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## **Nike Employee Grant Fund of The Oregon Community Foundation**

### **Program Guidelines**



**Due Date for Applications:**  
June 1 & December 1 annually

**For Information/Questions:**  
[OCF-NikeFund@oregoncf.org](mailto:OCF-NikeFund@oregoncf.org)

**For Online Application:**  
[www.grantinterface.com/OCF/Common/LogOn.aspx](http://www.grantinterface.com/OCF/Common/LogOn.aspx)

### **The Oregon Community Foundation (OCF)**

OCF, created in 1973, is the largest foundation in Oregon, with assets of \$1 billion. OCF's endowment comes from thousands of individuals, businesses and organizations that have created more than 1,600 funds from which grants are distributed to support the critical work that nonprofits are doing in Oregon. Grant and scholarship distributions in 2010 were \$60 million. OCF is governed by a volunteer board of directors and relies on more than 1,600 volunteers around the state to provide local perspective on community needs.

### **The Nike Employee Grant Fund (NEGF)**

The Nike Employee Grant Fund, established at OCF in 2010, seeks to benefit communities where Nike employees live, work, and play. Nike believes that beneficial and meaningful physical activity can be an end in itself, but more importantly physical activity can leverage other community benefits. Although giving through the lens of sport is the program's primary intent, a portion of grant resources will be applied to projects that address broader sustainability challenges through innovative and replicable community solutions. This is the Nike employee "backyard" program and connects Nike employees with their community partly through grant making and partly through volunteering.

### **Nike Program Goals\***

#### ***Employee Grants to Nonprofits***

A group of Nike employees (10-15) will serve on an advisory committee that reviews grant proposals and develops grant recommendations related to nonprofits in the Portland-Metropolitan area of Oregon and southwest Washington. These grants will go to nonprofits who wish to join Nike in creating positive social and environmental change.

#### ***Employee Volunteerism with Nonprofits***

A broader group of Nike employees will have the opportunity to volunteer their time and professional experience to help nonprofits achieve their overall objectives – above and beyond specific grant proposals. Grant applicants will be asked to describe how Nike employees can aid their work in the community. Nike then will connect employees to appropriate nonprofits.

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\* The Nike Employee Grant Fund focuses on programs. If you are seeking product donations, please visit [www.NikeDonations.com](http://www.NikeDonations.com).

## **Grant Guidelines**

Nike will award \$500,000-\$600,000 per year via 40-50 grants over two grant cycles. Applications are submitted electronically, with a deadline of 5 p.m. on June 1 for a board decision in September and a deadline of 5 p.m. on December 1 for a board decision in March. For the fall/winter 2012 grant cycle, the amount available will be \$250,000.

The minimum grant is \$5,000 and the maximum \$20,000. Grant periods will be one year or less. The largest grants will be reserved for those with the greatest strategic impact. Proposals will be accepted from nonprofits in the Portland-metro area, specifically Multnomah, Clackamas, Washington, Yamhill, and Columbia counties in Oregon, plus Clark County, Washington.

Applications are accepted from organizations that are a 501(c)(3) public charity; an IRC 7871 Federally-Recognized Indian Tribe; or a government entity (such as a school).

## **Funding Priorities**

The program's four funding priorities are environment, education, inclusion, and health. Within each funding priority are goals that include physical activity and/or environmental sustainability as key elements. Program resources will be spent roughly as follows: 60 percent for projects that respond to community problems through the lens of sport/physical activity and 40 percent for non-sport projects with the potential for broader, long-term impact on our environment, health and/or the well-being of children and families.

### **Environment**

- Create or improve places for physical activity and play
- Engage children and families in improving natural environments in their communities
- Reduce negative impact on the environment by increasing use of environmentally, socially and economically sustainable practices

### **Education**

- Educate families and/or students about the importance of physical activity and healthy lifestyle choices
- Foster culture change in populations that historically have not seen physical activity, good nutrition as critical to health
- Provide education about environmentally sustainable practices and/or increase capacity to provide this education

### **Inclusion**

- Reduce barriers to participation in sport and physical activities, including limited financial resources, physical disabilities, limited options or opportunities, local culture or customs
- Actively engage underrepresented groups in physical activities in their communities
- Increase participation of underrepresented groups in activities that support environmental sustainability

### **Health**

- Actively improve the health and well-being of participants through sport and physical activity  
Use sport and physical activity to convene groups for other health purposes
- Increase use of environmentally sustainable practices that support health and lead to broad behavioral change

## **Not Eligible for Funding**

- Individuals (including scholarships, stipends, fellowships, and personal assistance)
- Group or individual travel
- Research or project planning activities
- Support for elite or private sports camps, programs, or teams
- Publications or audio-visual projects
- Endowments, memorials, budget deficits, or fundraising activities
- Religious organizations whose programs benefit members of their congregation and not the broader community
- Organizations that discriminate on the basis of age, race, political affiliation, religion, sexual orientation, ethnicity, gender, physical circumstances or national origin
- Lobbying, political, or fraternal activities
- Capital projects that involve property acquisition or building renovation unless Nike's award would constitute the final funding needed
- Projects and events that have occurred prior to the awarding of the grant
- One-day events, unless focus of project is on program(s) leading up to a culminating event

## **Strong Proposals**

Competitive grant proposals will demonstrate the following:

- A close fit with the Nike Employee Grant Fund funding priorities
- An innovative approach to a community issue
- Real potential for social and environmental change
- Project activities that can be shared, replicated, or scaled up to increase project impact
- Evidence of strong local support
- A well-managed applicant organization
- Good planning, with realistic goals and a reasonable project budget
- A strong likelihood of success
- An opportunity for Nike employees to volunteer their time or skills to the effort

## **Program Qualities that Appeal to Nike Employee Committees**

- Projects where applicants have invested their own resources
- Capital projects that connect to programs serving children and families
- Demonstrated need and support for the project in the community to be served
- Reasonable cost per individual served
- Opportunity for NEGF funding to make a significant difference to the success of the project rather than represent a small piece of a larger effort
- Projects that support lower income school communities (Note: 39% of students qualifying for free and reduced-price lunch is the national and Oregon school average.)

## Frequently Asked Questions

*Q: Does the Nike Employee Grant Fund (NEGF) award grants for operating support?*

A: Yes, but applicants must demonstrate a compelling need for support and detail how funds will be raised for the program the next year.

*Q: If we are a local nonprofit, may we apply for funding to support international programs or must our project focus on local populations?*

A: Your project must focus on local populations.

*Q: Can we apply for a grant if we do NOT have federal tax-exempt status, either as a 501(c)(3) public charity, an IRC 787 Federally-recognized Indian Tribe, or a government entity?*

A: Yes, but only if you have a fiscal sponsor who does have appropriate tax-exempt status. If you are expecting to be granted nonprofit status soon and do not have a fiscal sponsor, you are not eligible to apply.

*Q: Will you review a draft of our proposal and give us suggestions for improvement?*

A: No. Staffing is limited, and reviewing some proposal drafts and not others would create an uneven playing field.

*Q: Can we apply for more than one grant at a time from NEGF?*

A: No, though you may apply for other kinds of OCF grants.

*Q: How often can we apply for an NEGF grant?*

A: You may apply for one grant per funding cycle, and you may receive only one grant per year from NEGF.

*Q: If we receive an NEGF award for one year but the project still needs support the next year, can we apply for another NEGF grant for the same project?*

A: No. NEGF grants provide one-time support for a project. You may apply for a different project if it fits NEGF funding priorities, but organizations that receive multiple years of support will be less competitive, generally, than organizations that are new to the program.

*Q: Does NEGF support capital campaigns?*

A: Not unless the NEGF contribution constitutes the final portion needed. NEGF is intended to fund action. (Your project should be ready to begin when NEGF funding is awarded.)

*Q: Does NEGF support projects to improve a nonprofit's fundraising, marketing, or staff/board infrastructure?*

A: No. NEGF is interested in using its funds for projects that more directly improve the community.

*Q: If a grant proposal to NEGF is declined, can we resubmit the same project later?*

A: Yes, but the project may not be competitive unless key project components have been strengthened.

*Q: Do we need to know a Nike employee to apply to the NEGF program?*

A: No.