



Guidelines and instructions

2021 Grant Application

Thank you for your interest in the 2021 Heflin Youth Foundation Grant Program.

For decades, Johnny Heflin and his family supported the mission of the YMCA of Metropolitan Little Rock. Through their generosity, thousands of young people and adults had an opportunity to grow in Spirit, Mind and Body at YMCA's in Central Arkansas, including the Johnny and Sharon Heflin Family YMCA facility in North Little Rock.

When the YMCA of Metropolitan Little Rock ceased operations in 2011, the Board of Directors had a desire to give back to the community that supported it for 130 years. As fiduciaries of the remaining assets of the YMCA, the Board created the Heflin Youth Foundation to support other excellent programs in the area that promote health, wellness and character development in our youth. Even though the YMCA organization itself closed, the Foundation will be able to strengthen the youth in our community for decades to come.

The board of the Heflin Youth Foundation is grateful to continue the legacy of Johnny Heflin in making a tangible difference in the lives of Central Arkansas youth. By growing and utilizing the financial assets of the former YMCA of Metropolitan Little Rock, organizations that help strengthen the youth of Central Arkansas can receive grants to support programs that fulfill their missions.

While the Heflin Youth Foundation has a relationship with the Heflin family, it is not affiliated with the Heflin Family Foundation, which also does great work on a personal level.

Timeline

Proposal deadline:

Tuesday, November 29, 2021 by 11:59p.m. CST.

Grant approvals announced:

By end of the year.

Eligible geographic location:

Central Arkansas

We are seeking proposals that include the following criteria:

- Support programs that help youth grow in the areas of spirit, mind and body.
- Support programs that help the underprivileged youth of our community and their unique needs in life.
- Support programs that address healthy living for youth and teach parents how to provide healthier lifestyles to their children.
- Support programs that address the mental health challenges that many youth face today.

Request for Proposals

Proposal criteria

Application

Full proposals are due **Tuesday, November 29, 2021 by 11:59p.m. CST**. Proposals received after the deadline will not be considered.

You can either:

1. Email a scanned copy of the completed application to contact@heflinyouthfoundation.org
2. Mail a hard copy of the completed application to: Heflin Youth Foundation
10411 W. Markham, Suite
100 Little Rock, AR 72205

What to include in the proposal

Please be sure to include the following information in your proposal:

1. **Cover letter** on organization letterhead signed by the CEO, executive director or president of the organization (or board president) endorsing the program and briefly recapping the outcomes proposed.
2. **Description of program or project** addressing the three items below:
 - **General description of the organization**
 - Describe how your organization is uniquely positioned to do this work and how you differentiate yourself from other organizations that provide similar programs.
 - **General description of the program/project proposed**
 - Describe the issue you will address in our community (local statistics should be provided).
 - Describe the proposed program and why it is important to resolving this particular issue.
 - Who is leading this work in your organization? Describe his/her experiences, skills and education.
 - **Specific outcomes anticipated**
 - Provide specific baseline data and/or metrics for the proposed program.
 - Project anticipated outcome for the proposed program.
 - Describe how you will impact and measure change. How will you know you have accomplished your objectives?
3. **Program budget:** The budget should include all costs associated with the program and what will be provided or has been requested from other funders or as in-kind contributions from the organization or from others.
4. **Budget narrative** (one page) that describes expenses and revenue sources.
5. **Organization W-9 form**
6. **IRS 501c3 Letter of Determination**

Additional information about your organization can be included as an attachment, but it is not required.

If you have questions, send email to contact@heflinyouthfoundation.org

Best of luck!

