



ORLANDO MAGIC **YOUTH** FOUNDATION

**GRANT**

WORKSHOP



# AGENDA

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- 1 OMYF History
- 2 OMYF Fundraising
- 3 Winter & Summer Grant Cycles
- 4 Micro Grants
- 5 Linda Landman Gonzalez Leadership Grant
- 6 Application Tips
- 7 OMYF Grant Portal
- 8 OMYF New Website
- 9 NBA Foundation Grants





# ABOUT OMYF

The Orlando Magic Youth Foundation is centered around aiding **children** in Central Florida to achieve their maximum potential, particularly those who are in vulnerable situations.

OMYF achieves this by collaborating with non-profit organizations and providing assistance to programs that enable **children** and families to create **transformative changes** in their lives.

Through these efforts, OMYF aims to make a positive impact on the community by enhancing opportunities and support systems for **children** and families in need.





# OMYF HISTORY

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**1990** – Orlando Magic Youth Foundation Established

**1994** – OMYF became a McCormick Foundation Fund  
(They matched \$.50 on every dollar OMYF raised)

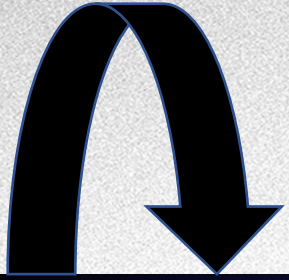
**2018** – McCormick Foundation decided to focus only on  
their home community of Chicago

**2019** – OMYF held first Orlando Wine Festival & Auction





# OMYF IMPACT



**34 YEARS**  
of community  
support



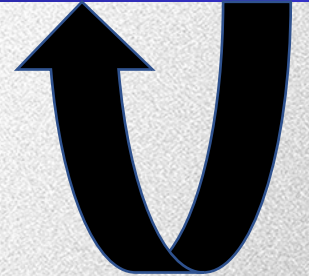
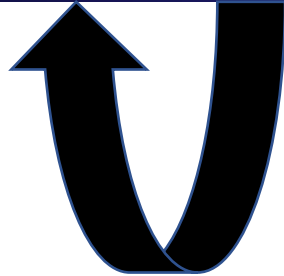
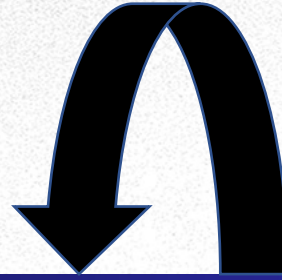
**\$29 Million**  
donated to local  
non-profits



**Over 500**  
organizations  
supported



**2 Million**  
kids positively  
impacted





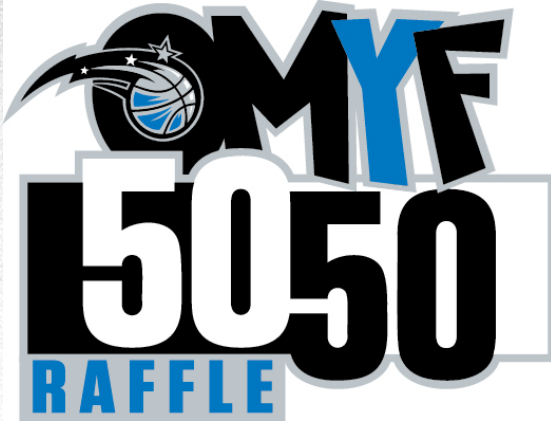


ORLANDO MAGIC **YOUTH** FOUNDATION

# FUNDRAISING INITIATIVES



# FUNDRAISING INITIATIVES



**Every Home Game**

50/50 raffle tickets are sold and one winning number takes home half the pot.

[www.magic5050.com](http://www.magic5050.com)



**Every Month During the Season**

Throughout the year we will host online auctions with autographed items.



**December 2024**

Location: TBD

[golf.omyf.org](http://golf.omyf.org)



**February 28–March 2, 2025**

Signature Fundraising Event

Four Seasons Resort  
Orlando

[wine.omyf.org](http://wine.omyf.org)





ORLANDO MAGIC **YOUTH** FOUNDATION

**OMYF GRANTS**

**SUMMER & WINTER CYCLES**



# FUNDING PILLARS

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## EDUCATION

- Early Learning
- K-3 Grade Reading Proficiency
- Middle-to-High School Transition
- Postsecondary Access
- Postsecondary Persistence

## HEALTH & WELLNESS

- Childhood Obesity Prevention and/or Treatment Programs
- Food Insecurity
- Nutrition and Exercise
- Mental Health Programs

## HOMELESSNESS

- Homelessness Prevention Programs
- Permanent Supportive and Transitional Housing for Youth
- Opioid Crisis Support

## ARTS

- Early Childhood enrichment
- Arts Education (with metrics) as an essential component to enhance general education



# OMYF GRANT CRITERIA

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Have 501(c)3 federal tax-exempt status

Serve in Brevard, Lake, Orange, Osceola, Polk, Seminole and/or Volusia counties

Demonstrate one full year of program services and outcomes

Have strong measurable outcomes

Must serve youths or families with children in the Central Florida area

Focus in one of our pillars: Arts, Education, Health & Wellness, or Homelessness

**MUST HAVE A FINANCIAL AUDIT** within last 2 years.



# INELIGIBLE GRANT REQUESTS

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- **First year programs**
- Public or private schools
- Capital campaigns, endowments, or other reserve funds
- Government agencies
- Programs that do not fit within our pillars
- Programs that do not serve youth
- Programs that are not located in the 7 Central Florida counties
- Non-profits that are currently in an OMYF grant cycle and will not be completed by distribution of Winter grant funds

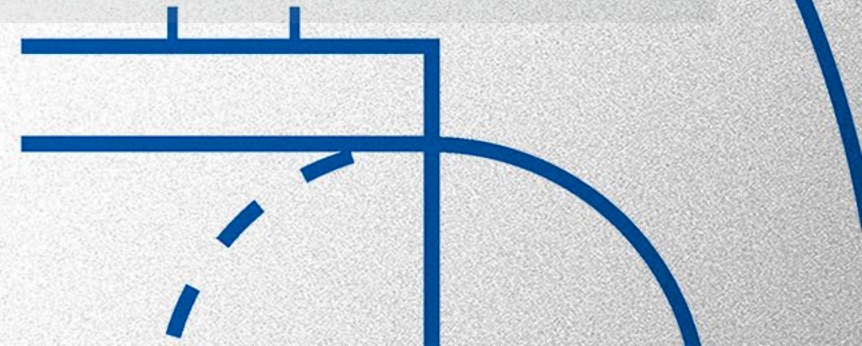


# 2024-25 **SUMMER** GRANT CYCLE TIMELINE

## Funding Period | July - June

April 8, 2024	OMYF Grant Workshop
April 8, 2024	LOI (Letter of Intent) Application Opens – <b>ALL ORGANIZATIONS MUST FILL OUT</b>
<b>May 24, 2024</b>	<b>LOI (Letter of Intent) Applications Close at 11:59 pm</b>
April – May	Review of LOIs and Invites/Denials Sent
June 21, 2024	Grant Applications Close at 11:59 pm
August 2024	All Applicants Will Be Notified and Funds Disbursed

*Dates could be slightly adjusted.*



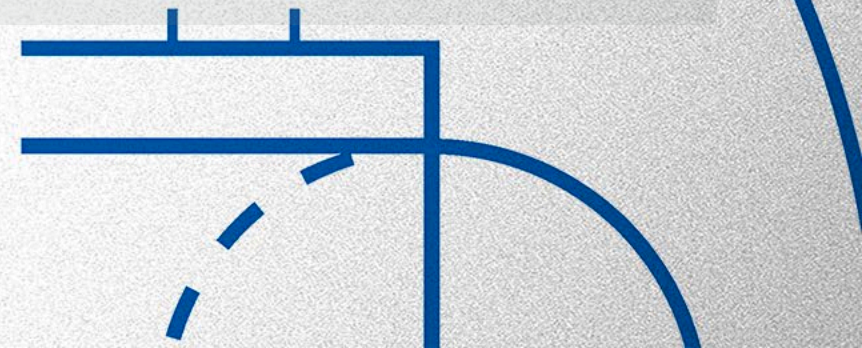


# 2024-25 **WINTER** GRANT CYCLE TIMELINE

## Funding Period | January - December

September 16, 2024	OMYF Grant Workshop
September 16, 2024	LOI (Letter of Intent) Application Opens – <b>ALL ORGANIZATIONS MUST FILL OUT</b>
<b>October 28, 2024</b>	<b>LOI (Letter of Intent) Applications Close at 11:59 pm</b>
September-October	Review of LOIs and Invites/Declines Sent
November 25, 2024	Grant Applications Close at 11:59 pm
February 2025	All Applicants Will Be Notified and Funds Disbursed

*Dates could be slightly adjusted.*





# DOCUMENTS NEEDED

- 1 Most Recent Audited Financials
- 2 Line-Item Program Budget & Organizational Budget
- 3 Letter of Determination & By-Laws
- 4 Board of Directors List
- 5 Most recent 990





# MICRO GRANTS



# MICRO GRANTS

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**PURPOSE:** To support grass-roots efforts for smaller non-profits in the Central Florida community.

**REQUEST AMOUNT:** Up to \$10,000

**DEADLINE:** Accept applications on a rolling basis, therefore there is not a deadline to apply.

**FUNDING AWARDED:** Quarterly



# MICRO GRANT CRITERIA

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501(c)3 federal tax-exempt status

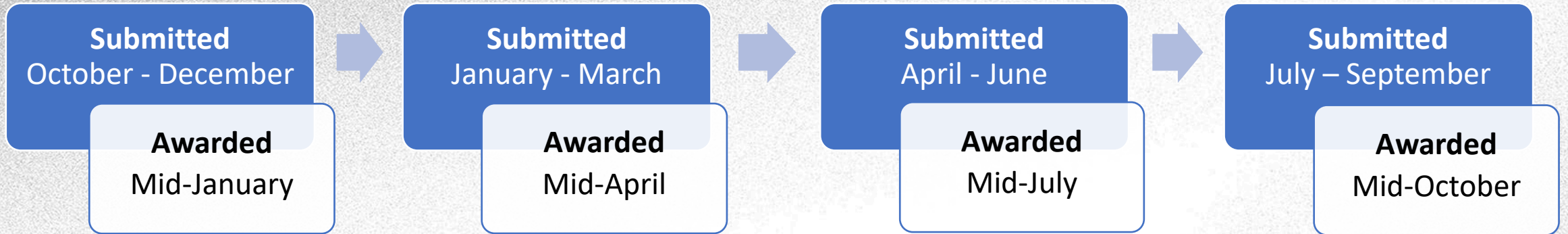
Serve youth in Orange, Seminole, Osceola, Polk, Brevard, Lake and/or Volusia counties

Fit under one of the pillars

**Have a budget under \$500,000**



# MICRO GRANT TIMELINE



**Rolling Application – No deadline**

*Dates could be slightly adjusted.*





ORLANDO MAGIC **YOUTH** FOUNDATION

**LINDA LANDMAN GONZALEZ**  
**LEADERSHIP GRANT**



# LINDA LANDMAN GONZALEZ LEADERSHIP GRANT

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**Established 2023 :** In honor of Linda Landman Gonzalez, OMYF President and former Orlando Magic VP of Community & Government Affairs.

**Purpose:** To support the leadership and/or professional development of a key staff member within a non-profit organization.



# LLG LEADERSHIP GRANT CRITERIA

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Work with an organization that is a 501(c)3 status

Have at least five years of experience in a leadership role

Serve youth within Brevard, Lake, Orange, Osceola, Polk, Seminole or Volusia county

Dedicated to working in the nonprofit sector

Interested in building organizational, individual, and sector leadership

Instill passion in themselves and the people with whom they work

Aware of their role and impact in their organization and the sector

Reflective on past experience to lead in the present and future

Collaborate well with other people and organizations as well as across sectors



# LLG LEADERSHIP GRANT AWARD

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This **\$25,000** grant will award the following to one recipient annually:

- Enrollment in Indiana University Lilly Family School of Philanthropy  
NON-PROFIT EXECUTIVE LEADERSHIP CERTIFICATE (4 courses – 2 in person and 2 virtually)
- All travel costs for attendance to 2 courses, in person, at UIPUI
- \$1,000 donation to grantee's organization for administration of the grant logistics
- \$10,000 for grantee to choose their professional development opportunities. This may include one-on-one trainings, conference registration fees, seminars, webinars, speaker series, coaching, and/or travel arrangements for any of the above.
- 3 Year All Access Membership to the Non-Profit Learning Lab



# LLG LEADERSHIP GRANT TIMELINE



*Dates could be slightly adjusted.*





# APPLICATION TIPS



# EXECUTIVE SUMMARY TIPS

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This summary should offer a snapshot of your program, capturing its essence and significance concisely. It must be understandable to someone with no prior knowledge of your project, outlining what the program is, why it is necessary, and its expected impact.

**Example:** Our program, "Elevating Literacy," aims to address the literacy gap in Community X by providing underprivileged youth with access to after-school tutoring and reading materials. Despite the community's potential, its literacy rates lag behind national averages by 20%. "Elevating Literacy" will enhance educational outcomes for over 500 children annually, empowering them through literacy to achieve their full potential.



# GOALS TIPS

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## Use SMART Goals

**Specific:** Clearly defined to avoid ambiguity.

**Measurable:** Quantifiable to track progress.

**Achievable:** Realistic given the resources and time frame.

**Relevant:** Aligned with both your organization's mission and OMYF's.

**Time-bound:** Having a clear deadline for achievement.

### Examples:

- **Reduce** the literacy gap in Community X by **15%** within **one year**.
- **Expand** access to educational resources by distributing **1,000** books and **100** computers to local schools annually.
- **Enhance** the quality of education by training **50** teachers **this year** in innovative teaching methods.



# OUTPUT TIPS

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Outputs are the immediate, tangible products of your program activities. They should be directly related to your program goals and are typically quantified.

## Examples:

- **2,000** books distributed to children and schools.
- **100** computers provided to create or enhance computer labs.
- **50** teacher training sessions held, benefiting over **1,000** students.
- **200** hours of after-school tutoring provided quarterly.



# MEASUREMENT TIPS

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Defining how you will measure success is critical. This involves setting specific indicators, detailing data collection methods, and outlining an evaluation timeline.

## Examples:

- **Metrics and Indicators:** Percentage increase in literacy rates, number of students reaching grade-level reading proficiency.
- **Data Collection Methods:** Pre- and post-program literacy assessments, teacher evaluations, and student surveys.
- **Evaluation Timeline:** Baseline assessments at program start, interim assessments every six months, final assessment at program end.



# OUTCOME TIPS

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**Outcomes describe the long-term effects of your program. Unlike outputs, which are immediate and measurable, outcomes indicate deeper, often qualitative changes over time.**

**Example, as a result of “Elevating Literacy,” we anticipate the following outcomes:**

- Long-term academic success for participating youth, as demonstrated by improved graduation rates.
- Enhanced community literacy, with a 15% reduction in the literacy gap within one year.
- Increased engagement of parents and community members in supporting youth education, measured by a 25% increase in volunteer hours and community-led educational initiatives.



# BUDGET TIPS

OMYF GRANT BUDGET TEMPLATE		
Organization Name		
Program Name		
Grant Amount Requested		
Program Expenses	Budgeted Amount	Amount OMYF Grant to Cover
Specific Program Expenses		
Shared Program Expenses		
<b>Total</b>	\$0	
Indirect Program Expenses (15%)	\$0	
<b>Total Program Costs</b>	\$0	\$0

- Use the Budget Template provided in the application or on the website
- Do not ask for more than 50% of your program budget
- Make sure that what your budget states is what is discussed throughout the application
- More budget detail is better





ORLANDO MAGIC **YOUTH** FOUNDATION

# GRANT PORTAL



# GRANT PORTAL

The link will be on our website.

Set up your organization once and you can use year after year!



ORLANDO MAGIC YOUTH FOUNDATION

## Logon

Email Address\*

lcutchens@orlandomagic.com

Password\*

.....

Log On

Create New Account

[Forgot your Password?](#)

Welcome to the Orlando Magic Youth Foundation's Online Portal.

**New Users:** Please click on "Create New Account" to complete the registration process and create your login credentials.

**Account creation and applying video and written tutorials:** <https://support.foundant.com/hc/en-us/articles/4479853059991>

**Existing Users:** Please enter your credentials and log in. If you forgot your password, please use the "Forgot your Password?" link to the left to reset your password.

**Not Sure?** If you think that you or someone at your organization has already registered in the system, do not create a new account. Please contact our Grant Administrator to receive your username.



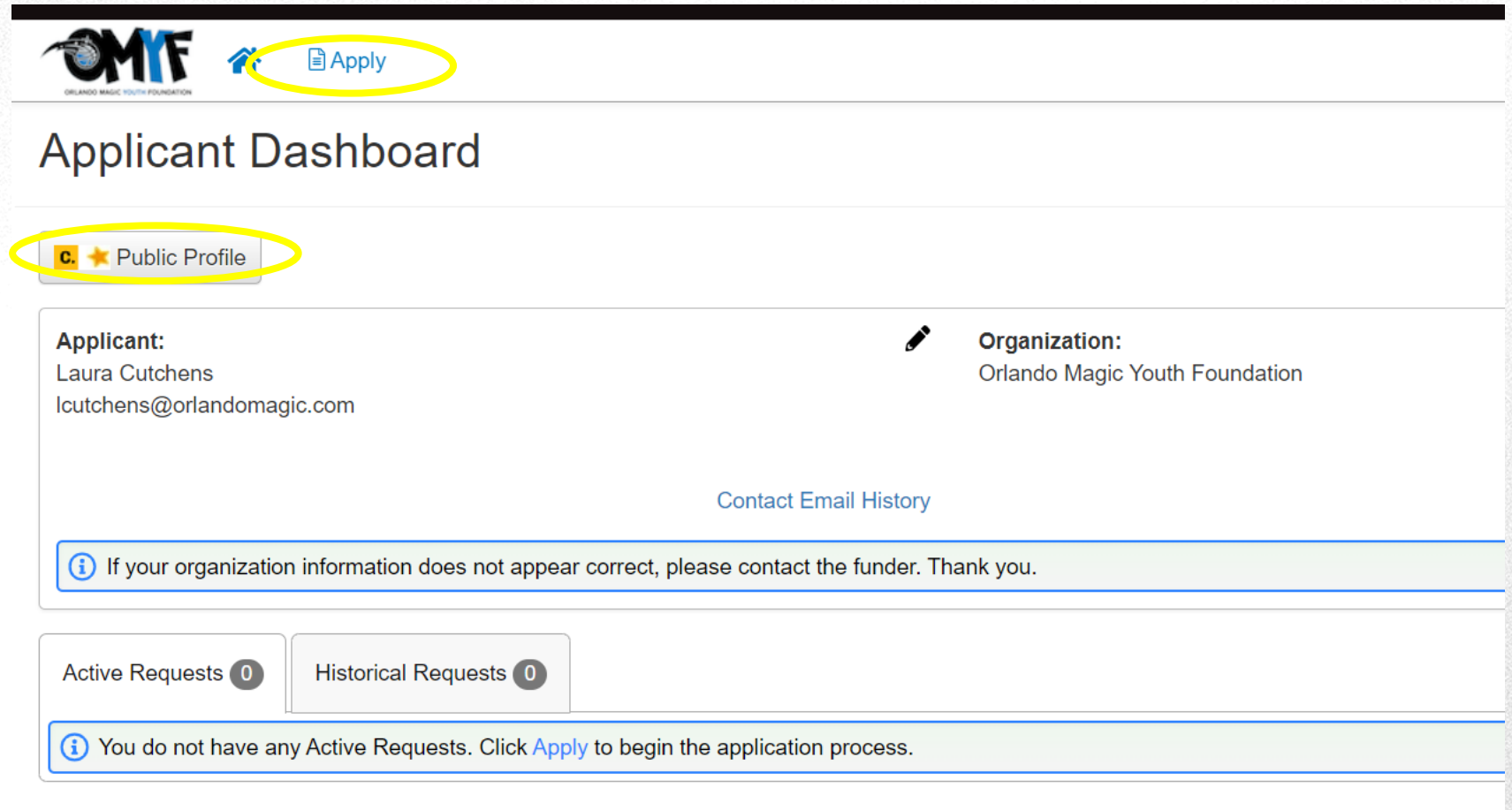
ORLANDO MAGIC YOUTH FOUNDATION



# ENROLL AND APPLY

Once you are set up then  
click the **Apply** button

Click **Public Profile**  
to pull in your  
information from  
Guidestar



The screenshot shows the OMYF Applicant Dashboard. At the top left is the OMYF logo (Orlando Magic Youth Foundation). To its right is a navigation menu with a home icon and an 'Apply' button, which is circled in yellow. Below the navigation is the title 'Applicant Dashboard'. Underneath is a menu with a 'Public Profile' option, also circled in yellow. The main content area displays applicant information: 'Applicant: Laura Cutchens, lcutchens@orlandomagic.com' and 'Organization: Orlando Magic Youth Foundation'. There is a 'Contact Email History' link. A green information box states: 'If your organization information does not appear correct, please contact the funder. Thank you.' At the bottom, there are two buttons: 'Active Requests 0' and 'Historical Requests 0'. A final green information box states: 'You do not have any Active Requests. Click Apply to begin the application process.'



# IMPORTANT NOTE

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All reports are assigned to the grant Point of Contact; therefore, you **MUST** let us know if your point of contact changes!





ORLANDO MAGIC **YOUTH** FOUNDATION

# OMYF WEBSITE





Teams ▾ G League WNBA BAL



TICKETS SCHEDULE TEAM NEWS Gameday Youth Basketball Shop Community Social



Orlando Magic Youth Foundation

## HELPING CHILDREN REACH THEIR **FULL POTENTIAL**

DONATE NOW →



The Orlando Magic Youth Foundation (**OMYF**) is committed to helping children in Ce realize their full potential, especially those most at risk, by supporting programs and pa



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GRANTEES

EVENTS

FUNDRAISING

DONATION REQUEST

DONATE



www.omyf.org





# NBA FOUNDATION GRANTS



# NBA FOUNDATION GRANTS

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## Mission

To **drive economic opportunity** in the Black community through employment and career development by funding programs that generate successful transitions from school to meaningful employment for Black youth.

## Vision

Invest in national and local organizations that promote school-to-career employment opportunities through job readiness, skills training, mentorship, professional coaching and pipeline development and career advancement for **Black youth, ages 14- to 24-years-old.**

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**ORLANDO AREA  
GRANT RECIPIENTS:**





# NBA FOUNDATION GRANTS

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## Grant Requirements

In order to be considered for a grant from the NBA Foundation, your organization must meet the following requirements:

- Qualify as a registered 501(c)3 tax organization or a T3010 if operating in Canada
- Have a current IRS Form 990 from the most fiscal year
- Focus on promoting school-to-career employment opportunities that target Black youth ages 14-24 years old
- Serve a minimum of 25 youth annually across your programs

In general, and except in specific circumstances, the NBA Foundation does not fund:

- Projects or programs primarily focused on serving adults over the age of 25
- Projects or programming that fall outside the scope of youth employment and school-to-career opportunities
- Organization outside of the 28 markets. Full list of NBA markets can be found [here](#)
- Direction donations or grants to individuals, including universities and research labs
- Individual scholarships or sponsorships, including one-time events such as galas, competitions, conferences, & career fairs
- Political campaigns and lobbying efforts
- Hospitals
- School-run after school Pre-K programs

Visit <https://nbafoundation.nba.com/grants/> to apply



# THANK YOU

## CONTACT INFORMATION

Laura Cutchens, Executive Director

[lcutchens@orlandomagic.com](mailto:lcutchens@orlandomagic.com)

Larissa Sanders, Development Director

[lsanders@orlandomagic.com](mailto:lsanders@orlandomagic.com)