



The Sharks Foundation empowers youth through education and wellness programs while advancing equitable access to hockey for all. 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. Each organization may submit **one application** per season. The Sharks Foundation will accept online applications until **June 22, 2025, 5:00 p.m. PST**. Please review all the information and follow steps.

**PLEASE NOTE:** Due to the large number of 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. The program will provide one Community Assist Grant for each of the six focal areas, ranging from \$10,000-\$40,000.

Not being selected for funding does not diminish the incredible work your organization is doing in our community—quite the opposite. We deeply appreciate and respect the impact you're making. All applicants will remain on our preferred partner list for the hockey season and may be notified of additional opportunities as they arise. In the meantime, 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: [GroupSales@sjsharks.com](mailto:GroupSales@sjsharks.com).

### **Funding Priorities & Eligibility**

#### **The Sharks Foundation will not support:**

- Political groups/organizations
- General operating deficits
- Sponsorships of fundraisers/galas
- Endowments or reserve funds
- PTAs, booster clubs, donations to individuals
- Organizations outside the Bay Area
- Note: Faith-based organizations are welcome to apply if the proposed program is secular in nature, inclusive to all participants, and aligned with the Foundation's focal area(s). Grant funds may not be used for religious instruction or activities.

#### **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 5 years including:
  - Having a "Current" status with the California Department of Justice Registry of Charitable Trusts
  - Be in good standing with the Franchise Tax Board
- A program must be in existence for a minimum of 3 years
- Provide services exclusively to Bay Area residents (primarily youth)
- 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:**

- 100% of grant funding received is used for the exclusive benefit of youth education, youth wellness, and/or the advancement of hockey
- 100% of the funding received must directly benefit Bay Area residents (Santa Clara, Alameda, San Mateo, San Francisco, and/or Santa Cruz counties)
- Fall under one of the Sharks Foundation grant focal areas
- Funding must be applied to the costs associated with a specific programming element or the proposed project outlined in the grant application narrative
- **Funding must be used before July 1, 2026**

## Grant Focal Areas

Your funding request must align with one of the following grant focal areas:

### **November: Hockey Fights Cancer**

- Cancer-related patient care for **youth** (ages 0-18), including support services or survivor programs.

### **December: Holiday Assist**

- Food insecurity, clothing, shelter, and/or holiday programs that serve **youth** (ages 0-18).

### **January: Hockey Equality**

- In line with the leaguewide principle that Hockey is for Everyone, this focal area will drive positive social change and foster a more inclusive game through the advancement of hockey in areas such as female, LGBTQIA+, BIPOC, and physical or intellectual disability community participation.

### **February: TK-12 Education**

- STEAM or literacy programs for grades **TK-12** (only).

### **March: Healthy Living**

- Fitness, wellness, or mental health programs for **youth** (ages 0-18).
- For sport-related programs, priority will be given to organizations advancing hockey/ice sports.

### **April: Environmental Education**

- Support of youth environmental education programs teaching sustainability, recycling, Earth science, and/or world health to grades **TK-12** (only).

### **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 grant focal area 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.

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## **APPLICATION INFORMATION & RESOURCES**

### **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 Template** 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* 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 format only with a transparent background

### **\*Narrative Template**

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 template below to allow the Sharks Grant 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) State the year the organization was established, provide a brief history, and include the mission statement (4 sentences max).
- b) List the organization's current operations, programs, and/or services (use bullet points with brief descriptions).

**2. Proposal:** Proposal: This section should comprise most of the narrative. After reviewing, the Sharks Foundation should have a clear and complete understanding of what your organization does and of your specific request for support. The proposal should include a well-defined, detailed plan of action. Proposals must address an evident need in a compelling manner and clearly align with one of the Sharks Foundation's grant focal areas. You will be asked to provide a detailed timeline in the appendices of the application. If you are requesting program support, the timeline should outline the operational period of the program and any key program dates. If applying for funding for a one-time project, the timeline should clearly define the project's start and end dates.

- a) Indicate which Sharks Foundation grant focal area you are applying for and how your proposal aligns with it.
- b) Is this funding request to support a program or to complete a project? (write program or project).

**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, including the number of individuals served, geographic area(s) served, and any relevant demographic information.
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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, including the number of individuals served, geographic 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. The timeline included in the appendices should reflect the proposed partnership activation. Use the who, what, where, etc., format to 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 a project or other on-site needs/repairs, volunteer opportunity with org's services/programs, onsite check presentation, kit packing, meal service, collection drive, etc.

- a) **WHAT:** Outline the creative activation plan, in detail, including how your organization intends to involve the Sharks Foundation in the implementation of the grant. Provide specific number(s)/impact where possible. Costs associated with this activation should be built into your proposed budget.
- b) **WHO:** State the number of Sharks representatives/volunteers expected to participate (range or approximate number is sufficient). Clearly describe what they will do, complete, or participate in.
- c) **WHERE:** Indicate the preferred location of the activation.
- d) **WHEN:** Provide the exact or estimated date/timeframe for the activation. The timing should align with the month of the grant focal area for which you applying under (ex: K-12 Education activation should take place in February).

- e) **HOW:** Explain how your organization plans to recognize the Sharks Foundation as a funding partner and how you intend to share news about the partnership. Additionally, outline any available branding opportunities (ex: Sharks Foundation logo included on program materials). Costs associated with recognition and/or branding opportunities should be built into your proposed budget.
- f) **OTHER:** Can all clients/participants involved in the activation be photographed/videoed for public-facing recognition (news media, social media, etc.)?

**4. Financial Information:** The budget should be well researched, with all costs vetted and approved by the organization's governing body. Sharks Foundation funding should be allocated to specific items or needs. Budgets must be clearly defined and reflect financial stability. The grant request should be proportionate to the overall budget and align with one of the Sharks Foundation's grant focal areas. You will be required to provide a line-item budget in the appendices, detailing revenue and expenditures and clearly noting which costs will be covered by the Sharks Foundation.

- a) State your requested funding amount (\$10,000-\$40,000).
- b) Provide a detailed description of all costs associated with your proposal and explain exactly how the Sharks Foundation grant will be used. Your submitted budget should include costs associated with your proposed activation outlined in the Parentships & Activation section above.
- c) Individually list other funding sources for this proposal, including the amount(s) and whether each source is confirmed, committed, or pending.

**5. Evaluation:** The goals, evaluation process, and measures of success must be clearly defined, realistic, and quantifiable. Demonstrating impact—both quantitative and qualitative—is essential. This section should articulate how the Sharks Foundation's investment will benefit your organization and the broader community.

- a) Specify the goals of your funding request.
- b) Is this a new program/project (yes or no)? If yes, describe any anticipated implementation challenges and how you plan to address them. If no, please put "not new" or "N/A".
- c) What future financial assistance, if any, may be needed for your proposal, and how might the Sharks Foundation continue to contribute? If none, please put "none" or "N/A".
- d) If this proposal is for a project, who will be responsible for maintaining the project upon completion? If you are applying for funding for a program, please put "N/A".
- e) Describe the evaluation method and the specific measures of success that will be used.
- f) Explain how you define and measure return on investment (ROI), and how you will report this information back to the Sharks Foundation.

### **2025-26 Cycle Timeline**

**Deadline to apply online is June 22, 2025, by clicking the "submit" button before 5:00 p.m. PST**

- July 2025: Grant Review Committee reads applications and submits recommendations to the Sharks Foundation
- August-September 2025: Sharks Foundation vetting and selection process
- October 2025: Applicants will be notified of status
- November 2025-April 2026: 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 additional 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
  - Submitted by an organization that does not meet the stated criteria
  - The purpose for funding falls outside of the stated focal areas
  - Not submitted by the deadline of 5:00 p.m. PST on June 22, 2025

### 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](mailto: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 requesting the status of a submitted application**. Thank you!