GRANT GUIDELINES & FUNDING CRITERIA

PHILOSOPHY AND GOALS

The Magic Johnson Foundation was started in 1991 as a single-disease organization working tirelessly to fund and assist community-based organizations dealing with HIV/AIDS education and prevention programs. Today, the Magic Johnson Foundation provides grants and assists community-based organizations and developing programs, which serve the health needs of those residing in inner-city communities.

The Magic Johnson Foundation is committed to helping non-profit organizations by awarding grants to them and helping them gain exposure to their causes. Our objectives are to allocate grants to, and partner with, non-profit agencies for the good of our children and our future by raising funds and/or awareness through corporate, foundation, and individual support. MJF remains committed to identifying non-profit organizations that demonstrate effective and innovative approaches to enabling children and youth to overcome barriers to healthy and productive lives.

AREAS OF INTEREST

The Magic Johnson Foundation is particularly interested in supporting grants which fund the following priority:

HIV/AIDS

Grants are available for community-based HIV/AIDS programs that have a broad impact on underserved, urban neighborhoods. Activities may include outreach, education, prevention, health, and social services. Programs could include, but are not limited to:

- Educational programs relating to HIV/AIDS (workshops, seminars, focus groups) that will result in community benefits.
- Programs, which provide educational facilities to children and youth in, underserved areas.
- Innovative approaches which seek to enable underserved youth to overcome barriers to healthy and productive lives.
- Faith-based education and prevention programs addressing HIV/AIDS.
- Programs that strive toward a mission similar to that of the Magic Johnson Foundation.

ELIGIBILITY CRITERIA

- Applicant organization must be a 501(c)3 nonprofit organization.
- Programs must:
  - Serve a public purpose.
  - Demonstrate ability to carry out the program.
  - Demonstrate potential impact on the community.
  - Demonstrate community support.
  - Demonstrate broad community impact.
  - Show evidence of need.
  - Ability to realize its mission by demonstrating viability and long-term stability (i.e., broad based funding and ability to leverage other sources of revenue).

GENERAL APPLICATION REQUIREMENTS

1) Programs recommended by the Magic Johnson Foundation for funding must be dedicated to serving the underrepresented, low-income and/or inner-city area in which they reside.
2) Programs must be located in Atlanta, GA; Cleveland, OH; Chicago, IL; Houston, TX; New York, NY; Washington D.C. or Northern and Southern California. On occasion, organizations located outside of the specified geographic areas might be eligible for funds, but that will be at the discretion of MJF.
3) Only 501(c)(3) tax-exempt status organizations are eligible. (Individuals are not eligible).
4) A program that is funded must begin its operation within one year from the date of the award.
5) Applicants must complete in full all forms in the application packet and required documentation.
6) The MJF may not consider late or incomplete packets.
7) The MJF may request that an applicant provide additional supporting material or conduct a presentation to assist the review committee in making a decision.
8) All grantees shall submit an evaluation follow-up regarding the success of the efforts they chose to utilize funding for.
9) All programs funded through this program must include the following credit line in all marketing materials: "This program is funded (or funded in part) by the Magic Johnson Foundation." The logo of MJF will be provided to the organization for this purpose.
10) Funding will not be considered for individuals and/or families. Additionally, tickets, advertising or sponsorship for other fundraising events are not eligible to receive funds. Research grants, conferences, travel, videos, and capital acquisitions are also excluded.
11) If any terms of this process are not met, for any reason, the applicant will be in breach of this agreement and will be responsible for returning any grant money given. (i.e., program is not completed as stated in application).

GRANT REQUESTS:

The grants range from $5,000 - $25,000. Grant awards are not always made for the full amount requested.

PROGRAM LIMITATIONS:

Programs not funded could include, but are not limited to:

- Money for prizes, awards or individuals (unless used for a scholarship program serving urban youth).
- Membership and ticket selling campaigns.
- Travel expenses.
- Deficit reduction.
- Expenses incurred prior to the grant agreement starting date.
- Multi-year programs, unless given prior special consideration.
- Research directed primarily to academic purposes.
- Receptions, socials or parties.
- Money for the sole purpose of buying publicity. (The purchase of publicity as a minor expense within a larger eligible program is permitted.)
- Capital improvements, construction, renovation, structural maintenance of facilities.
- Administrative personnel (including clerical staff, producers, management, and grant writers.)
- Overhead or administrative costs.
- Loans, fines, penalties, costs of litigation or associated interest payments.
- Programs that do not support the goals or mission of the Magic Johnson Foundation.

GRANT REVIEW PROCESS

To be considered for a Magic Johnson Foundation grant, an application must be submitted according to the guidelines. The Foundation Grants Committee, comprised of a diverse group of community activist and corporate executives, will review all applications and documentation that are consistent with the Foundation's goals and meet the eligibility criteria and application requirements listed above. The Committee will then select certain applicants and conduct an on-site visit if needed before making the final funding decision.

APPLICATION PROCESS

Potential applicants must send in a 2-3 page letter request stating their organizational mission and background, a brief outline of the proposed program's goals, and the amount of their request. Upon approval of the letter request, The Magic Johnson Foundation will then mail or email the applicant a copy of the most recent application and forms for completion. If the letter is not selected to submit a full application, the applicant will receive a letter stating that the request for funding was denied. Please mail a brief letter (2-3 pages) with a copy of your 501(c)3 tax-exempt status letter to:

Magic Johnson Foundation
Attn: Grants Department
9100 Wilshire Blvd., Ste 700 East Tower
Beverly Hills, CA 90212

APPLICATION SUBMISSION

Letters: Letters will be accepted year -round. Application packets will be mailed to those who meet the guidelines and who are selected to be considered for funding from the Foundation Board.

Deadline for applications: Applications deadlines are based on when application is sent to potential grantee.

Notification of awards: Notifications will be sent to applicants within a week of decision.

CONTACT INFORMATION

If you have any questions about the above guidelines or about completing the application, please contact Shane Jenkins at 310-246-4400.