



# Phoenix Suns Charities Devin Booker Starting Five Grant Cycle

Available: January 15, 2021

Close Date: 5:00pm, February 26, 2021

## Introduction

Five local 501c3 nonprofit organizations will be granted \$100,000 each through the Devin Booker Starting Five grant 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 over the next five years.

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 \$33 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 Charities brand MUST be able to accompany the delivery of the program/improvement. Please visit <https://www.nba.com/suns/charities/devinbookerstartingfive/examples> to fully understand visual expectations. Branding budget must be included in the Devin Booker Starting Five grant proposal.



Phoenix Suns Charities will accept one proposal (in total not per category) per 501c3 that benefits and supports children and families in Arizona from the following areas:

- Healthcare
- Education & Career Development
- Basketball & 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 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 must serve 100% of residents within the Arizona geographic boundaries.
- Phoenix Suns Charities does not sponsor tables or events.
- 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 per 501c3.
- Phoenix Suns Charities will give preference to programs that benefit and support Arizona's children and families in need through the sport of basketball.
- Organization must serve children/youth 18 years of age and under or families.
- Organization must visit <https://www.nba.com/suns/charities/devinbookerstartingfive/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:** 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 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. Incorporate the Devin Booker Starting Five & Phoenix Suns Charities logos, including but without limitation, the length of time the logos will be displayed. Also, include the prominence of the logos. The Suns or Suns Charities brand **MUST** be able to accompany the delivery of the program/improvement. Please visit [Devin Booker Starting Five Examples](#) to fully understand visual expectations. Branding budget must be included in this proposal.

**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 in serving families in need. Priority will be given to organizations able to execute programming through the lens of the sport, or business, of basketball. The committee loves to see programs promoting the play of basketball!

**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.

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

**A:** Our hope is organizations will not spend any needed 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 2021 Grant Making

- Grant cycle opens **January 15, 2021**
- Applications are due by **5:00 pm on February 26, 2021. No exceptions will be made.**

## Pre-Qualifying Questions

*(must answer 'yes' to all questions below to be eligible for the DBSF Grant)*

- 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?
- 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 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 <https://www.nba.com/suns/charities/devinbookerstartingfive/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

1. Project Title
2. Annual operating budget amount
3. Which area are you applying to for funding?
  - Healthcare
  - Education & Career Development
  - Basketball & Recreation
4. How many unduplicated children will be served by this program within one year?
5. How many unduplicated families will be served by this program within one year?
6. Does your organization have a relationship with a Phoenix Suns employee? If so, who and what is the relationship (Board Member, Volunteer, etc.)? (Word Limit – 50)
7. Upload a document that highlights the demographics (by percentage), such as the race of the target population you intend to serve.
8. Upload a document with all the zip codes of where your programs are activated.
9. Upload your organization's W-9.
10. **Upload Budget Template:** The project budget should show financial data for the proposed project during the grant period, not the organization's overall operating budget. Please only include revenue and expenses related to the proposed project, such as salaries, fees for services, etc. Please list all other funding sources you have applied to, both pending and secured, for this project. Also include your project branding budget.

**\*Please include a line item for your project branding budget.** (What is a Branding Budget? A branding budget is the total cost it will take to brand your project with Phoenix Suns Charities. You should include a line item in your overall project budget that identifies the branding budget cost.) **Budgets that do not include a branding budget line item will be immediately declined.**

## Video submission

This is part of Phoenix Suns Charities' new application process. Please submit your 3-5 minute video.