



Phoenix Suns Charities Devin Booker Starting Five Grant Cycle

Available: January 23, 2020

Close Date: 5:00pm, March 31, 2020

Introduction

Phoenix Suns Charities introduced the “Devin Booker Starting Five,” an initiative in which five local 501c3 nonprofit organizations will be granted \$100,000 each to continue improving the lives of youth and families in need throughout Arizona. This has been made possible thanks to a generous donation from Suns guard Devin Booker, who announced a \$500,000 annual contribution to Phoenix Suns Charities for five years during their annual gala, THE JUMP BALL presented by Annexus, on January 11, 2019. A video of Booker’s announcement can be downloaded [here](#).

Since its inception in 1988, Phoenix Suns Charities has been focused on making our community a better place through its mission of supporting children and family services throughout Arizona and has distributed more than \$32 million to local non-profits and organizations in need. The entire Suns organization has embedded itself locally by supporting community efforts through hundreds of player appearances and thousands of volunteer hours by Suns players and staff.

For consideration of a Devin Booker Starting Five Grant (\$100,000)

The requesting 501c3 non-profit needs to have received a grant from Suns Charities in the past. In addition, we are looking for an IMPACT program/improvement that can be brought on-line within the year of receiving the grant. The Suns or Suns Charity brand MUST be able to accompany the delivery of the program/improvement. Please visit <http://www.nba.com/suns/suns-charities-playmaker-examples> to fully understand visual expectations. Branding budget must be included in the Devin Booker Starting Five proposal.

Phoenix Suns Charities will accept one proposal per 501c3 that benefits and supports children and families in Arizona from the following areas:

- Health/Human Services
- Education
- Sports/Recreation

Eligibility Requirements

- Organization must have received funding from Phoenix Suns Charities in the past to be eligible for the Devin Booker Starting Five Grant. If organization has not received funding from PSC in past years, they may be eligible for the Phoenix Suns Charities general grant opportunity (see *Phoenix Suns Charities* when



applying online) If your organization applies for a Devin Booker Starting Five grant but has not received funding from Phoenix Suns Charities in the past, the application will be declined.

- Arizona 501(c)(3) organizations that operate with fiscal accountability and responsibility.
- Organization has been an established 501(c)(3) for at least 3 years.
- Project cannot be a summer camp. Phoenix Suns Charities is a collaborative funder for the Summer Youth Program Fund which sole funds summer camps. To learn more about applying for summer camp funding, please visit www.azfoundation.org/grants.
- Project must serve 100% of residents within the Arizona geographic boundaries.
- Phoenix Suns Charities does not sponsor tables or events.
- Organization must have a complete and visible profile on ACF's website: www.azfoundation.org (See "How to Apply Online" below). Organizations without a complete organizational profile by the application due date will be declined.
- Organization must demonstrate a non-discrimination policy regarding staff, employment, governing board and service based on race, ethnicity, religion, gender, sexual orientation, gender identity, age, disability or national origin, and provide evidence of the policy.
- Phoenix Suns Charities will accept one proposal that benefits and supports children and families in need throughout Arizona.
- Organization must serve children/youth 18 years of age and under or families.
- Organization must visit <http://www.nba.com/suns/suns-charities-playmaker-examples> to fully understand visual expectations.
- Organization must include a branding budget in Devin Booker Starting Five proposal. Applicants are expected to budget for PSC branding; the branding budget should be included in the submitted application.
- Organization **MUST** fulfill project proposal within **one year** of receiving grant.

Frequently Asked Questions

Q: Can our organization apply for a Phoenix Suns Charities general grant if we are also applying for the Devin Booker Starting Five grant?

A: Yes, we encourage organizations to apply for both grants. Keep in mind that you must have received a Phoenix Suns Charities general grant in the past to qualify for a Devin Booker Starting Five grant.

Q: What information should the video include?

A: Organizations must be able to:



1. Describe the program request. State clearly what you will be using Phoenix Suns Charities funds for, specifically.
2. Include at least one, up to six, of the intended outputs you plan to accomplish with this proposed project. Each output should simply state the number of lives impacted and how they will be impacted. For example: serve 100 children between the ages of 5 and 18. Note: For final reporting purposes, you will be asked to provide actual outputs (the results) that reflect the degree to which the goals you established have been realized.
3. Explain how the Phoenix Suns Charities brand will be incorporated into your project.
4. Incorporate the Phoenix Suns Charities logo, including but without limitation, the length of time the logo will be displayed. Also, include the prominence of the PSC logo.
5. Include anything else you would like to tell us.

Q: What other content will the review committee members want to see?

A: The rubric will be based on impact, reach, if the organization's mission aligns with the Phoenix Suns Charities mission. Some examples: Impact your mission has on the Arizona community. Your organizational reach, including number of kids/families served and geography. Demographics served.

Q: What is the required length of time for video?

A: No more than 5 minutes. If video goes over 5 minutes, it will result in an automatic denial. No exceptions.

Q: How much money should our organizations spend on executing this video?

A: Our hope is organizations will not spend any funds on this video. The sample videos were shot on an iPhone and edited in iMovie. The cost was \$0. Reach out to your networks for assistance. Interns and volunteers are great resources!

Q: Will Phoenix Suns Charities give preference to larger organizations with professional videos rather than the smaller organizations who can't portray services as well over smartphone?

A: No. The committee prefers to view authentic videos that focus on content, rather than production value.

Q: What are some platforms that can help an organization edit video footage?

A: Some examples are: Adobe Premiere Pro, Windows Movie Maker, Magisto, Lightworks, VSDC Free Video Editor, DaVinci Resolve, Filmora, Freemake, iMovie, Clipchamp, HitFilm Express, Blender, Media 100, Hippo Video, Media Compressor, Camtasia, WeVideo, Final Cut Pro X, PowerDirector, and Machete.



Timeline for 2020 Grant Making

- Grant cycle opens **January 23, 2020**
- Applications are due by **5:00 pm on March 31, 2020**
- Grant awards and decline letters out in **November 2020**

Grant Deadline

Proposals must be submitted online by **5:00 pm on March 31, 2020. No exceptions.**

How to Apply Online

If your organization has an ACF profile:

Go to the Arizona Community Foundation's grants page on their website at www.azfoundation.org. Sign in with your login credentials to begin the application process. Be sure to update your organizational profile by clicking on your organization's name and ensuring the data entered is current. To begin an application, click "Start New Application" and select the grant program you are applying to.

If your organization does not have a registered ACF profile:

If your organization needs to be registered, please go to www.azfoundation.org and select "Grantee Login" to sign up. Once you are registered, you may begin the LOI or application process by starting a new application. You may also edit organizational information once you have logged in and attached your organization to your profile.

For assistance with technical questions regarding the online registration and application, please contact our Competitive Grants Management Team at grants@azfoundation.org or 602-381-1400.

Tips for Submitting

All users will be required to update and complete their organizational profile **before** being able to submit any grant application. If an incomplete organizational profile is submitted before the grant due date, your application will be declined.

- **Do not wait until the deadline date to set up your organization's profile and apply.**
- During the last week of any grant cycle's duration, due to the volume of inquiries, you will likely have limited access to ACF technical support so working in advance is strongly advised.
- It is recommended that the application be prepared offline in a text editor such as Microsoft Word to ensure a duplicate exists.
- There are new fields in the organizational profile to complete. Be sure to update and complete the profile before submitting your proposal.



- Narrative responses are limited to the maximum word count. You do not have to use all the words. Only provide information that is pertinent.
- Be sure to review applications for spelling and grammar errors.
- Be sure to check for an email notification indicating that your application has been submitted.

How to Get Help

Please contact ACF staff to discuss any part of the grant application process. Due to the high volume of calls and inquires as the deadline nears, organizations are encouraged to contact staff well in advance of the deadline with any questions! During the last week of any grant cycle's duration, you will likely have limited access to ACF technical support.

For technical assistance with the web site, including organizational profile and the online application, please email grants@azfoundation.org or call (602) 381-1400.

Pre-Qualifying Questions

- I understand that I am currently applying for the Devin Booker Starting Five Grant from Phoenix Suns Charities.
- My organization has received funding from Phoenix Suns Charities in the past. If my organization has not received funding from Phoenix Suns Charities in the past, my organization is not eligible to receive this grant and my application will be declined.
- Is the applicant organization (or fiscal sponsor, if applicable) an Arizona 501(c)(3) organization that operates with fiscal accountability and responsibility?
- Applicant organization understands that Phoenix Suns Charities will not fund summer camp programs through this grant cycle. Phoenix Suns Charities is a collaborative funding partner for the Summer Youth Program Fund (for more information visit www.azfoundation.org/grants)
- Are 100% of those served by the project residing within the Arizona geographic boundaries?
- Has the applicant organization been an established 501(c)(3) for at least three consecutive years?
- Have you downloaded the latest guidelines and question document, available by clicking on the Preview button above?
- Have you updated your browser? (We recommend using Google Chrome or the most updated version of Firefox. Please check the grant guidelines, which you can download by clicking on the Preview button above, for more information. It is not recommended that you use Internet Explorer.)
- Can the applicant organization demonstrate a non-discrimination policy regarding staff, employment, governing board and service based on race, ethnicity, religion, gender, sexual orientation, gender identity,



age, disability or national origin, and provide evidence of the policy?

- Does the applicant organization (and fiscal sponsor, if applicable) have a completed, up-to-date, and visible profile on this website? The organizational profile being used to submit the application has been fully updated to reflect the most current information about the applicant organization including a current up to date annual budget.
- Does the applicant serve children/youth 18 years of age and under or families?
- Did applicant visit <http://www.nba.com/suns/suns-charities-playmaker-examples> to fully understand visual expectations?
- Will applicant include a line item in the budget for Phoenix Suns Charities branding? Applicants are expected to budget for PSC branding with their project; the branding budget should be included in the submitted application.
- If selected as a Devin Booker Starting Five grant recipient, will project be executed within **one year** of receiving the grant?

Application Questions

This is the 1st part of Phoenix Suns Charities' new application process. Application questions are to be completed only through the Arizona Community Foundation (ACF) Portal.

Video submission

This is the 2nd part of Phoenix Suns Charities' new application process which will be revealed after 1st part (above) has been completed through the Arizona Community Foundation (ACF) portal.