



USOC Challenge Grants for NGBs

Overview:

USOC Challenge Grants for NGBs, a pilot program, aims to assist sport National Governing Bodies as identified by the USOC in establishing sustainable fundraising programs by matching, dollar for dollar (up to \$50,000 per NGB), new and/or upgraded philanthropic donations made to that organization during a specified grant period.

Grant Period:

The pilot program grant period is for new and/or upgraded donations received between October 1, 2011 and December 31, 2012.

Grant Use:

Challenge Grants awarded to each NGB must be used for USOC approved initiatives. The funds awarded from the USOC to the NGB are discretionary and are completely separate from high performance funding. The Challenge Grant funds are subject to the terms and conditions of the USOC's Performance Partnership Agreement (PPA).

The USOC Challenge Grant Program will match gross new and/or upgraded cash donations (up to \$50,000) received between October 1, 2011 and December 31, 2012. Each participating NGB is subject to review by the USOC Audit Department.

Eligibility:

Participation in the pilot program is by USOC invitation.

Process:

To participate in the pilot Challenge Grant Program, eligible NGBs must submit a letter of intent to participate in the program to the Manager, NGB Fundraising by **October 21, 2011**.

This letter of intent must outline/include (see attached sample letter of intent):

- History of funds raised over the last two years
 - Total raised via fundraising
 - Tools used to raise funds
 - Gross revenue
 - Program expense
 - Net return
- The NGB's current fundraising program
- The NGB's projected revenue generated by philanthropic donations made during the pilot Challenge Grant Period (October 1, 2011 – December 31, 2012)

- Three benchmarks of success due to the Challenge Grant as defined by the NGB
- Submit 2010 IRS Form 990 and 2010 audited financial statements

Once the letter of intent is processed and approved, the Manager, NGB Fundraising will be available to help the NGBs build a program enabling each NGB to make best use of this pilot Challenge Grant opportunity.

Requirements:

- Participating NGBs must have met all current reporting requirements of the USOC and continue to meet all requirements throughout the grant period.
- Participating NGBs must be in compliance with USOC PPA.
- It is expected that NGBs will raise funds in the most financially efficient way possible. This includes staying within the industry standards of cost per dollar raised in a range of \$0.15 - \$0.50.
- Once approved to participate in the program, all progress reports must be received on time.

Reporting:

To participate in the Challenge Grant Program, each NGB must submit three progress reports outlining:

- Fundraising activities to date
- Amounts and sources of donations
 - Gross revenue
 - Program expense
 - Net return
 - Cost per dollar raised (expense divided by gross)
- Update on how funds are being used
- Samples of fundraising vehicles (brochure, direct mail, etc.)

The progress reports must be received by the Manager, NGB Fundraising by:

- Friday, January 13, 2012 (for gifts received between October 1, 2011 through December 31, 2011)
- Friday, May 18, 2012 (for gifts received between January 1, 2012 – April 30, 2012)
- Friday, January 11, 2013 (for gifts received between May 1, 2012 – December 31, 2012)

The Manager, NGB Fundraising will review all reports and assist NGBs on achieving their highest fundraising potential throughout the grant period.

Grant payments:

The USOC will match new and upgraded contributions raised by participating NGBs (up to \$50,000) between October 1, 2011 and December 31, 2012 upon receipt of each completed progress report. It may take up to 30 days for USOC payment to be received by the NGB.

Communication:

Once NGBs receive confirmation of participation in the Inaugural USOC Challenge Grant Program, each NGB is encouraged to publicize their participation in order to generate philanthropic donations.

Please note: All materials bearing USOC properties must be submitted to the USOC for advance approval. NGBs may not use or release any such materials without the prior written approval of the USOC. NGB use of Olympic Marks or terminology on fundraising materials cannot create confusion regarding which organization the donor is supporting.

Future Grant Opportunities

This pilot program is being used to measure NGB interest and participation in a challenge grant program. The 2011/2012 Challenge Grant program is a pilot program that the USOC hopes to expand in coming years. The Challenge Grant program will be reviewed and evaluated by the USOC after the pilot program concludes.

Each eligible NGB is encouraged to take full advantage of the pilot Challenge Grant Opportunity. For more information or questions, please contact:

Martha Johnson, Manager, NGB Fundraising
719.866.2553 (office)
719.238.8613 (cell)
Martha.Johnson@usoc.org

SAMPLE LETTER OF INTENT
USOC Challenge Grants for NGBs

Dear Manager, NGB Fundraising:

Please accept this letter and attachments as MY ORGANIZATION's letter of intent to participate in the pilot Challenge Grant program through the USOC.

Over the last two years, MY ORGANIZATION has been working to bring in dollars through a fundraising program using both direct mail and online giving. See totals from each below, as well as our goals for the grant period.

2009 Fundraising History

Direct Mail (1 year-end mailing):	\$6,240
Online Giving (1 email appeal):	\$1,375
<i>TOTAL 2009 Gross Revenue Raised:</i>	<i>\$7,615</i>
<i>TOTAL 2009 Program Costs:</i>	<i>(\$2,666)</i>
TOTAL 2009 Net Return:	\$4,949

2010 Fundraising History

Direct Mail (1 year-end mailing):	\$7,425
Online Giving (3 email appeals):	\$3,220
<i>TOTAL 2010 Gross Revenue Raised:</i>	<i>\$10,645</i>
<i>TOTAL 2010 Program Costs</i>	<i>(\$3,500)</i>
TOTAL 2010 Net Return:	\$7,154

2011/2012 Grant Period Fundraising Goals

Direct Mail (2 mailings):	\$12,000
Online Giving (4 email appeals):	\$6,500
Fundraising Events (1 event):	\$3,500
<i>TOTAL 2011/2012 Projected Gross Revenue:</i>	<i>\$22,000</i>
<i>TOTAL 2011/2012 Projected Program Costs:</i>	<i>(\$7,000)</i>
TOTAL 2011/2012 Projected Net Return:	\$15,000

During the grant period (October 1, 2011 – December 31, 2012), MY ORGANIZATION has made it a goal to increase dollars raised to \$22,000. We plan raise this money by continuing our direct mail and online giving programs as well as sending out an additional mailing to our highest, most consistent donors, asking out board members for financial support and applying for grants.

While there is a Foundation in existence that currently helps MY ORGANIZATION with funding, the Foundation does not fundraise.

MY ORGANIZATION's three measurements of success for the Challenge Grant Program are:

- The Challenge Grant will help MY ORGANIZATION pay its entire operating budget by 2012
- MY ORGANIZATION will be able to take our part time National Team Coach to full time
- MY ORGANIZATION will have built a base of 250 donors, up from 15 active donors today

Enclosed please find MY ORGANIZATION's most recent IRS Form 990 and audited financial statements.

Please let me know if you need any additional information from me or MY ORGANIZATION.

Sincerely,

John Smith
Executive Director
MY ORGANIZATION

SAMPLE PROGRESS REPORT
USOC Challenge Grants for NGBs

Dear Manager, NGB Fundraising:

Please accept this letter and attachments as MY ORGANIZATION's Progress Report from October 1, 2011 to December 31, 2011 to continue MY ORGANIZATION's participation in the NGB Challenge Grant Program.

Fundraising Activities to Date:

Over the last four months, MY ORGANIZATION has made fundraising a priority. We sent out our first direct mail appeal to all 800 of our members as well as an email follow up to the 500 members we have email addresses for. While these projects took staff and volunteer time, they proved to be worthy projects, based on the numbers below. We have enclosed samples of both the direct mail appeal and the email follow up.

October 1, 2011- December 31, 2011 Fundraising History

Direct Mail (year-end appeal):	\$3,650
Online Giving (email follow up to year-end appeal):	\$2,825
<i>TOTAL Gross Revenue Raised:</i>	<i>\$6,475</i>
<i>TOTAL EXPENSE:</i>	<i>(\$995)</i>
TOTAL Net Return:	\$5,480
Cost Per Dollar Raised (Expense divided by Gross):	\$0.15

In addition to this progress, a Board Member recently suggested that we include a fundraising corner in our magazine and a blurb about our fundraising efforts in our monthly e-newsletter. MY ORGANIZATION will be able to implement these suggestions at little to no cost in calendar year 2012 in the hopes of further creating a culture of philanthropy among our members and fans.

Funds Use Update:

MY ORGANIZATION will use the \$12,950 (our funds raised plus the USOC Match) to close the gap on our operating expenses in 2011.

Samples:

Attached please find a sample of our direct mail appeal and the email follow up MY ORGANIZATION sent out.

Please let me know if you need any additional information from me or MY ORGANIZATION.

Sincerely,

John Smith
Executive Director
MY ORGANIZATION