



## 2022-2024 Social Justice Grant Request for Proposals

### OBJECTIVE

To provide support to national and local Bay Area nonprofit organizations who are currently engaged in effective strategies for improving racial equity, with a focus on the Black community, in three key areas: (1) improving community-police relations, (2) criminal justice reform, and (3) education and economic advancement.

### REQUEST FOR PROPOSALS

We invite non-profit organizations to apply for operating support or programmatic funding of \$25,000 to \$100,000 per year for two years (for a total of \$50,000 to \$200,000) that meet the below criteria.

### RFP CRITERIA

- Grant seekers should be able to demonstrate how they are effecting change in one of the following three areas either through policy change and/or direct service:
  - Improving Community - Police Relations: Increase the number of police departments whose actions reflect fair and unbiased police conduct. Examples might include independent community organizations focused on police de-escalation training, implicit bias training, policy change regarding decriminalization of poverty, use of force, transparency of data, use of body cameras and accessibility of footage, and accountability.
  - Criminal Justice Reform: Creating a future without mass incarceration. Examples might include legislative and policy reform in sentencing, parole, bail and/or probation in adult and/or juvenile systems.
  - Education and Economic Advancement: Investing in prosperous futures for the Black community through educational opportunity, GED/high school equivalency programming, college access support, literacy, financial literacy, job readiness programming and nonprofits that support minority-owned businesses.

Proposals that demonstrate how funding will address and accomplish one or more of these goals and result in a strengthened organization will be prioritized.

### ELIGIBILITY REQUIREMENTS

- Has operated under a registered 501(c)(3) or 501(c)(4) operating for over 3 years.
- Has a budget which clearly identifies programmatic, operating and fundraising expenses.
- Local and national organizations are eligible to apply.
  - Local organizations who conduct their work in Alameda, Contra Costa, San Francisco, San Mateo or Santa Clara Counties

- National organizations that serve at least ten states including California

**FUNDING RESTRICTIONS**

The 49ers 2022-2024 Social Justice grant will not support:

- Capital funding for projects, real estate purchases, scholarships or awards to individuals
- Fundraising events or endowments
- Political or religious entities

**FUTURE REQUIREMENTS**

Grant finalists will agree to the following requirements

- Participation in interview with the organization’s senior leadership
- Providing additional media, records and financial documents upon request (e.g. board-approved budget, audited financials, project balance sheet)
- Annual reporting of progress toward mutually agreed-upon measurable goals
- Team volunteer involvement in relevant programs at least once per year

**TIMELINE**

RFP Released	Tuesday, February 22, 2022
Proposal Submission Opens	Monday, February 28, 2022
Proposal Submission Deadline	Friday, April 1, 2022
Finalist Decision Date	Friday, May 6, 2022
Interviews	May 2022
Grantees Selected and Notified	June / July 2022
Grantee Announcement	August 2022
Year 1 Funds Distributed	September 2022
Year 2 Funds Distributed	September 2023

**KEY CONTACTS**

For questions about the grant program, please contact:

Michelle Beck  
 Senior Manager, Community Relations  
[grants@49ers.com](mailto:grants@49ers.com)

## APPLICATION QUESTIONS AND ATTACHMENTS

1. Legal Name of Organization
2. Contact Name
3. Contact Title
4. Contact Phone
5. Contact Email
6. Tax ID Number
7. Community Impact Focus:
  - a. Criminal Justice Reform
  - b. Improving Community - Police Relations
  - c. Education & Economic Advancement
8. Are you a local or national organization?
  - . Local
  - i. In which county/counties do you conduct your work (can be multiple but must be at least one)?
    1. Alameda County
    2. Contra Costa County
    3. San Francisco County
    4. San Mateo County
    5. Santa Clara County
  - a. National
9. Are you a 501(c)(3) or 501(c)(4) organization operating for over 3 years?
10. Is this request for program support or operating support?
11. Total Funding Amount Requested
12. Participant demographic information (for direct service organizations). Please provide the percentage of your program participants in each of the following demographic categories.
  - . Black
  - a. Hispanic
  - b. Asian/Pacific Islander
  - c. White
  - d. Other:
13. Employee demographic information. Please provide the percentage of your employees in each of the following demographic categories.
  - . Total number of employees
  - a. Black
  - b. Hispanic
  - c. Asian/Pacific Islander
  - d. White
  - e. Other
14. Leadership team demographic information. Please provide the percentage of your executive leadership team in each of the following demographic categories.
  - . Black
  - a. Hispanic
  - b. Asian/Pacific Islander
  - c. White
  - d. Other
15. What are the demographics of your board of directors? Please provide the percentage of your board of directors in each of the following demographic categories.
  - . Black

- a. Hispanic
  - b. Asian/Pacific Islander
  - c. White
  - d. Other
16. Please upload a PDF or Excel file of your 2021 Operating or Program Budget.
  17. Define the minimum percentage of your operating or program budget that goes to serving the Black community.
  18. Provide a high-level budget PDF or Excel file outlining how the funds requested would be utilized.

**NARRATIVE QUESTIONS 1: Answer these questions if you are applying for funding on policy or legislative solutions.**

1. **Organizational Description:** Provide a summary of your organization's mission, history, strategic priorities for the current fiscal year, and key accomplishments from the past three years. (400 word maximum)
  
2. **Description of Current Services:** Describe current legislative and policy change goals and the status of open advocacy efforts. (400 word maximum)
  
3. **Clearly identify and explain an organizational or societal problem or need that you are seeking funding to address. Describe how your proposal and funding request will fulfill that organizational or societal need. Please state the goals of the program/project. Describe objectives that can be used to measure the success of the program/project. Include why this program/project makes sense within the context of the 49ers 2022-2024 Social Justice grant.** (400 word maximum)
  
4. **Please include potential ways for the funder to participate in programming.** (200 word maximum)

**NARRATIVE QUESTIONS 2: Answer these questions if you are applying for funding on direct-service community solutions.**

1. **Organizational Description:** Provide a summary of your organization's mission, history, strategic priorities for the current fiscal year, and key accomplishments from the past three years. (400 word maximum)
  
2. **Identify the target population and number of individuals served through the program proposal.** (150 word maximum)

3. Description of Current Services: What does a participant experience on a day-to-day basis? How often do participants attend and for how long do they stay with the services? How many participants are there in an average session/annually? Describe the degree to which you have fulfilled your organization's goals. Please give examples and, if available, data. (300 word maximum)

4. Clearly identify and explain an organizational or societal problem or need that you are seeking funding to address. Describe how your proposal and funding request will fulfill that organizational or societal need. Please state the goals of the program/project. Describe objectives that can be used to measure the success of the program/project. Include why this program/project makes sense within the context of the 49ers 2022-2024 Social Justice grant. (400 word maximum)

5. Please include potential ways for the funder to participate in programming. (150 word maximum)

#### **About the San Francisco 49ers**

The San Francisco 49ers, owned by Denise and John York, currently play in the NFC West division and have won five Super Bowl trophies including Super Bowl XVI, XIX, XXIII, XXIV and XXIX. The franchise also has seven conference championships and 20 divisional championships and was the first major league professional sports team to be based in San Francisco more than 75 years ago. In recognition of their unparalleled commitment to the community, the 49ers were the winners of the ESPN Humanitarian Sports Team of the Year in 2017 and the Beyond Sport 2015 Sport Team of the Year.