Grant Application Instructions

I. Eligibility

Established by the American entertainment software industry in 2000, the ESA Foundation (ESAF) creates positive social impact in our communities. ESAF has raised millions of dollars to support geographically-diverse projects that leverage entertainment software and technology to create meaningful educational opportunities.

We support initiatives and programs that benefit American boys and girls of all races and religions. ESAF does not support programs or projects that discriminate on the basis of gender, race, color, religion or sexual orientation.

Because ESAF can only support a limited number of projects per year, organizations making a grant request must meet the following criteria:

1. Be tax-exempt under Section 501(c)(3) of the Internal Revenue Code or be a governmental unit exempt under Section 115 and described in Section 170(c)(1) of the Internal Revenue Code.

2. Seek funding for a specific project or program that is or will be implemented or available nation-wide, or at a minimum in two or more states in the United States.

3. Serve American youth ages 7-18.

4. Provide programs and services that utilize technology and/or computer and video games to educate America's youth and young adults.

Limitations: In general, ESAF does not accept applications for endowment, operating support, benefit and event fundraisers, annual fund appeals, youth sports teams, religious organizations for religious purposes, political organizations or campaigns, labor groups, indirect costs, research or from fiscal agents. Grants are not made to individuals or for projects outside the United States of America.

ESAF reserves the right to revise the grant criteria and/or process at any time.

ESA Foundation 317 Madison Ave, 22nd Floor, New York, NY 10017

II. Funding Cycle & Award Range

ESAF has one grant cycle per calendar year. Grant applications must be received by **May 28** for projects that will be implemented during the following calendar year. Proposals received after May 28 will be considered for the subsequent funding cycle. Applications are accepted year round and are reviewed annually in June/July. Final grant decisions are made in August. First time awardees can receive grants up to $50,000.

III. How to Apply for Funding

Please submit the application on your organization's letterhead using the provided cover page and format outlined in Attachment A. All applications must be typed and double-spaced. Please use the headings provided in Attachment A and answer all questions in the order listed.

Please do not send any materials other than those specified in the attachment section at this time.

The following guidelines are used in evaluating every grant application:

- Alignment with ESAF's specified areas of interest.
- Evidence that the program or project responds to a valid need and is superior to other competing programs or projects.
- Evidence of previous program or project success or likely success in the future.
- Evidence of program or project accountability.

IV. Method of Submission

Please submit one copy of the application and materials.

Via Online Form: Click here to upload your submission.

Via Mail: Jenny Lai
ESA Foundation – Grant Application
317 Madison Ave, 22nd 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 July/August.

Please do not call to inquire about your status. We will contact you if additional information is necessary.

VI. Reports

ESAF requires a minimum of two status reports (interim and final) per year from your organization once your grant is approved.

Reports should be in MS Word or PDF file format and submitted via email (preferred) to Jenny Lai at esafinfo@theESA.com or the mailing address above. Report due dates will be outlined in a "letter of agreement" from ESAF 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 the effectiveness of program.
- Next steps and expected outcomes.
- Other information as specified by ESAF.

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

~ End ~

Attachment A

Grant Application Format

I. Cover Page

Please use the cover page provided below.

II. Proposal Summary (Maximum Length: One half-page)

Please summarize the mission of your organization. Briefly explain why your organization is requesting this grant, what outcomes you hope to achieve, metrics that will be used to determine success, and how you will spend the funds if a grant is made.

III. Narrative (Maximum Length: Five pages)

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 and percentage of existing staff dedicated to the proposed project.

- Anticipated length of the project or timeline for implementation.

- 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.

IV. **Attachments** (Please include an index of attachments; and label each attachment accordingly)

A. Budget for the proposed project and percentage the requested amount represents.

B. List of the foundations, corporations, and other sources you are soliciting for funding of this project. Please include the amount requested and whether it is actual or prospective.

C. A copy of your most recent IRS letter indicating your organization's tax exempt status.

D. Audited financial information (please provide dates that each document covers) including operational budget – this should reflect actual expenditures and funds received during your most recent and previous fiscal year.

E. List of your Board of Directors, with their affiliations.

F. No more than three recent articles about or evaluations of your organization if available.

G. Sample materials (screen printouts, storyline treatments, CDs or DVDs).

~ End ~

ESAF Grant Application Cover Page

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 Ruling of Exemption: 501c3 115/170(c)(1)

_____ Approved _____ Advanced expires _____

Applied Previously with the Foundation: ___ No ___ Yes, when? _____

Financial – Previous FULL Fiscal Year

Year Ends: _____/_____/_____

Total Annual Budget: $ _____

Total Spent on Fundraising: $ _____

Total Spent on Program Services: $ _____

Total Spent on Overhead Costs: $ _____

Program Information

Grant Request: $ _____

Total Program Budget: $ _____

Program Name: _____

Program Dates: _____

Program Status ____ New ___ Existing

Location(s): _____

Ages Targeted: _____

Primary Contact Information

Name: _____

Title: _____

Direct Telephone/ Fax: (tel)_____ (fax) _____

Email: _____

Signature: _____ Date: _____