



49ers Foundation Oakland Legacy Beneficiary Request for Proposal FAQ

The 49ers Foundation is excited to invite Oakland based non-profits to apply for operating support or programmatic funding of \$100,000 per year for three years (for a total of \$300,000).

We are **seeking non-profit organizations in Oakland** who create a measurable decrease in the opportunity gap among children 5-18 years of age, who due to arbitrary circumstances such as race, ethnicity, ZIP code, and socioeconomic status are provided unequal opportunities in life to achieve to the best of their potential.

ELIGIBILITY

Who is eligible to apply for the RFP?

- Non-profit organizations operating in Oakland, California.
- Has an operating budget OR a programmatic budget.
- Has been a registered 501(c)(3) for over 5 years

Do all services conducted by the organization need to be in Oakland?

- No, but the primary community served by the organization is Oakland, i.e., 75% of programmatic investments take place in Oakland

Does the organization need to be incorporated in Oakland?

- Yes

QUALIFIED PROJECTS/PROGRAM

What qualifications does my organization need to meet in order to meet the community impact focus requirements?

- Provides services and/or programming for youth ages 5 to 18 in underserved or under-represented communities
- Has an innovative and sustainable proposal that focuses on at least one of the following programmatic areas:
 - Education support services (this includes but is not limited to ESL, services for youth under court supervision, services for students with disabilities and tech/trade/specialized skill programming)
 - Empowerment (this includes but is not limited to mentoring, leadership development, issue-based youth groups)

- Youth Sports & Fitness (this includes but is not limited to: organized sports, organized play, fitness programs and support for physical play spaces)

Can funds be used for:

- Operating expenses? Yes
- New and/or existing programs? Yes
- Programmatic expenses? Yes
- Staff/headcount? Yes
- To purchase equipment? Yes
- Capital funding for projects? No
- Real estate purchases? No
- Scholarships? No
- Awards to Individuals? No
- Payments or subsidies to youth leadership participants? No
- Fundraising events or endowments? No
- Political or religious entities? No
- Non-denominational faith-based organizations? Yes
- Exclusive membership organizations and associations or membership dues? No
- Deficits or retroactive funding? No

APPLICATIONS

What level of detail should be included in the program/project narrative section?

- Please include as much detail as you can within the word count restrictions. Applications that include detailed descriptions of the project or program for which funds are being requested as well as the anticipated outcomes are preferred.

How will funding be distributed to my organization?

- Funding of \$100,000 per year will be provided to the selected organization. Mutually agreed upon reporting and benchmarking metrics are unlocking annual funds for years two and three (for a total of \$300,000).
- Payments will be distributed in installments throughout the 49ers Foundation's fiscal year (April 1 - March 31)

Will any particular age groups be prioritized? (e.g. elementary vs. young adults, etc.)

- Yes, ages 5 - 18yrs.

May we add supplemental materials (appendixes) to the proposal that are outside of the application word count?

- No

Is an organization who received grant funding from the 49ers 2020-2021 or 2021-2022 Social Justice grant (through the Community Relations department) eligible to apply?

- Yes

Are you interested in knowing how COVID-19 has also impacted our programs and community that we're serving?

- Yes, but we are also interested in how your nonprofit creates impact overall. We understand that COVID-19 impacts data and metrics. If it is relevant to your proposal, you may explain how you pivoted during COVID-19 and operated during this unique time and how the 49ers can help achieve those goals.

REPORTING

What are the reporting requirements?

- As part of the finalization of the grantees, grantees will be required to sign a Memorandum of Understanding that outlines reporting requirements.
- Grantees will be required to submit progress reports annually for the duration of the grant period. Grantees should be prepared to share quantitative and qualitative metrics of success, including the number of individuals reached and/or impacted by their programs or legislative progress made.
- Grantees will be required to have monthly check-in calls to discuss progress from the grant funding.

How much detail should be provided with our budget overview?

- Please find our budget template [here](#). The goal of submitting the program budget is to help us understand what resources are required to implement your program and your sustainability plan. For income, please include other funding sources that support the program for which you are requesting funds. If you have submitted proposals or pitched partners in the last 3 months and are awaiting a response, those dollars can be included. For expenses, please list direct expenses tied specifically to the program and the portion of indirect expenses which are allocated to the program. Examples of indirect expenses include but are not limited to administrative or overhead costs. Personnel costs should be listed separately as they can be direct or indirect expenses. The example is for illustrative purposes only. This example is based on a three year proposal.

Is there a limit to how long the proposed project can take?

- All funds should be spent within three months of the grant term end date, however, programs that demonstrate sustainability past our grant terms will be prioritized. Proposals that outline project readiness to utilize funds promptly are preferred.

PARTNERSHIP REQUIREMENTS

What additional requirements are expected (but not guaranteed) of the grantees?

- Participation in interviews with the organization's representatives

- Providing additional media, records and financial documents upon request (e.g. board-approved budget, audited financials, project balance sheet)
- Attendance of staff or program participants at 49ers Foundation marquis events, including but not limited to: Golden Getaway presented by Chevron (May 5-7, 2023) and Kickoff: Players for a Purpose (TBD, August 2023).
- Participation in the 50/50 Raffle at one 49ers home game throughout each NFL season.
- Collaboration for digital marketing materials, including but not limited to exposure on 49ers.com, 49ers Foundation and 49ers team social media accounts, 49ers Foundation newsletters, video assets, and more.
- 49ers/49ers Foundation representatives (4) invited to grantee's annual signature event and/or community initiative

Please reach out to foundation@49ers.com for additional questions. Thank you!