GRIEF REACH
GRANT PROGRAM

Informational Webinar

NEW YORK LIFE FOUNDATION

Housekeeping

1. You are welcome to use the Q&A function to ask a question. We will not be using the hand raise function today.
2. We will update the FAQ section of the RFP with any questions asked today.
3. This webinar will be recorded and posted to the grants page (www.childrengrieve.org/grief-reach)
4. We will have time for questions!

Speakers

Maria Collins, Vice-President, New York Life Foundation

Vicki Jay, CEO, NACG

Megan Lopez, National Program Director, NACG

GRIEF REACH
GRANT PROGRAM

Agenda

1. The Grief Reach Program – Brief Overview
2. Focus for this cycle and key timelines
3. Preparing to apply
4. Tips for completing the application
5. Things to remember
6. Questions?

The Grief Reach Program

This grant program began in 2011 as a partnership between the National Alliance for Children's Grief and the New York Life Foundation. The goals are to:

- Increase access to bereavement support services in local communities, especially diverse communities.
- Enhance the capacity of organizations providing bereavement support service.
- Expand bereavement support services to address unmet needs.
- Support communities dealing with grief and loss with tangible resources.

Over 360 Grief Reach grants totaling more than $12 million have been awarded since the program's inception.

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Focuses for this cycle

1. Innovation in Grief Support

- New and innovative ways to serve children who are grieving
- Increasing access to creative programming to meet the needs of local communities
- ‘Outside of the box’ solution that address growing needs of young people and their families

Share in the chat:

What are your innovative ideas?

Innovation Examples

- Is there something new you've identified as a need in your community, but you just haven't had the funding to get it started?
- Maybe you want to run an adult camp at the same time as you run a children's camp.
- Maybe you've heard of another program doing new programming and you think that it would work well for the community you serve too.

Focuses for this cycle

2. Diversity, Equity, and Inclusion in Grief Support

- Increase access to resources and services for all anchored in authentic, culturally competent framework that address the needs of the local community

Diversity, Equity, and Inclusion in Grief Support Examples

- Partnering with indigenous populations to better work with indigenous children.
- Partnering with a Boys and Girls club or YMCA where minority populations are high.
- Providing training for your staff and volunteers on culturally sensitive practices.

Organization Criteria

- Be a private, nonprofit U.S. based organization, with tax-exempt status under Section 501(c)3 of the Internal Revenue Code, and which is not a private foundation.
- Be in operation as a 501(c)3 for at least three consecutive years.
- Must be an entity that will provide children's bereavement services.
- Must have at least one paid staff person.

Cycle Criteria

- Organizational:
  - Must currently serve children who have experienced a death.
  - Provide bereavement support based on evident need, expertise, and partnership.
- Program:
  - This must be either:
    - For innovation grants it must be creative programming that addresses the needs of your community.
    - Focused on Diversity, Equity, and Inclusion programming for children who are grieving in your community. That must include cultural considerations of bereaved children based on the community you will be serving.

Cycle Criteria continued

- Financial Requirements:
  - Grant request amount **must:**
    - **For innovation:** not be greater than 20% of the organization's most recent fiscal year actuals
    - **For DEI:** not be greater than 25% of the organization's most recent fiscal year actuals.

PLEASE NOTE: If you are a part of a larger organization, for example, a hospice, hospital, university, etc., you will be required to submit your dedicated childhood bereavement program budget.

- Administration:
  - Prepare a complete application and submit all relevant documentation.

Eligible use of funds

Innovation Grants should be used to provide new services to the children who are grieving in your community. These are one-year grants.

DEI grants should be used to focus on accessibility and services for all in an authentic framework to ensure a holistic approach.

🎙️ Share in the chat: What types of programs are you considering applying for funds to support?

Timeline

Date	
March 14th	Application Launch. It is open for applications now!
April 1st	Final Questions Call
April 11th	Application Closes (8 p.m. EDT)

Available Grants

Total Grant Amount	Term / Grant value per year	Minimum organizational budget	Type of Grant
$30,000	1 Year / $30k annually	$150,000	Innovation
$100,000	2 Years / $50k annually	$200,000	DEI
$50,000	2 Years / $25k annually	$100,000	DEI
$30,000	2 Years / $15k annually	$60,000	DEI

Preparing to apply

- As you plan for your application, please review the application in its entirety and check for the supporting documents needed. There will be no extensions.
- Pay close attention to the organizational budget. Innovation grants cannot exceed 20% of your organizational budget. DEI grants cannot exceed 25% of your organizational budget.
- Think innovatively about the need you are seeing in your community and how you organization can meet it. The Grief Reach program welcomes creativity in applications. These unusual times call for creative solutions!

Common Questions

- **Which grant should I apply for?**

  This depends on what you are planning to do with the funds. Are you planning something new? Choose the innovative grant for a one-year pilot program. Are you wanting to focus on your program's DEI initiative? Evaluate your budget, and plan to choose the appropriate level.

- **Can I apply for more than one grant and only receive one?**

  You may only apply for one grant at a time.

- **Can I still apply if my current grant is over, but my final report has not been completed?**

  No. You must wait until your final report has been submitted to apply for a new grant.

Common Questions

- **When is my application due?**

  Monday, April 11, 2022, by 8 p.m. E.T.

- **We are an organization of volunteers. Can we apply?**

  Your organization must have at least one paid employee to qualify for this grant.

- **Can I partner with another organization for this grant?**

  Yes! We love to see collaborations for these grants. (The nonprofit provider of the bereavement service will be the recipient of funds)

- **What are examples of Partnerships?**

  For this grant, we want you to partner with establishments in your community that support your work and/or has access to the children you want to serve, including but not limited to schools, after-school clubs, churches, or other community organizations.

Common Questions

- **What are some examples of documentation from my partners that could support my application?**

  Some examples could be letters of support, letters of intent, a Memorandum of Understanding (MOU), or other documentation showing that both parties approve the partnership.

- **Does location restrict these grants?**

  Grief Reach grants are open to any nonprofit serving bereaved children within the U.S.

- **My organization is not a nonprofit, but we are looking to partner with a nonprofit to provide bereavement services. Can we apply?**

  Only nonprofits are eligible to apply. Your organization can partner with a nonprofit, but your nonprofit must be the applicant.

- **If we've received one grief reach grant previously, are we allowed to apply again?**

  Yes, as long as your grief reach grant is complete and your final report has been turned in.

Tips for completing the application

General Application Notes

- Pay attention to the questions – read carefully. Some questions are looking to learn more about your organization, and some are looking to understand more about the project you are seeking funds for. Answer the question that is asked!
- Start drafting your responses now so you have time to spare for review!
- If you do not have demographic information for your program participants, please provide an estimate.
- Most grants that are successful clearly point to the community need and are comprehensive in their response to it. It is important to be clear and concise in your challenges, goals, and outcomes to help with that assessment.

Successful applications…

- Demonstrate the connection between the needs of their community and the proposed project.
- Are specific in the request for funding.
- Have a clear sense of how they will measure success.
- Answer all questions clearly and are careful to present their plan in a connected way across the application.
- Include specific data to support their application. Focus on your local community needs and your knowledge of the needs of your community.

Applications that are typically not successful…

- Responses did not address the questions posed.
- Incomplete or incorrect documentation.
- Assume that the reviewers are familiar with their program and community.
- Do not connect their proposal to their existing organizational strategy.
- Fail to be specific with their answers.
- Use valuable application space to try to convince reviewers of the need for support. We know this! Focus on the specific need you are seeing and your ability to meet that need with the support of funding.

Application Notes

Requirements
• Mission Statement and purpose of your organization • Services currently provided by your organization (check all that apply) • How services are currently provided by your organization • How many unduplicated children that are bereaved are you currently serving (not including who you hope to serve with this grant application)
Please complete this section based on your current programming. Do not include what you plan on doing if this grant is funded.

Requirements contd../…
Please provide background information related to the focus of the RFP. Explain how the focus of this RFP align with your current organizational strategy.
On this question we need to understand how your proposal fits into your organizational strategy.

Demographic Information

Requirements
• Gender Demographics - % (should add to 100) • Demographics of Current Program Participants - % (should add to 100) • Age Groups currently served by your organization
Again, this section should reflect your current programming.

Proposed Project Information

Requirements
• We are applying for: (select one amount) *For DEI grant only • Description of the proposed grief support programming. Provide a clear and concise description of the proposed program and its purpose. • Is this a new program or an expansion of an already established program. Yes/No
• Select one funding amount to apply for. • Be clear, be concise and succinct in your description.

Proposed Project Information contd../…

Requirements
• Indicate the number of unduplicated children/youth you plan on serving with this proposed program: Provide clear unduplicated numbers for how many children/youth you are hoping to serve with this program. • If you plan to partner with anyone on this program, please give us that information. • Demographic information for who you hope to serve with this proposed program.
• How many unduplicated children will be served by this grant specifically.

Proposed Project Information contd../…

Requirements
• What are the current gaps in your grief support for your community? • Potential barriers that could impact this proposed program: Please discuss potential barriers and how they will be addressed • Goals and Outcomes: List the top 3 to 5 goals with SMART outcomes. Please make sure to use SMART goals, goals should be Specific, Measurable, Attainable, Realistic, and Timebound • How will you ensure proposed program deliverables are met?
• It is important that you answer each question completely. • We want to hear what the current gaps are so we can see how needed this program is and how it will fill those gaps. • There are barriers with every proposal. Describe any barriers you anticipate and how you hope to deal with them. • Make sure to include both goals and outcomes. • Include concrete examples of how you will measure your goals and outcomes.

Funding and Sustainability

Requirements
• Do you have other sources of funding for this program? If so, list below along with the funding level. • Sustainability: What are the plans to ensure the future sustainability of this program after the grant ends?
• If other funds are needed for the proposed project, list other funds and their status. • How do you plan to keep the project running after funding expires?

Required Documentation

- GAANT Chart
- Most recent 990
- Most recent Audited Financials
- Most recent 12-month P&L
- Most recent balance sheet
- Any other supporting documentation

GAANT Chart

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L3 | Insert Outcomes. Outcomes are the difference you've made as a result of the outputs. They describe observable, measurable characteristics or changes that represent achievement of an outcome.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Milestones	Details on Goal/Activies	20XX - Q1	20XX - Q2	20XX - Q3	20XX - Q4	20XX - Q1	20XX - Q2	20XX - Q3	20XX - Q4	Outputs	Outcomes	KPIs	Budget	Year 1 Expenses	Year 2 Expenses
2	Goal 1: Insert goal			Deat				Deat						Total Budget for this Goal		
3	Inset sub goals as appropriate										Insert Outputs. Outputs are the things that you and/or those included in the proposal will be doing (the tasks undertaken, activities involved). Such activities could include items such as programs or events that will be held, or materials that will be developed.	Insert Outcomes. Outcomes are the difference you've made as a result of the outputs. They describe observable, measurable characteristics or changes that represent achievement of an outcome.	Insert Key Performance Indicators (KPIs). KPIs are the critical (key) indicators of progress toward an intended result.	Insert line item total for each sub-goal when possible		
4																
5																
6																
7																
8	Goal 2:															
9																
10																
11																
12																
13																
14	Go															
15																

Insert sub goal as appropriate

OUTPUTS are the things that you and/or those included in the proposal will be doing (the tasks undertaken activities involved). Such activities could include items such as programs or events that will be held, or materials that will be developed.

OUTCOMES are the difference you have made as a result of the outputs. They describe observable, measurable characteristics or changes that represent achievement of an outcome.

KPI's are the critical (key) indicators of progress toward an intended result.

Insert line-item total for each sub-goal when possible

Proposed Project Budget

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	Expense	Budget Narrative: Please provide a brief explanation of budget line items and justification for amount requested.	Year 1 - Total Program Expense	Year 1 - Request Amt from NYLF	% of Budget vs Request	Year 2 - Total Program Expense	Year 2 - Request Amt From NYLF	% of Budget vs Request	Total Program Expense	Total Request Amt from NYLF	% of Budget vs Request
	Personnel and Benefits		-	-	#DIV/0!	-	-	#DIV/0!		-	#REF!
	Consulting & Professional Fees		-	-	#DIV/0!	-	-	#DIV/0!		-	#REF!
	Materials and Supplies		-	-	#DIV/0!	-	-	#DIV/0!		-	#REF!
	Computers and Equipment		-	-	#DIV/0!	-	-	#DIV/0!		-	#REF!
	Printing and Publications		-	-	#DIV/0!	-	-	#DIV/0!		-	#REF!
	Travel & Accommodations		-	-	#DIV/0!	-	-	#DIV/0!		-	#REF!
	Conferences, Conventions, Meetings		-	-	#DIV/0!	-	-	#DIV/0!		-	#REF!
	Software Licenses		-	-	#DIV/0!	-	-	#DIV/0!		-	#REF!
0	Capital Equipment		-	-	#DIV/0!	-	-	#DIV/0!		-	#REF!
1	Other		-	-	#DIV/0!	-	-	#DIV/0!		-	#REF!
2	Other		-	-	#DIV/0!	-	-	#DIV/0!		-	#REF!
3			$ -	$ -	#DIV/0!	$ -	$ -			$ -	
4	Other funders and contributions:										
5											

Organizational Budget

New York Life Foundation

GRIEF REACH GRANT PROGRAM

NACG National Alliance for Children's Grief

Instructions: Provide organization's budget for fiscal year ending and two (2) years of historical financial information in the spreadsheet below. The New York Life Foundation retains the right to request full financial disclosure.

	Budget for Fiscal Year Ending 12/31/17 *(this year)*		Fiscal Year Ended 12/31/16 *last year*		Fiscal Year Ended 12/31/15 *two years prior*	
Revenue	**$ Amount**	**%**	**$ Amount2**	**%2**	**$ Amount3**	**%3**
Foundation Grants		0%		0%		0%
Corporate Grants		0%		0%		0%
Individual Gifts		0%		0%		0%
Contracts		0%		0%		0%
Membership Dues		0%		0%		0%
Program Fees		0%		0%		0%
Reimbursements		0%		0%		0%
Fundraising Events		0%		0%		0%
Dividends/Interest on Securities		0%		0%		0%
Other Investment Income		0%		0%		0%
In-Kind Support*		0%		0%		0%
Other (provide details below)		0%		0%		0%
Total Revenue		0%		0%		0%
Explain variations in revenue from one year to another and/or provide details on "Other."						
Expenses	**$ Amount**	**(%)**	**$ Amount2**	**(%)2**	**$ Amount4**	**(%)3**
Salaries		0%		0%		0%
Payroll taxes/Benefits		0%		0%		0%
Contract Labor/Consultants		0%		0%		0%
Depreciation		0%		0%		0%
Insurance		0%		0%		0%
Bank Fees/Interest		0%		0%		0%
Conferences/Meetings		0%		0%		0%
Program Expenses		0%		0%		0%
Travel/Mileage		0%		0%		0%
Marketing/Printing/Publications		0%		0%		0%
Fundraising		0%		0%		0%
Rent/Occupancy		0%		0%		0%
Telephone/Technology/Utilities		0%		0%		0%
Postage/Shipping		0%		0%		0%
Equipment/Supplies		0%		0%		0%
In-Kind Expense*		0%		0%		0%
Other (provide details below)		0%		0%		0%
**All in-kind revenue must be offset by in-kind Expense.*						
Total Expenses		0.0%		0.0%		0.0%
Excess (Deficit) for Year	**$0**	0.00%		0.00%		0.00%

Remember…

- Applications must be submitted online.
- No applications will be accepted after the deadline.
- Organizations may only submit one application.
- Only full and complete applications will be reviewed.

Where to apply?

https://childrengrieve.org/grief-reach

Questions after today?

Email Megan Lopez, NACG National Program Director:

megan.lopez@childrengrieve.org