

 How did you hear about this opportunity?

- KaBOOM! Social Media (Twitter, Facebook)
- Previously worked with KaBOOM!
- Another organization that has partnered with KaBOOM!
- Member of KaBOOM! Staff
- KaBOOM! website
- 50 Fund website
- Super Community Contact
- Other _____

 CONTACT INFORMATION

 Primary Contact

Who should we contact for follow-up questions regarding your application?

Organization Name _____

First Name _____

Last Name _____

Title _____

Email _____

Phone (please use this format: 123-123-1234) _____

Cell Phone _____

 Secondary Contact

Who should we contact if your primary contact is not available?

First Name _____

Last Name _____

Title _____

Email _____

Phone (please use this format: 123-123-1234) _____

Cell Phone _____

 Program Overview, Process Timeline

 Overview

People don't just want great parks and playgrounds. Kids and families are calling for play everywhere. Balanced and active play should be an easy choice for families, with abundant opportunities for play readily available throughout the normal routines of the day.

Getting enough play time can be especially difficult for children growing up in economically challenged communities. Our goal is to close the opportunity gap for kids in the Bay Area and provide a catalyst that will inspire communities to rethink play in order to ensure all kids get the play they need to thrive.

The playground is not the only place to play. It can happen in moments of downtime. Grocery store lines. Bus stops. Parking spaces.

Laundromats. Sidewalks. Even the smallest of places can become playable opportunities. Play Everywhere: Communities should explore making "dead time" (waiting at bus stops, laundromats, walking to school etc.) more playful. Cities have many undiscovered assets that can be used to fill their communities with play everywhere. Proximity Matters: Cities can create mini play destinations "around the corner." When parks and playgrounds are a bus ride away, they become special-occasion locations. Cities need to develop small, modest but right-around-the-corner options with interesting play structures. PLAY 60, Play On presented by the 50 Fund and the NFL Foundation, in partnership with KaBOOM!, will help applicants in the nine counties of the Bay Area[1] create playful transformations of sidewalks and spaces that encourage kids' active play to happen everywhere. [1] Eligible counties include Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma.

The 50 Fund

Created to make Super Bowl 50 the most philanthropic and giving Super Bowl ever. 50 Fund will also showcase the Bay Area's innovative approaches to creating lasting solutions for local challenges. To learn more, visit www.50fund.org.

KaBOOM!

KaBOOM! is the national non-profit dedicated to giving all kids – particularly those growing up in poverty in America – the childhood they deserve filled with balanced and active play, so they can thrive. Since 1996, KaBOOM! has collaborated with partners to build, open or improve nearly 16,300 playgrounds, engaged more than one million volunteers and served 8.1 million kids. KaBOOM! creates great places to play, inspires communities to promote and support play, and works to drive the national discussion about the importance of play in fostering healthy and productive lives. To learn why #playmatters: visit kaboom.org or join the conversation at twitter.com/kaboom or facebook.com/kaboom.

The 50 Fund and KaBOOM! will be working in close collaboration to award grant funding. Final grant decisions are made by the 50 Fund Board of Directors. KaBOOM! will operate as the application manager and overall program quarterback, while the 50 Fund will be responsible for contracting with grantees and dispersing grant funds.

Project Examples

For representative examples of the types of projects that will be considered for funding, go to (microsite). The project examples are for inspiration, however innovative and new ideas are highly encouraged.

Webinar

A 60-minute webinar will be held on September 23, 2015 at 9:30am PST to provide examples of the types of projects that will be considered for funding and to answer questions regarding the application process. The webinar will be recorded and made available at www.play60playon.org.

The link to pre-register for the webinar can be found here: [Webinar Registration](#)

Timeline

September 17, 2015 Application is available September 23, 2015 Webinar (9:30am PST) October 5, 2015 Early application deadline October 19, 2015 Final Application deadline October 26, 2015 Early awards November 7, 2015 Final Grants awarded October 26, 2015 - January 29, 2016 Project Initiated

Media

As part of the lead up to Super Bowl, select projects will be featured in media events. The details and logistics for these events will be coordinated between the grantee and the 50 Fund.

Eligibility, Funding Available, Selection Criteria, and Sustainability

This grant is open to San Francisco Bay Area based municipalities, neighborhood associations, schools, non-profit organizations, businesses and individuals. However, in order for an individual or business to become a grantee they MUST partner with a 501(c)(3) organization or public agency, as funds can only be dispersed to the aforementioned groups. This partnership should occur through a formal memorandum of understanding, intent, or agreement. Applicant's must propose projects that will provide services to San Francisco Bay Area children, youth, and young adults from birth through 16 years of age who are from low-income households or high-risk communities, including public systems (e.g. foster care or juvenile justice). Strong preference will be given to applicants who are physically located in the community they serve. Please note that each organization can only submit one application. However, it is acceptable to apply for a project that will be implemented at multiple sites. Strong preference will also be given to applicants that are led by Super Communities[1]. If your city is not a Super Community, sign up here to become one. Strong

preference will be given to applicants that able to complete their projects by January, 29, 2016. The grant may be the only source of support for a specific project, but if additional funding is required, it must have been secured prior to an applicant proposing the project. [1] Bay Area cities interested in celebrating Super Bowl 50 locally in their communities have the opportunity to do so through the "Super Community" program. This program provides Bay Area communities with information and guidelines for hosting and promoting local events during Super Bowl Week.

Learn more by requesting a Super Community program kit today. To register your community, you must work for your local city or town government and have a municipal email address. Super Community kits are now available.

Funding Available

Up to \$750,000 is available for this grant program. Funding for projects, programs and events under this grant will be in the range of \$2,000 - \$150,000, although total project expense can exceed this amount. Proposed projects must have all required funding at time of application (excluding the requested grant amount) and must clearly demonstrate this in the project budget. Applicants that submit requests for projects that have pending or otherwise unconfirmed funding (excluding the grant grant) may not be considered. Applicants that have projects that are implemented at multiple sites can't exceed \$50,000 per site Applicant must secure the permission and necessary permits to implement the project at the proposed site.

Selection Criteria

Only applicants who have submitted complete applications and demonstrate they meet the eligibility requirements will be considered. Key criteria used in the competitive selection process include: Integrates active play opportunities into daily life for children and youth in economically challenged neighborhoods Offers increased access to unique and innovative play opportunities that are easily replicable and well-suited for serving economically challenged neighborhoods A positive impact on low-income families and kids Applicant has the necessary staff/volunteers to successfully implement the project or event Budget is reasonable and feasible for the proposed project scope Ability to complete project by January 29, 2016

Sustainability

PLAY 60, Play On grants accomplish the above while reducing impact on climate change; using resources and materials responsibly; inspiring families to embrace sustainability personally; leaving a positive legacy for the region.

Additional Information

Only applications completed using KaBOOM! online system and submitted between September 17, 2015 and October 16, 2015 will be considered. Questions can be sent to play60playon@kaboom.org. San Francisco Bay Area includes the following 9 counties: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma. Please review the PLAY 60 Play On Grant Program [Official Rules](#) for full eligibility requirements.

Application

I certify that the organization for which I am submitting this application is eligible to apply for the PLAY 60 Play On Grant Program. This means that I have read and understand the eligibility requirements and selection criteria.

I Certify the Statements Above.

PROJECT INFORMATION

Project Name

Give your project a relevant and creative name.

Project Information

Give a brief 1-3 sentence description of your project or event.

 Project Site Information

This is the address where the project will be implemented.


Street Address or closest cross streets _____

Street Address 2 _____

City _____


State _____

Zip Code _____


 If your project will be implemented at multiple sites, please enter the addresses of additional sites here:

If more than 4 sites, please enter the first 4 and we will be in contact about additional sites.

	Street Address	City	State
Site 2	_____	_____	_____
Site 3	_____	_____	_____
Site 4	_____	_____	_____
More than 4 sites? (enter yes or no)	_____	_____	_____
	Zip Code		
Site 2	_____		
Site 3	_____		
Site 4	_____		
More than 4 sites? (enter yes or no)	_____		

 Do you have permission from the landowner to implement the project or event on the proposed site?

- Yes
- No
- Unsure

 Do you or your partner applicant currently have insurance for your proposed project or event?

- Yes
- No
- Unsure

Please choose type of insurance you currently have:


- General Liability Policy (Traditional Insurance)
- Self-Insured Entity
- Self-Insured Group (Pooled insurance)
- Unknown


 What is the Median Household Income of the population in the neighborhood where the project will be located?

If your organization collects information on the median household income of the individuals you serve, please include. If median household income information is unavailable through your organization's data, please use this link to report the income based on the address nearest to the proposed site.

- Under \$5,000
- \$5,000 - \$10,000
- \$10,000 - \$20,000
- \$20,000 - \$30,000
- \$30,000 - \$40,000
- \$40,000 - \$50,000

- \$50,000 - \$75,000
- \$75,000 - \$100,000
- \$100,000 - \$150,000
- \$150,000 or more

 Is there anything else you feel like we need to know about the socio-economic status of the neighborhood where the project or event will be implemented?

 How many children do you anticipate you will engage with your project or event once it is implemented? (For the duration of the event or project)


Birth-5 years old _____

6-12 years old _____

13-17 years old _____

18-24 years old _____

Explain how you came up with the estimates. _____

 Please share the demographic information of the children in the neighborhood where the project or event will be implemented. (Percentage to total 100)

Percentage

White _____

Black _____

American Indian or Alaska Native _____

Asian _____

Native American and Other Pacific Islander _____

Hispanic _____

Two or more races _____

 PROJECT DESCRIPTION


 Project Objective and Purpose

Describe how this project will lead to the transformation of a space (or an event) that engages kids and families in active play.

Project Type

Temporary

- Permanent
- Program
- Event

 What is the proposed date of your project, event, or program?

Projects initiated on or before January 29, 2016 will be given special consideration.

____/____/____(YYYY/MM/DD)



If necessary, please explain your date selection. If you have a project with multiple dates, please clarify here.



Provide a detailed description on how you plan to accomplish your project. Be sure to address what needs to be planned or built; what external professional support (artists, consultants, etc.) you will be receiving and how those providers will be involved. Please include a timeline with key dates.



Describe why you predict this project will inspire more active play.



What does success look like for your project or event?



You will have an opportunity to upload any relevant documents, brochures, designs etc. at the end of this application.

Permissions and Permits

If awarded, I agree to secure the permission or permits needed to implement the project.

 Communications Strategy

Explain how you will publicize the project or event.

 **PROJECT BUDGET**


Please refer to the Budget Template for additional guidance on creating project budgets. If your project budget would be better represented in a more detailed format, you can upload a separate document, being sure to use the basic categories outlined here, in the supplemental documents section.

 All Existing Sources of Project Funding

Description of Funding Source

Estimated Value

_____	_____
_____	_____
_____	_____

 In Kind, Volunteer Services, Donations, etc. for Project

Description of In Kind, Volunteer Services, Donation	Estimated Value
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

 Total Project Funds

Add the totals of In Kind/Volunteer Services/Donations/etc. and All Other Sources of Project Funding.
 _____ (0.00)


 PROJECT EXPENSES

 Materials

Description of Materials	Estimated Cost
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

 Staff Time

Description of Staff	Estimated Cost
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

 Contractors, Consultants

Description of Contractors, Consultants	Estimated Cost
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

 Total Project Expenses


Add the totals of Materials, Staff Time, and Contractor/Consultant costs.

_____ (0.00)

 GRANT REQUEST

Total funds requested from PLAY 60, Play On:

_____ (0.00)

 Organizational Information

Name of Organization _____

Organization's Website _____

Facebook URL (example:
www.facebook.com/kaboom) _____

Twitter (example: @kaboom) _____

Mission Statement (if applicable) _____


Organization's Mailing Address (Street,
City, State, Zip) _____


County

- Alameda
- Contra Costa
- Marin
- Napa
- San Francisco
- San Mateo
- Santa Clara
- Solano
- Sonoma

Zip Code _____

Year Founded (please enter a 4-digit
integer) _____


 Please provide the following information for your organization's leadership

 Which type of applicant are you?


- 501(c)(3) organization
- Business
- Municipality
- Individual
- Other (please specify) _____

 Please provide Tax ID Number (EIN or SSN)


This is a 9 digit number. Please do not include spaces.

 Are you applying as a 501(c)(3) organization, public agency, or in partnership with one of these organizations?

- Public agency
- 501(c)(3) organization
- In partnership

 What is/are the name(s) of your partner organization(s)?

You will be asked to upload a signed formal agreement (memorandum on understanding, agreement, or intent) for any partners in the additional document upload portion of the application.

 If selected for grant funding, you will be asked to sign a grantee agreement with the 50 Fund. The document can be downloaded from the resources section, or here. Who, from the organization receiving the funds*, has the legal authority to sign contracts?

*As previously stated, funds can only be dispersed to 501(c)(3) organizations or public agencies. If you, the applicant, are not one of these entities, but are partnering with them, please obtain the signatory name and contact details from that organization.

First Name _____


Last Name _____

Title _____

Email _____

Phone (please use this format: 123-123-1234) _____

Cell Phone _____

 Leadership Diversity

The following question pertains to 501(c)(3) organizations, either applying directly or in partnership with another entity. Please provide the total number of individuals in each category. Use "0" if not applicable.

	Male	Female	White
Management Team	_____	_____	_____
Board of Directors	_____	_____	_____
	Black	American Indian or Alaska Native	Asian
Management Team	_____	_____	_____
Board of Directors	_____	_____	_____
	Native Hawaiian or Other Pacific Islander	Hispanic	Two or more races
Management Team	_____	_____	_____
Board of Directors	_____	_____	_____
	LGBT		
Management Team	_____		
Board of Directors	_____		

 Financials

The following question pertains to 501(c)(3) organizations, either applying directly or in partnership with another entity.

Please provide the organization's revenues, expenses, and net assets from the last three years as reported on IRS Form 990 line 12 (revenue), line 18 (expenses) and line 22 (net assets). Report using whole numbers only. These sections are required only for 501(c)(3) organizations.

 Revenues (Amount in Dollars)

2013 _____

2012 _____

2011 _____

Expenses (Amount in Dollars)

2013 _____

2012 _____

2011 _____

Net Assets (Amount in Dollars)

2013 _____

2012 _____

2011 _____

Terms and Conditions

By submitting an application, I certify on behalf of my organization that: 1) the organization agrees to be contacted by KaBOOM! and/or the 50 Fund for purposes of carrying out PLAY 60, Play On Grant Program; 2) the organization agrees to PLAY 60, Play On Grant Program Official Rules; 3) the organization agrees to promote and publicize the project using the PLAY 60, Play On Grant media toolkit and to secure the necessary signatures for photo and video releases; 4) all information contained in this application is true and accurate; 5) that the organization meets the eligibility requirements specified in this application and the accompanying instructions; 6) the organization agrees to work with KaBOOM! On the evaluation requirements of the grant; and 7) that none of the information in this application is confidential or proprietary. Note: The information you submit will be used in accordance with 50 Fund's Privacy Policy.

If awarded,

I certify that my responses to the application are true and accurate and that I agree to be bound by the terms and conditions above.