees for services, etc. Please list all other funding sources you have applied to, both pending and secured, for this project. Also include your project branding budget.

***Please include a line item for your project branding budget.** (*What is a Branding Budget?* A branding budget is the total cost it will take to brand your project with Phoenix Suns Charities. You should include a line item in your overall project budget that identifies the branding budget cost.) **Budgets that do not include a branding budget line item will be immediately declined.**