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GulfSouth Youth Action Fund

A program of Operation REACH, Inc.

"As young leaders and philanthropists, we are united through a common cause—to make a difference in our community."

General Overview

The **GulfSouth Youth Action Fund (GYAF)** is a youth-led philanthropy initiative developed in 2007 by Operation REACH, Inc., in conjunction with the Greater New Orleans Foundation (GNOF), and made possible through generous the Blue Cross Blue Shield Foundation, the Starbucks Foundation, and Legacy® Foundation, as well as private donations. The GYAF engages, empowers and inspires youth with resources to make strategic investments in creating youth-driven change in their community.

The GulfSouth Youth Action Fund's Youth Advisory Board supports **progressive, youth-led** and **youth-driven** initiatives that demonstrate the power of youth motivated to create change in their community. Grant awards range from \$500 to \$5,000.

Special Grant Program

This year, we are offering two grant award opportunities. In addition to our general GYAF grant funding, applicants can also apply for a Legacy Tobacco Control Grant (LTCG) focused on community health. These grants are funded through the Legacy® Foundation based in Washington, DC. We will be awarding 5 grants up to \$2,500 each for youth-led, adult supported projects that specifically address tobacco use in New Orleans. Applying for these funds does not restrict you from applying for a general GYAF grant.

We encourage youth to submit well-written and carefully thought out concepts for our funding consideration. **It is important for youth to be involved in the creation of this proposal.**

How to Apply for the Money

1. Review the eligibility requirements to ensure you are eligible to apply.
2. Submit a one-page **Required Letter of Intent**. Letters of Intent will be accepted on a rolling basis. Potential applicants **are required to submit a Letter of Intent by 5:00 p.m. on Wednesday, November 23, 2011**. See attached instructions regarding Letters of Intent (Attachment A).
3. Attend a **Technical Assistance Workshop** led by the GYAF Youth Advisory Board on **Wednesday, November 16, 2011, at 6 p.m.** The workshop will take place at Operation REACH's national headquarters, located at 2115 Carondelet Street, New Orleans, LA 70130.
4. Read the "Writing your Proposal" section carefully.
5. In your proposal, tell us about your project idea, why you want to do it and how you will make it happen.
6. Prepare a budget. A budget tells us what you will spend the money on and how much everything will cost. This document should include the expenses you anticipate incurring for a specified period of time, as well as earned income that will be generated during the course of the project. Attached to this form is a budget template. Please complete it in its entirety and add budget line items as necessary with a corresponding justification of resources.
7. Get your proposal to us by **5 pm on Friday, December 16, 2011**. If you are mailing it, do so early enough so that we receive it on or before the deadline. **LATE PROPOSALS WILL NOT BE CONSIDERED**. Mail all proposals to: Operation REACH, Inc., Attention: GYAF RFP Response, 1700 Josephine Street, New Orleans, LA 70113.
8. A complete proposal will consist of :
 - Proposal Cover Sheet (Attachment B)
 - Narrative (no more than three pages)
 - Budget Sheet (Attachment C)
 - Organizational Assessment Form (Attachment D)

- Proof of your 501(c)3 designation or one from your fiscal sponsor
9. Members of the Gulfsouth Youth Action Fund's Youth Advisory Board will read your proposal and make the final funding decision.

Eligibility for general GYAF Grants

- A. The following entities are eligible to submit funding requests to the Gulfsouth Youth Action Fund's Youth Advisory Board:
- Individual youth
 - Unincorporated youth groups (this group is required to have a fiscal agent/sponsor for proposal submission)
 - 501(c)3 organizations
 - Faith-based organizations
- B. To be considered for funding, the entity must be a youth-serving organization that is *progressive, youth-led* and *youth-driven*.
- *Progressive* organizations philosophically believe in youth engagement rather than "youth under surveillance" and see youth as leaders of TODAY.
 - *Youth-led* and *youth-driven* organizations engage young people directly from start to finish in the formulation and implementation of projects and programs.
- C. Entities submitting grant proposals should have "shovel-ready" projects/programs, with a significant portion of the funded initiative running sometime between January and June 2012.

Proposal Instructions

- Type and single-space all proposals (12 point Times New Roman font with 1-inch margins).
- The narrative should be a maximum of three pages, not including summary page and attachments.
- Provide all information in the order listed. Please answer all questions completely. Be brief and honest.
- Do not submit any materials other than those specifically requested.
- Submit one original proposal and two additional copies, for a total of three copies. Clearly mark your original.
- Do not staple copies. Place them in a single folder and, using paper clips, fasten them individually.
- E-mail an electronic copy to theyaf@operationreach.org.
- **DO NOT USE TECHNICAL LANGUAGE OR JARGON; ALL PROPOSALS WILL BE REVIEWED BY YOUTH!**

Writing Your Proposal

- A. Complete the proposal cover sheet.
- B. Narrative: In three pages or less, write a proposal that answers the following questions:
- We want to know about your group or organization. Tell us your mission and how long you have been in existence.
 - What population will be served by this project? (i.e. number of people served, age group, etc.)
 - What need will the project address?
 - Where will the project take place?
 - When will the project begin? How long will it take to complete the project?
 - How are young people involved in the development, implementation and evaluation of this project? What are their specific roles?
 - What other organizations, if any, are you collaborating with to complete this project?
 - Have you had previous experience with this project? If so, what did you learn and what would you do differently?
 - Will this program continue in the future? If so, how will it be funded?
 - Would your organization be able to complete this project without the full amount of funding requested from this initiative or with less than what is requested? Explain.
 - If your project is funded by the Gulfsouth Youth Action Fund's Youth Advisory Board, how will you promote this partnership?

Contact Angela Anthony at (504) 529-1922 ext. 106 or via e-mail at aanthony@operationreach.org with any questions you may have regarding your general GYAF proposal.

Legacy Tobacco Control Grant (LTCG)

Legacy® has partnered with the Gulf South Youth Action Fund to support youth-led, adult-supported tobacco control projects in New Orleans. Projects can be based in neighborhoods, youth agencies, schools, or college campuses.

Legacy is dedicated to building a world where young people reject tobacco and anyone can quit. Located in Washington, D.C., the national public health organization helps Americans live longer, healthier lives. Legacy develops programs that address the health effects of tobacco use, especially among vulnerable populations disproportionately affected by the toll of tobacco through technical assistance and training, partnerships, youth activism, and counter-marketing and grassroots marketing campaigns. The foundation's programs include truth®, a national youth smoking prevention campaign that has been cited as having contributed to significant declines in youth smoking; EX®, an innovative public health program designed to speak to smokers in their own language and change the way they approach quitting; and research initiatives exploring the causes, consequences and approaches to reducing tobacco use. Legacy was created as a result of the November 1998 Master Settlement Agreement (MSA) reached between attorneys general from 46 states, five U.S. territories and the tobacco industry.

Working in partnership with the GSYAF Legacy will fund up to 5 project grants up to \$2,500 each. As a LTCG grantee partner you will be eligible to receive the following:

- Project funding up to \$2,500 for 12 months
- Training in tobacco control activism conducted in partnership with DEFY, Louisiana's statewide youth tobacco control program
- Leadership skill training for youth project leaders
- Training for adult partners in the areas of youth development, youth engagement, and activism
- Technical assistance for LTCG projects
- Opportunity to participate in an all-expense paid trip to Washington, DC to present your project

Please note that some criteria for Legacy grants are different from those required for traditional GSYAF grants.

Eligibility for Legacy Tobacco Control Grant Project

- Legacy grants cannot fund individuals or for-profit entities. The following are eligible organizations to receive the Legacy Tobacco Control Grant:
 - Incorporated 501(c)3 organizations (must submit 501(c)3 designation letter with full proposal)
 - Faith-based organizations with 501(c)3 status
 - Schools or campus based groups
- To be considered for funding, the entity must be a youth-serving organization that is ***progressive, youth-led*** and ***youth-driven***.
 - *Progressive* organizations philosophically believe in youth engagement rather than “youth under surveillance” and see youth as leaders of TODAY.
 - *Youth-led* and *youth-driven* organizations engage young people directly from start to finish in the formulation and implementation of projects and programs.
- Entities submitting grant proposals should have a commitment to improving public health in their community and a willingness to understand and address tobacco use in New Orleans.

Special Requirements

- Project team must be led by team of at least 2 students/youth and one, consistent, adult ally for the duration of the grant.
- Project team must be willing to participate in regular pre-scheduled conference calls with Legacy staff.
- Project team must have the capacity to commit to working on their tobacco control project for the full duration of grant.
- Project must address one or more of the following issues:
 - Tobacco free schools or campuses
 - Tobacco free parks and/or public spaces and festivals and/or other public events
 - Tobacco free media (movies, music, publications, etc.)

Special Restrictions:

- Organizations applying for a LTC grant cannot be the recipient of direct or indirect funding from the tobacco industry. To avoid any real, potential or perceived conflict of interest between grantee recipients and tobacco-related entities. Legacy will not award a grant to any applicant that is in current receipt of any grant monies or in-kind contributions from any tobacco manufacturer, distributor, or other tobacco-related entity. **Please make sure your organization is not disqualified prior to responding to this request.**
- In addition, Legacy expects that a grantee will not accept any grant monies or in-kind contribution from any tobacco manufacturer, distributor, or other tobacco-related entity for the duration of the grant.
- Legacy and its grantees are prohibited from using funds for any political activities or lobbying, including, but not limited to support or opposition to candidates, ballot initiatives, voter registration drives, attempting to influence legislation, referenda or similar activities.
- No part of the grant or project shall be used for any personal attack on, or vilification of, any person (whether by name or business affiliation), company, or government agency whether individually or collectively.

References

Louisiana Campaign for Tobacco Free Living Youth Prevention Program: www.defythelies.com

truth@: www.thetruth.com

Legacy@: www.legacyforhealth.org & http://www.legacyforhealth.org/PDF/Youth_Empowerment-The_Future_of_Tobacco_Control_in_Action.pdf

Campaign for Tobacco Free Kids: www.tobaccofreekids.org

Proposal Instructions

- Type and single-space all proposals (12 point Times New Roman font with 1-inch margins).
- The narrative should be a maximum of three pages, not including summary page and attachments.
- Provide all information in the order listed. Please answer all questions completely. Be brief and honest.
- Do not submit any materials other than those specifically requested.
- Submit one original proposal and five additional copies, for a total of six copies. Clearly mark your original.
- Do not staple copies. Place them in a single folder and, using paper clips, fasten them individually.
- E-mail an electronic copy to gyafproposal@theyyac.org. and cc: rmoore@legacyforhealth.org
- DO NOT USE TECHNICAL LANGUAGE OR JARGON; ALL PROPOSALS WILL BE REVIEWED BY YOUTH!

Writing Your LTCCG Proposal

- Complete the proposal cover sheet (check LTCCG box for question #2)
- Narrative: In three pages or less, write a proposal that answers the following questions:
 - We want to know about your group or organization. Tell us your mission and how long you have been in existence.
 - Why is tobacco use an important issue in your community?
 - What population will be served by this project? (i.e. number of people served, age group, etc.)
 - Which of the following issues will your tobacco control project address (choose at least one):
 - Tobacco free schools or campuses
 - Tobacco free parks and/or public spaces and festivals and/or other public events
 - Tobacco free media (movies, music, publications, etc.)
 - Where will the project take place? (A neighborhood, school, event, venue, etc.)
 - When will the project begin? How long will it take to complete the project?
 - How are young people involved in the development, implementation and evaluation of this project? What are their specific roles?
 - What other organizations, if any, are you collaborating with to complete this project?
 - What are 3 strengths/skills that your team has that will be important for the success of this project?
 - What are 3 things you would like your team to do or learn while working on this project?
 - If your project is funded by the Gulf-south Youth Action Fund's Youth Advisory Board, how will you promote this project?

For more information about Legacy please visit: www.legacyforhealth.org. Contact Reggie Moore at (202) 341-7173 or via e-mail at rmoore@legacyforhealth.org with any questions regarding your LTCCG proposal.



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Attachment A

Letters of Intent:

The GulfSouth Youth Action Fund is seeking to resource youth-led programs/projects that allow youth significant opportunities to become leaders of change. To apply to the GulfSouth Youth Action Fund, eligible organizations should forward letters of intent. Potential applicants are encouraged to submit letters of intent by **Wednesday, November 23, 2011**.

Letters of intent should be no more than 1-page in length, single-spaced and created in 12-point font. Additionally:

- Briefly, describe the project/program, and explain how youth will provide leadership to the project/program, from proposing the idea to owning the outcomes they produce.
- Include contact information

Eligibility for general GYAF Grants: Individual youth*, unincorporated youth groups*, 501(c)3 organizations, school groups, and faith-based organizations may apply to this fund.

Eligibility for special Legacy Tobacco Control Project Grants: Incorporated 501(c)3 organizations (must submit 501(c)3 designation letter with full proposal), faith-based organizations with 501(c)3 status, schools or campus based groups.

Only individuals and organizations who submit a Letter of Intent will be invited to a Technical Assistance workshop hosted by the GulfSouth Youth Action Fund Youth Advisory Board in December. All letters of intent should be addressed to:

Operation REACH, Inc.
Attn: GYAF RFP – Letter of Intent
1700 Josephine Street
New Orleans, LA 70113

Electronic submissions of the Letter of Intent may be sent to theyaf@operationreach.org.



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Attachment B

PROPOSAL COVER SHEET

1. Name of organization/school/group: _____

Address: _____

Street

City/State/Zip

E-mail: _____ Phone: _____

2. This proposal is for: General GYAF Grant Legacy Tobacco Control Grant

3. Name of project/idea: _____

4. Amount of money you are requesting from us: General GYAF Grant \$ _____ LTC Grant\$ _____

5. Provide a one or two sentence summary of what you want to do.

6. Name of youth contact person: _____

Address: _____

Street

City/State/Zip

E-mail: _____ Phone: _____

7. Name of adult helper or ally: _____ Phone: _____

Address: _____

Street

City/State/Zip

E-mail: _____ Phone: _____

8. In the space provided below, list the names and amounts of other funding sources solicited for this project.

Organization

Amount

_____	_____
_____	_____
_____	_____

9. Certifying Signatures:

_____ Signature of Board Chair	_____ Date	_____ Print Name	_____ Date
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_____ Signature of Youth (1)	_____ Date	_____ Print Name	_____ Date
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_____ Signature of Youth (2)	_____ Date	_____ Print Name	_____ Date
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Attachment C

Name: _____

Line Item Description	Requested Amount	In-Kind Contributions*	Other Sources
Stipends			
Supplies			
Awards			
Transportation			
Conferences, Meetings and Trainings			
Equipment			
Printing/Publications			
Rental/Lease Fees			
Other Expenses Not Stated Above			
TOTAL			

*Organizations are encouraged to solicit in-kind contributions from their collaborating partners.

Remember: Please include a detailed budget narrative with your project budget.



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Attachment D

Organizational Assessment Form

This Organizational Assessment Form is a required part of your GulfSouth Youth Action Fund grant proposal. We encourage you to answer honestly as the information you provide on this form will help Operation REACH to better tailor the training and technical assistance we provide to grant applicants. Attach this completed form to your grant proposal, which is due by **Friday, December 16, 2011**. **Your responses on this form will have no bearing on the GulfSouth Youth Action Fund's proposal review process or funding decisions.**

Name of Organization _____

1. Is the organization's address listed on the proposal cover page an office space that your organization rents or owns?
 Yes No

If you answered NO, is it:

- an adult ally's home a youth participant's home a school a community center
 another nonprofit organization's office Other (please specify) _____

2. Number of youth served annually _____

3. Is your organization incorporated in the State of Louisiana? Yes No
- If yes, date of incorporation _____
 - If no, are you currently in the process of/planning to incorporate? Yes No

4. Has your organization applied for federal tax exempt status? Yes No
- If yes, date of IRS determination letter _____
 - If no, do you have a fiscal agent? Yes No
 - Are you in the process of/planning to apply for tax exempt status? Yes No

5. Total operating budget for current fiscal year _____

6. When does your organization's current fiscal year end? _____

7. Number of paid staff Full time: _____ Part time: _____

8. Number of volunteers Full time: _____ Part time: _____

9. Number of board members _____ How many of these are youth (under age 25)? _____

10. My organization needs assistance in the area of **board governance or executive leadership**.
 Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree

11. My organization needs assistance in the area of **strategic or operations planning**.
 Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree

