



## ESA Foundation Grant Application

### I. Eligibility

The ESA Foundation is dedicated to supporting positive programs and opportunities that make a difference in the quality of life, health and welfare of America's youth. The Foundation seeks to harness the collective power of the interactive entertainment industry to create positive social impact in our communities. We support geographically diverse projects and programs that benefit American youth of all races, religions and genders.

The ESA Foundation is limited in the number of projects that we can support. To receive funding, an organization making a grant request must meet the following criteria:

1. Be tax-exempt under Section 501 (c) (3) of the Internal Revenue Service Code
2. Seek funding for a specific project or program that is or will be in two or more states in the United States and serves youths ages 7-18.
3. Provide youth programs in one or more of the following areas:
  - Skills & Personal Development
  - General Health & Welfare
  - Risk Behavior Prevention
  - Education
  - Multimedia arts/ technology related or applied

The ESA Foundation does **not** support programs or projects that discriminate on the basis of gender, race, color, religion or sexual orientation. Please note that the Foundation does **not** provide grants for general operating costs. For example:

- Endowment campaigns
- Direct grants or scholarships to individuals
- Youth sports teams
- Sponsorship of individuals for fundraising events, such as walks, runs, etc.
- Religious organizations for religious purposes
- Political causes, candidates, organizations or campaigns
- Labor groups
- Indirect costs
- Research

## II. Funding Cycle

Grant applications must be received by **April 15** for projects to be implemented during the following calendar year. Proposals received after April 15 will be considered for the subsequent funding cycle. Applications are accepted year round and are reviewed annually in May/June. Final decisions are made in July/August. It is our practice to give only one grant to an organization during any fiscal year (April 1 – March 31). The ESA Foundation reserves the right to revise the grant criteria and/or process at any time.

## III. How to Apply for Funding

Please submit all applications on organization letterhead using the provided cover page and format outlined in attachments A & B. All applications must be typed and double spaced. Please use the headings provided in attachment A and answer all questions in the order listed.

Do not include any materials other than those specifically requested at this time. Please do not send any video tapes or media materials other than those specified in the attachment section.

## IV. Method of Submission

Please submit one copy of the application and materials to:

*Via Email (preferred):*

Jenny Lai at [esafinfo@theesa.com](mailto:esafinfo@theesa.com)  
Subject line: "Grant Application – Your Org. Name"  
(MS word or pdf file format)

*Via Mail:*

Jenny Lai  
ESA Foundation – Grant Application  
317 Madison Ave, 22<sup>nd</sup> floor  
New York, NY 10017

## V. Notification

You will receive notice via email/phone or fax:

- Upon receipt of your application within **five** business days.
- On the status of your application in June/July.

**PLEASE DO NOT CALL TO INQUIRE ABOUT YOUR STATUS. WE WILL CONTACT YOU IF ADDITIONAL INFORMATION IS NECESSARY.**

## **VI. Reports**

The ESA Foundation requires a minimum of two status reports (interim and final) per year from your organization once your grant has been approved. Report due dates will be outlined in a “letter of agreement” from the Foundation upon notification of approval. Reports must include:

- Narrative account of what was accomplished, including a description of progress made toward achieving the goals of the grant.
- Obstacles and unexpected results.
- Detailed line item financial accounting of how the grant funds were spent.
- Statistical support as to effectiveness of program.
- Next steps and expected outcomes.
- Other information as specified by the Foundation.

Future requests for funding are not automatically granted, and reports are an important factor in future funding decisions.

~ End ~

## Grant Application Format

**I. Cover - Please use attached Cover**

**II. Proposal Summary - one half page maximum**

Please summarize the purpose of your organization. Briefly explain why your organization is requesting this grant, what outcomes you hope to achieve, and how you will spend the funds if a grant is made.

**III. Narrative - five pages maximum**

- A. Background – describe the work of your organization, addressing each of the following:
- A brief description of its history and mission
  - The need or problem that your organization works to address, and the population that your organization serves including geographic location, socio-economic status, race, ethnicity, gender, sexual orientation, age, physical ability and language (where applicable).
  - Current programs and accomplishments. Please emphasize recent achievements (the last three years).
  - Number of paid full-time staff; number of paid part-time staff.
- B. Funding request – please describe the program for which you are seeking funding.
- A statement of its primary purpose and the need or problem you are seeking to address.
  - The population that you plan to serve and how this population will benefit from the project.
  - Strategies that you will employ to implement your project.
  - The proposed staffing pattern for the project, i.e., new hires, percentage of existing staff?
  - Anticipated length of the project.
  - How the project contributes to your organization’s overall mission.
- C. Evaluation – please explain how you will measure the effectiveness of your activities. Describe your criteria for a successful program and the results you expect to have achieved by the end of the funding period. Include samples of any measuring instruments you will be using to track results.

D. Attachments– please include an **index** of attachments and label all attachments.

1. Financial information (please provide dates each document covers) – this should reflect actual expenditures and funds received during your most recent fiscal year.
2. Operating Expense budget – for the current and most recent fiscal year.
3. Please list the foundations, corporations and other sources you are soliciting for funding of this project.
4. List of all sources and amounts of income for the project, actual and prospective.
5. Budget for the proposed project.
6. List of your Board of Directors, with their affiliations.
7. A copy of your most recent IRS letter indicating your organizations tax exempt status.
8. No more than three recent articles about or evaluations of your organization if available.
9. Sample materials (screen printouts, storyline treatments, cds or dvds) ONLY if the project is technology related.

~ End ~

## Grant Application Cover

### Organization Profile

Organization Name: \_\_\_\_\_  
(As listed with IRS)

Organization Name: \_\_\_\_\_  
(If different from above)

Address: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_, \_\_\_\_\_

Website: www. \_\_\_\_\_

Telephone/ Fax: (tel) \_\_\_\_\_ (fax) \_\_\_\_\_

Year Founded: \_\_\_\_\_

EIN Number: \_\_\_\_\_

IRS 501c3 Ruling: \_\_\_\_\_ Approved \_\_\_\_\_ Advanced expires \_\_\_\_\_

Applied Previously with the Foundation: \_\_\_\_\_ No \_\_\_\_\_ Yes, when? \_\_\_\_\_

### Financial – Previous FULL Year

Year Ends: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Total Annual Budget: \$ \_\_\_\_\_

Total spent on Fundraising: \$ \_\_\_\_\_

Total Annual Spent on Program Services: \$ \_\_\_\_\_

Total Annual Overhead Costs: \$ \_\_\_\_\_

### Program Information

Grant Request: \$ \_\_\_\_\_

Total Budget: \$ \_\_\_\_\_

Program Name: \_\_\_\_\_

Program Dates: \_\_\_\_\_

Program Status \_\_\_\_\_ New \_\_\_\_\_ Existing

Location(s): \_\_\_\_\_

Ages Targeted: \_\_\_\_\_

Please check all that apply: \_\_\_\_\_ Skills & Personal Development  
\_\_\_\_\_ General Health & Welfare  
\_\_\_\_\_ Risk Behavior Prevention  
\_\_\_\_\_ Education  
\_\_\_\_\_ Multimedia arts/ technology related or applied

### Primary Contact Information

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Direct Telephone/ Fax: (tel) \_\_\_\_\_ (fax) \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_