



## 2012 Grant Application

Providing Leadership and Growth Opportunities for  
Children at Risk

### History

The PeyBack Foundation, a public non-profit corporation, was established in 1999 by Indianapolis Colts Quarterback Peyton Manning and his wife Ashley to promote the future success of disadvantaged youth by assisting programs that provide leadership and growth opportunities for children at risk.

Policies and programs are directed by its Resource Council, which has discretionary powers and is dedicated to discharging its responsibility in a manner that will result in maximum beneficial use of resources of the Foundation to promote the future success of disadvantaged youth. The nature of the programs and their long-term benefit shall be guiding considerations in funding grants.

Due to the close association of Peyton and Ashley Manning with Indiana, Tennessee and the New Orleans Metropolitan area, programs and projects related to youth in these areas are the primary concern of the Foundation.

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The PeyBack Foundation has made changes to our application to better define our field of interest. We encourage you to please read the document in its entirety.

Thank you.



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## GUIDELINES

### Priorities

The PeyBack Foundation focuses primarily on economically disadvantaged youth. Emphasis is placed on programs that have a direct benefit to children through relationships and activities. Programs that are intended to enrich the lives of disadvantaged youth through activities conducted outside the typical school day (i.e., after-school and summer programming) are particularly favored by the Foundation.

***Our field of interest is in youth development.*** This includes:

**Leadership and Life Skills** - We are interested in supporting interactive programs that develop leadership skills and enhance character. Examples of programs: teaching youth how to identify their career or educational goal so they can become self sufficient; or programs that teach respect of self and others and provide cultural opportunities.

**Mentoring** – We are interested in programs that provide a caring adult who is working with disadvantaged youth. Programs include homework assistance, character building, improving self-esteem and confidence. The Foundation is interested in funding activities and programs that occur within the mentoring relationship, not adult volunteer training or recruitment.

**After School/Summer Programming** - The Foundation is especially interested in supporting programs that occur outside of a typical school day; i.e. after-school and summer programming.

**Healthy Living** – We are interested in programs that engage youth in physical activity and provide nutritious snacks and/or meals for youth participants. Consideration will be provided to programs that supply the necessary tools for a child to succeed educationally outside of the typical school environment.



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**PeyBack Foundation Grant Review Guidelines**

1. If your organization has been funded three years in a row (2009, 2010, 2011) we ask that you wait until the grant cycle due date of February 2013 to apply again.
2. Requests for funding are limited to one request per organization.
3. Other than what is requested no additional materials are to be submitted with the application, i.e., brochures, pictures, articles, etc.
4. It is mandatory that grant applications come from organizations that work with children who are economically disadvantaged. A good indicator of being economically disadvantaged is if youth participate in the free and reduced lunch program at school. The National School Lunch program provides free lunches to students whose family income is below 130% of the federal poverty line; it offers reduced-price lunches to students whose family income is between 130% and 185% of the poverty line.
5. Organizations must work with children between the ages of 6-18.
6. Grant making policy places emphasis on programs rather than operating support. The PeyBack Foundation will provide funding to support program-specific expenses, not general administrative expenses of an organization.
7. Incomplete applications will not be considered.
8. Contributions are limited to organizations in Indiana, Louisiana and Tennessee.
9. Grant is limited to a maximum of \$15,000 although most grants funded are in the \$10,000 range.
10. The Foundation prefers not to be the only financial resource for a program. Applications demonstrating collaborative efforts with partnering organizations will be given priority.
11. Organization's name that is applying for grant must be the name on the 501(c)3 documentation – if not, there must be a letter from the organization (on their letterhead) on the 501(c)3 documentation stating the relationship between the applying organization and theirs.

**Ineligible Requests:** Grants are **not** made available for:

- Non 501(c)3 organizations
- Educational institutions to include: schools (public/private/charter) colleges/universities (1)
- Disease-focused programs (diabetes, heart, cancer, obesity, etc.) (2)
- Building/renovations of any kind including parks and playgrounds
- Payment of travel for staff, board members or volunteers
- Organizations that re-grant the funds
- Hospitals/Health Clinics (2)
- Operating Support
- Capital Campaigns
- To defray staff/adult meeting, conferences, workshop or seminar expenses
- Post event fundraising
- Libraries
- Individuals
- Therapy/Counseling Services
- Event sponsorship, fundraising or youth sporting league sponsorship

Notes:

(1) We will support programs offered in schools by outside organizations; i.e., an after-school or summer program that is offered by an outside group but conducted on school property.

(2) The Foundation appreciates the work these organizations do to improve the health of all people. Out of respect for the relationship that Peyton and Ashley Manning have with St. Vincent Health, we choose to refrain from funding additional health-related programs outside the scope of that relationship.

**Due Date – Applications must be postmarked no later than February 1, 2012. Applications received after the deadline will not be considered.**



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## 2012 Grant Application Procedures

Please limit the overall narrative portion to four pages in total; this does not include the actual application form, the revenue/expenses spreadsheet or the requested attachments. Please do not send any additional materials, i.e., DVDs, pamphlets, pictures, etc. **Each of the following numbered points must be answered in entirety.**

1. Complete the **PeyBack Foundation Grant Application Form**
2. Organization Information – Provide a brief description of your organization’s services
3. Program-Describe the program for which are you applying:
  - a. What Field of Interest does this meet for the PeyBack Foundation (i.e. leadership and life skills, mentoring, after school/summer programming, or healthy living; see page 2 of PeyBack Foundation Grant Application for Guidelines and definitions of fields of interest).
  - b. Number of youth being served
  - c. How the need for this program was determined
  - d. Objectives for the program
  - e. Community(s) to be served – data to support that the program is serving socio-economically disadvantaged youth
  - f. Collaborative efforts/additional funders
  - g. Is there a cost to participate? If yes, what is it?
  - h. If you receive the grant, will the cost to participate be reduced or eliminated?
4. Provide a reasonable plan for continuity beyond the PeyBack Foundation grant, such as indicating specifically where additional support will be sought. When possible, please address the sustainability of your program beyond the timeline of PeyBack Foundation funding.
5. Financial – Program Budget (use program budget and revenue expense form attached)
6. Donation Funding Levels – List two levels and briefly describe how each level would assist your organization. Please be specific regarding what exactly the money requested will be used for.
7. Attachments
  - a. Copy of the current IRS determination letter indicating 501(c)3 tax exempt status
  - b. Organization’s current annual operating budget
  - c. Most recent financial statement (audited if available)
  - d. List of Board of Directors
  - e. Letters of support (optional)
  - f. Annual Report (optional)

If you are chosen to receive a 2012 PeyBack Foundation Grant, you organization will be notified by the end of April 2012.



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## Application

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

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

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

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Executive Director: \_\_\_\_\_

Grant Contact Person if different: \_\_\_\_\_

Grant Contact Email Address: \_\_\_\_\_

Year Organization was founded: \_\_\_\_\_ Organization Website: \_\_\_\_\_

Organization Mission Statement: \_\_\_\_\_

Federal Tax ID number : \_\_\_\_\_

Geographical area served:    Indiana            Tennessee            Louisiana            **(circle one)**

### PROGRAM INFORMATION

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

Brief Program Description: \_\_\_\_\_

Amount Requested: 1. \$ \_\_\_\_\_ 2. \$ \_\_\_\_\_

Program Start date: \_\_\_\_\_ Program End date: \_\_\_\_\_

Number of youth served by Program: \_\_\_\_\_

Age Range of children participating in program: \_\_\_\_\_

Number of years Program has been conducted: \_\_\_\_\_

Have you previously applied to the PeyBack Foundation for a grant? \_\_\_\_\_

**List any previous support from the PeyBack Foundation**

Date	Amount	Purpose
_____	_____	_____
_____	_____	_____
_____	_____	_____

Date(s) funds from this grant would be needed by to conduct program: \_\_\_\_\_

\_\_\_\_\_  
Signature, President/Executive Director

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Signature, Board of Director Chairperson

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

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**Checklist:** Before mailing your PeyBack Foundation Application, please be sure you have the following pieces included in your documents:

- Completed Grant Application Form
- Program Narrative including all questions asked within 2012 Grant Application Procedures (see page 4 of application)
- Financial Documentation (program budget and revenue expense form)
- Copy of IRS determination letter indicating 501(c)3 status
- Organizations current annual operating budget
- Most recent financial statements (audited if available)
- List of Board of Directors
- Letters of support (optional)
- Annual Report (optional)



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**Program Budget Revenue and Expenses**

Program Budget Revenue	Amount Requested	Committed	Pending	Approximate Notification Date for Pending Support
Corporate Support	\$	\$	\$	
Individual Donations	\$	\$	\$	
In-Kind Support	\$	\$	\$	
United Way	\$	\$	\$	
Other ( List)	\$	\$	\$	
_____	\$	\$	\$	
_____	\$	\$	\$	
_____	\$	\$	\$	
Foundation Support	\$	\$	\$	
_____	\$	\$	\$	
_____	\$	\$	\$	
_____	\$	\$	\$	
<b>TOTAL</b>				

**PROGRAM BUDGET EXPENSES**

Time Period this Budget covers:  
 \_\_\_\_\_

- Salaries \$ \_\_\_\_\_
- Fringe Benefits \$ \_\_\_\_\_
- Consultants \$ \_\_\_\_\_
- Insurance \$ \_\_\_\_\_
- Travel \$ \_\_\_\_\_
- Equipment \$ \_\_\_\_\_
- Program Supplies \$ \_\_\_\_\_
- Office Supplies \$ \_\_\_\_\_
- Marketing \$ \_\_\_\_\_
- Other (be specific)  
 \_\_\_\_\_ \$ \_\_\_\_\_
- \_\_\_\_\_ \$ \_\_\_\_\_
- TOTAL** \$ \_\_\_\_\_

**BUDGET NARRATIVE**

On a second page please describe in detail the following:

1. Number of Employees included in Salaries
2. What type of consultants are being used
3. Explain travel
4. List equipment needed
5. List program supplies needed





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**Frequently asked questions regarding our grant process**

**What should I do if I can't download the grant application?** Please email [intern@peytonmanning.com](mailto:intern@peytonmanning.com) to receive the application in a word document.

**How should I assemble the grant?** Please staple or paper clip. Do not use binding, folders, etc.

**If I applied in the past, can I apply again? Can I apply for the same program?** Yes, providing your organization hasn't received funding for the past three years in a row. If your organization has been funded three years in a row, we ask that you wait until the grant cycle due date of February 2013 to apply again.

**How many copies do I need to send?** No extra copies needed, just the original application with requested documentation and attachments.

**If I am an organization in another state, but do programming in Indiana, Louisiana or Tennessee can I still apply for the grant if it benefits the children in those states?**

No, your organization's physical address must be in one of the three states.

**Should I apply if my organization benefits youth not between the ages of 6 to 18.** No, please follow the guidelines as written.

**If I have further questions, how should I contact the Foundation?** Please send an email to [PeyBack@peytonmanning.com](mailto:PeyBack@peytonmanning.com)

**How should I send the application?** You can send it via the U.S. Mail. Do not use a delivery service that would require a signature.

**Does it have to be delivered by February 1, 2012?** All completed applications including requested documentation must be postmarked by February 1, 2012.

**Can I hand deliver the grant application to the PeyBack Foundation office?** Yes, there will be a tub outside the PeyBack Foundation office door until February 1, 2012. You may drop off your completed application here. Applications cannot be dropped off nor will delivery be accepted after February 1, 2012.

**When will the organizations be notified?** All organizations will receive an email within two weeks of application receipt to notify them that the PeyBack Foundation has received their application. Grant notification letters will be sent to all applicants regarding grant funding or decline by the end of April 2012.