

# GoGirlGo! Atlanta GRANT PROGRAM 2008 Proposal Guidelines

## Note about the GoGirlGo! Atlanta Grant

Dear Community Partner,

Thank you for your interest in applying for a GoGirlGo! Atlanta grant! GoGirlGo! is a curriculum-based program that educates girls about health risks and encourages them to become physically active. The goal of the program is to maximize the use of physical activity as an educational intervention and social asset in order to enhance the wellness of girls as they navigate between childhood and early womanhood.

The Women's Sports Foundation and the Atlanta Falcons Youth Foundation have partnered to provide \$120,000 in grant funding for sports and physical activity programs for girls ages 8-18. These programs must combine athletic instruction with the delivery of the GoGirlGo! curriculum by qualified adults. The maximum grant amount is \$15,000 per program.

The GoGirlGo! curriculum is available free of charge from the Women's Sports Foundation. All materials come in a GoGirlGo! kit, containing a GoGirls! Guide to Life, a GoGirls! Scrapbook and a Parents' Guide for each girl, plus an instructional guide for adult leaders. The curriculum uses champion athletes and four GoGirl characters to educate girls about health-risk behaviors and life lessons on topics such as body image, bullying, diversity, smoking, drugs and stress. There is also expert information on each topic.

We are pleased to continue the work that has been accomplished nationally towards reaching the goal of getting one million girls active and impacted by the 2004 and 2006 National Health Information Award-winning GoGirlGo! curriculum.

Organizations selected to receive GoGirlGo! funding must implement the GoGirlGo! curriculum into their programming. Please review the sample educational curriculum before ordering or applying for grants. Visit [www.GoGirlGo.com](http://www.GoGirlGo.com) or call 1-800-227-3988 for sample materials.

GoGirlGo! grants will provide funds to support sports and/or physical activity programs seeking to add new or expanded program participation opportunities for an underserved population of girls, particularly economically disadvantaged girls and/or girls from populations with high incidences of health-risk behaviors. Funds requested may be used for athletic equipment, supplies, facility rental, league/tournament fees, travel, coaching, scholarships and/or program administration expenses. Funds may only be used for girls' sports/physical activity programs.



## Eligibility

- Program must serve girls residing in metro Atlanta, specifically Clayton, Cobb, Cherokee, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale counties.
- Demonstrated ability to deliver girls' sport/physical activity programming to girls in third to 12th grade.
- Delivery of a minimum eight-week sports/physical activity program with preference given to organizations working consistently with girls throughout the year.
- Program leadership administered by experienced and committed adults.
- 501(c)(3) program status or nonprofit status, government agencies, K-12 public schools and colleges/universities are also encouraged to apply.
- Commitment to implement the GoGirlGo! educational curriculum including completion of a post-project attitudinal survey. The GoGirlGo! curriculum may be implemented following receipt of a grant. The educational materials must be ordered separately, by calling the Women's Sports Foundation at 1-800-227-3988 or visiting [www.GoGirlGo.com](http://www.GoGirlGo.com).
- All GoGirlGo! grant recipients must comply with all of the applicable Federal Civil Rights laws, including the requirements pertaining to developing and submitting an EEOP, reporting Findings of Discrimination, and providing language services to LEP persons.
- Program must begin no earlier than June 1, 2008, and no later than January 15, 2009.
- Applications are due on or before March 31, 2008 by 5:00 p.m.

Women's Sports Foundation National Sponsors Advanta and Gatorade are joined by GoGirlGo! Atlanta Grant-Making Partner The Atlanta Falcons Youth Foundation, and Atlanta Patrons Ida Ryan Charitable Trust, CW69 and Hope-Beckham. All of these corporate and foundation sponsors have provided generous support for GoGirlGo! Atlanta through grants for girls' programming throughout the Atlanta area.



Grant-Making Partner:



GoGirlGo! Atlanta Grant Cover Page

For Office Use Only  
Method packet received by: \_\_\_\_\_ From: \_\_\_\_\_  
Date received: \_\_\_\_\_ Action taken: \_\_\_\_\_  
Reason for decision: \_\_\_\_\_

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

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

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

Day Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

Name of Board Chair: \_\_\_\_\_ Affiliation: \_\_\_\_\_

Day Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Name of Project/Program: \_\_\_\_\_

Communities/neighborhoods served by project/program: \_\_\_\_\_

Zip codes of communities served by project/program: \_\_\_\_\_

Timeline for proposed project/program: BEGIN (Month/Year) \_\_\_\_\_ END (Month/Year) \_\_\_\_\_

Have you received a GoGirlGo! grant before?  Yes  No — if yes, in what years \_\_\_\_\_

Is the proposed project/program new or existing?  New  Existing — if yes, number of years in existence: \_\_\_\_\_

Sport/physical activity of this project/program: \_\_\_\_\_

How many girls will participate in this sport/physical activity? \_\_\_\_\_ girls, ages \_\_\_\_\_

How many girls will use the GoGirlGo! curriculum? \_\_\_\_\_ girls, ages \_\_\_\_\_

Have you used or ordered the GoGirlGo! Kit(s)?  Yes  No, I will order them on: \_\_\_\_\_ (Date)

Will you implement the GoGirlGo! curriculum if a grant is not awarded?  Yes  No

Is your organization registered on [www.GoGirlGoNetwork.com/Atlanta](http://www.GoGirlGoNetwork.com/Atlanta)?  Yes  No (you must registered to apply)

Type of Organization: (Check One)  Nonprofit  Government Agency  Public School (K-12)  College/University

How did you find out about the program?  Postcard  Web Search  Public Service Announcement/Article

GoGirlGo! Network  [www.WomensSportsFoundation.org](http://www.WomensSportsFoundation.org)  Leadership Institute  E-newsletter  Other \_\_\_\_\_

Executive Director/CEO Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Applications are due in the GoGirlGo! Atlanta office on or before March 31, 2008 by 5:00 p.m. You may mail, courier or hand-deliver proposals to the Women's Sports Foundation's GoGirlGo! Atlanta Office, 3525 Piedmont Road, NE; Building 7, Suite 102, Atlanta, GA 30305. For assistance with completing the application, contact Kip Slade at Strategic Philanthropic Services by phone at 770-401-9072 or by e-mail at [kip@spsasp.com](mailto:kip@spsasp.com).



## Proposal Statement Information

While we will consider a range of girls' physical activity/sports programming, preference will be given to programs

- Focused on moving inactive girls into regular physical activity
- Working consistently with girls throughout the year
- Seeking to add new or expanded program participation opportunities for underserved girls, particularly economically disadvantaged girls/girls from populations with high incidences of health-risk behaviors

### Ineligible Requests

- Projects/Programs that require compulsory religious participation
- Projects/Programs that do not implement the GoGirlGo! curriculum
- Projects/Programs requesting retroactive funding
- Projects/Programs requesting funding towards the purchase of land, construction of buildings, event sponsorships, providing scholarships to individuals and/or the purchase/care of animals with this grant

### Proposals

- Once proposals are submitted, organizations will be selected for a site visit. Please allow a sufficient amount of time to process your proposal and to notify you.
- Official applications must be returned to the Women's Sports Foundation's GoGirlGo! Atlanta office on or before March 31, 2008.
- Applicants will be notified of decisions by May 2008.
- Grant proposals may not exceed 5 type-written, single-spaced pages, including a budget, budget narrative and/or any attachments.

### Conditions under which proposals will not be accepted

- Proposals containing more than the allowed number of pages (Responses to items 1-4, supporting documents such as news articles, photos, letters of support, etc., will be counted towards the 5-page limit.)
- Proposals submitted via fax or e-mail
- Proposals missing any of the required information

### Frequently Asked Questions (FAQ)

To receive more details about the grant and educational programs, visit [www.GoGirlGo.com](http://www.GoGirlGo.com) and look for FAQs. You may also e-mail questions to [Info@WomensSportsFoundation.org](mailto:Info@WomensSportsFoundation.org).



## Proposal Format

(Please provide responses to items 1-4. Limit your responses to a total of 5 pages, including supporting documents such as news articles, photos, etc. letters of support, etc.)

### 1. Summary Statement

Please present information that will provide the Women's Sports Foundation with a thorough understanding of your organization and its girls' sports/physical activity program(s). The following should be included:

- Qualifications for delivering girls' sports/physical activity programming
- Detailed description of the proposed program(s), including the number of girls participating in the proposed sports/physical activity program(s) and the number of girls who will use the GoGirlGo! educational curriculum
- Detailed description of the community in which you serve
- Describe your organization's activities and workplan for the year
- How frequently girls will participate in the program and any costs participants may incur
- Additional resources or opportunities your program provides to girls

### 2. Statement of program benefits, significance and timeliness

Please include answers to the following questions:

- What health-risk behaviors do girls ages 8 to 13 in your community face?
- What are the demographics of the girls participating in your program? (include socio-economic and ethnicity)
- What are the benefits to the girls participating in your program?
- What are the goals to be accomplished during the grant period?
- How will the GoGirlGo! grant impact your program?
- How will the GoGirlGo! curriculum be implemented within your program?
- Who are the key people involved in administering the proposed program? (Are they volunteers, employees, paid consultants? What are their qualifications and responsibilities?)
- Describe the plan for evaluating the impact of this project. Explain how it will work, will be evaluated; who will participate in and guide the evaluation process; and what three outcomes will constitute success.

### 3. Budget

(A sample budget can be found on [www.GoGirlGo.com](http://www.GoGirlGo.com)):

- What is your organization's operating budget? (If using a fiscal agent please use financial data from the organization that is applying, not the fiscal agent. Very large organizations such as universities or government agencies should use financial data that reflects the initiative, program or project that is being proposed.)
- What is your organization's annual girls' sports/physical activity budget?
- What amount is being requested for this project/program?
- Individually list all program support and revenue (include membership dues, participant fees, grants, sponsorships and any other monies received) for the administration of the proposed project/program.
- List other support, in-kind or monetary, that has been sought or will be given by others for the proposed project/program.
- Specifically, outline how the funding being requested will be used. (i.e. ABC organization requests \$0000 in support of XYZ.)

### 3. Organizational Information

- Please describe the history of your organization followed by your mission.
- What is your total staff size, including full-time, part-time, volunteers, and consultants.
- Please provide a list of all active Board members, their race, gender and civic affiliations.

Before you mail your proposal, make sure you have enclosed one copy of the following:

1. GoGirlGo! grant application cover page
2. GoGirlGo! grant proposal program statement (limit 5 pages, including supporting documents)
3. Proof of 501(c)(3) status (for nonprofits only). If you do not have it, then a fiscal agent's 501(c)(3) with a cover letter stating they will act as your fiscal agent.