



Mission Statement

The Sharks Foundation is dedicated to enhancing the lives of youth and families in the community with an emphasis in the areas of education, health and safety, and character development.

Whether you are seeking funding, volunteer support or any other type of partnership, non-profits must apply for a Community Assist Grant to establish a relationship with the Sharks Foundation. To keep the process unbiased, **the Sharks Foundation will not host meetings with non-profits while the grant cycle is open** to discuss a non-profit's application proposal – you may reach out to us via email for any application specific questions.

An important note: Due to the large number of grant applications we receive, each non-profit should understand that there is only so much funding the Sharks Foundation has available to allocate and that we cannot fund every request. If your non-profit is not selected for funding it does not mean that you are not doing incredible work in the community, or that we do not value the work you are doing. Quite the contrary! We appreciate and respect all the important work being done to better our community. Additionally, any non-profit that submits an application will be kept on our preferred partner list for the hockey season and be notified of other opportunities as they arise throughout the year. Additionally, you can find a variety of community/school resources [here](#), a digital in-kind donation request form [here](#), group tickets with fan experiences [here](#), and information on our Non-profit of the Night partnerships with the Sharks Group Sales team by emailing: EForth@SJSharks.com.

Application Guidelines

The Sharks Foundation will accept online applications until **June 7, 2024, 5PM PT** – please review all the information and follow the steps below before beginning. Each organization may submit **one application** per season.

Funding Priorities

The Sharks Foundation provides funding to organizations that support youth and families, with special emphasis on at-risk and underserved populations.

The Sharks Foundation will not support:

- General operating deficits
- Sponsorships of fundraisers of any kind
- Endowments or reserve funds
- PTAs, booster clubs, donations to individuals
- Organizations outside the Bay Area that cannot keep 51% or more of funding in the Bay Area)

Organization Eligibility - to qualify for a grant an organization must:

- Be a public, 501(c)(3) tax-exempt non-profit organization in good standing with the Internal Revenue Service for a minimum of **five years**
- A program must be in existence for a minimum of **three years**
- Provide services to children/families in need within the Bay Area
- Be available for a site visit if selected as a beneficiary
- Adhere to all deadlines and application requirements

Application Eligibility - to qualify for a grant an application must:

- Fall under one of the Campaign Month focal areas
- 100% of grant funding received from the Sharks Foundation is used for the exclusive benefit of youth/youth and families
- **51% of the funding received must directly benefit youth/families in the Bay Area**
- Funding must be applied to the costs associated with a specific programming element of the applying organization or the project you are submitting an application for
- Funding must be used by July 1, 2025

Partnership Activation:

- The Sharks Foundation continually seeks deep and impactful relationships with the non-profits we support; as such, there should be an activation component within the campaign month under which you are applying between your organization and the Sharks Foundation
- An activation component should be well thought out, creative/unique and multifaceted - how can we collaborate to show the community what we have accomplished together? How can we amplify the partnership? How can volunteers from our organization support the work you do?
- You will be tasked with thoroughly explaining your idea(s) in the application narrative

Campaign Month Focal Areas

- September: Latinx and Hispanic Heritage
- October: Healthy Living
- November: Hockey Fights Cancer
- December: Holiday Assist
- January: Education Equity supported by SAP
- February: Celebration of Black History
- March: Equality
- April: Environmental Awareness
- May: Asian and Pacific Islander Heritage
- June: Pride

Application Checklist

- Fill out the [Grant Worksheet](#) to prepare answers for questions asked on the online form; you will **not** be asked to submit this worksheet or upload it to the online application
- Use the ***narrative guidelines** below to create your narrative (4-page max [excluding required appendices])
- Be prepared to upload the following appendices documents in a digital format:
 1. Grant **narrative** (save as: "*organization name* 24-25 Narrative") – Word Doc/PDF format only
 2. List of **board of directors** (save as: "*organization name* Board") – Word Doc/PDF format only
 3. Detailed **timeline** of program/project and Sharks Foundation partnership activation (save as: "*organization name* Timeline") – Word Doc, Excel or PDF format only
 4. Detailed **budget** (save as: "*organization name* Budget") – Word Doc, Excel or PDF format only
 5. Current **IRS determination letter** verifying 501(c)(3) status (save as: "*organization name* IRS Letter") – Word Doc/PDF format only
 6. Organization's most recent **W9** (save as: "*organization name* W9") – PDF format only
 7. Organization **logo** (save as: "*organization name* Logo") – PNG/JPG format only with a transparent background

*Narrative Guidelines

Organizations are required to submit a narrative addressing each of the topics below in the following order. **Some important formatting notes:**

- Narrative format should follow the outline below to allow the review committee seamless transitional reading; narratives submitted in any other format will **not be reviewed**
- All narratives should be no more than four pages, **excluding** the required appendices: Board of Directors, timeline, budget, IRS letter, W9 and logo

1. Administration: This section should be brief and concise

- a) Year the organization was established, brief history, and mission statement (4 sentences max)
- b) List the organization's current operations, programs, and/or services (bullet point format with brief information)
- c) What is your organization's philosophy on diversity, inclusion and belonging is (3 sentences max)

2. Proposal: This section should be most of the narrative. After reviewing, the Sharks Foundation should have a clear and complete vision of what your organization does and of the specific ask for support. The proposal should be defined with a detailed plan of action. The need is evident and compelling. The proposal addresses the need and clearly falls within the Sharks

Foundation selected focal area of giving. NOTE: you will be asked to provide a detailed timeline in the appendices of the application. If you are asking for program support, the timeline should outline the timeframe for which the program operates and note any key program dates. If you are applying for funding for a specific, one-time project, the timeline should clearly define the project dates from launch to completion.

- a) State which Sharks Foundation focal area of giving you are applying for and how your proposal fits within this area
- b) Is this funding request for support of a program or to complete a project (write: "program" or "project")
- c) **If you answered "program" complete questions 1-5 ONLY; if you answered "project" complete questions 6-10 ONLY**
 1. What is the name of the program
 2. What is the total budget (monetary figure) of the program
 3. Describe the program from start to finish
 4. Briefly explain the needs of your proposal and how the funding would support your efforts
 5. Identify your clientele, providing number of individuals and area(s) served, and any relevant demographic information
 6. What is the name of the project
 7. What is the total budget (monetary figure) of the project
 8. Describe the project from start to finish
 9. Briefly explain the needs of your proposal and how the funding would support your efforts
 10. Identify your clientele, providing number of individuals and area(s) served, and any relevant demographic information

3. Partnership & Activation: This section should provide the Sharks Foundation with a clear visual for collaboration and partnership. NOTE: the timeline included in the appendices should include the proposed partnership activation.

- a) Outline the creative activation plan, in detail, and how your organization intends to involve the Sharks Foundation in the grant funding implementation
 - Examples (not limited to): volunteer opportunity for construction or maintenance of the project or other on-site needs/repairs, volunteer opportunity with services/programs, included in the design process, onsite check presentation, kit packing, meal service, collection drive, etc.
- b) WHO: Note how many volunteers/Sharks representatives will participate in the activation - range or approximate number is sufficient
- c) WHAT: List exactly what volunteers/Sharks representatives will do, complete, or participate in; provide specific number(s)/impact
- d) WHERE: List the preferred location of the activation
- e) WHEN: Provide exact or estimated date or timeframe that you envision the activation taking place
- f) HOW: Indicate the way(s) your organization plans to recognize the Sharks Foundation as a funding partner on this proposal and/or how you intend to share news about the partnership

4. Financial Information: The budget has been thoroughly researched and all costs have been vetted and approved by the organization's governing body. The Sharks Foundation funding should go towards very specific items or needs. Budgets are clearly defined and demonstrate financial stability. The grant request is proportionate to the overall budget and will be utilized in accordance with the Sharks Foundation's funding priorities. NOTE: you will be asked to provide a line-item budget in the appendices, specifically outlining revenue and expenditures and clearly noting what costs will be covered by the Sharks Foundation's funding.

- a) What is your approximate funding request: \$10,000-\$300,000 max - funding request should include any hard costs associated with the proposed partnership activation outlined above
- b) Provide a detailed description of all costs associated with your proposal and describe exactly how the Sharks Foundation funding will be utilized
- c) Individually list other funding sources for this proposal, denoting amounts and whether they are confirmed, committed, or pending

5. Evaluation: The goals, evaluation process, and measures of success must be clearly defined, quantifiable and realistic. Being able to measure and show the impact of giving has become an increasingly important task for non-profits; this section should clearly identify how the Sharks Foundation's investment quantitatively and qualitatively impacts your organization and the community it serves.

- a) Specify the goals of your funding request
- b) Is this a new program/project (yes or no) - if your proposal is a new venture for your organization, discuss the potential issues you might face in implementation and how you plan to address them

- c) What future financial assistance, if any, may be needed for your proposal and how might the Sharks Foundation contribute
- d) If this proposal is for a project, who will maintain the project upon completion
- e) Describe the method of evaluation and identify the measures of success that will be used
- f) Describe how you determine and measure return on investment (ROI) and how you will provide this information to the Sharks Foundation to track their ROI

24-25 Cycle Timeline

Deadline to apply online is **June 7, 2024 by clicking the “submit” button before 5 p.m. PST**

- June-August 2024: Review process
- September 2024: Applicants that applied under a focal area that falls between September and December will be notified of status
- By January 2025: Applicants that applied under a focal area that falls between January and June will be notified of status
- September 2024-June 2025: Funds dispersed and site visits/activations take place

Important Notes Before Applying

1. Once you begin the online application, **your work cannot be saved** - have all the documents and the Grant Worksheet prepared **before** beginning the online application
2. **Do not wait!** The Sharks Foundation will not extend the application deadline under any circumstance
 - Allow time in the event you experience technical or other difficulties with the application process
3. An application will be deemed ineligible if it is:
 - Incomplete
 - Incorrectly formatted
 - Not submitted by the deadline
 - Submitted by an organization that does not meet the stated criteria
 - The purpose for funding falls outside of the stated priorities
4. You must hit the “submit” button on the online application **before 5 p.m. PST on June 7, 2024**

Online Application

Have you filled out the [Grant Worksheet](#) and gathered the required appendices? If yes, great! [Click here](#) to complete your online application. Paper applications will not be accepted. A reminder that once you begin the online application, **your work cannot be saved**, so be prepared to complete the entire process at once.

If you have questions about the application process, please email SharksFoundation@sharksfoundation.org. We cannot accommodate meeting requests to discuss a non-profit’s proposal while the grant cycle is open. Please **do not send inquiries as to the status of a submitted application**. Due to the high number of applicants and the fluidity of our selection process, we will be notifying applicants on status anytime between August 2024 and January 2025 depending on which Sharks Foundation campaign focal area your organization applied under (see timeline above). Thank you!