The USTA Eastern section Board of Directors is allocating up to One Million Five Hundred Thousand Dollars ($1,500,000) of the section’s reserves for the Grow the Game Funding (“GGF.”) The purpose of the GGF is to invest in innovative ideas that promote the development of tennis within the USTA Eastern section. USTA Eastern seeks applicants that are well-established organizations and/or entities committed to the mission to promote and develop the growth of tennis.

The key focus areas for funded ideas/projects may include, but are not limited to:

- USTA Individual Membership Growth (juniors and adults)
- 10 and under tennis utilizing the QuickStart play format
- Junior Team Tennis (advancing and non-advancing leagues with USTA Membership)
- USTA Eastern sanctioned tournaments, unique players and/or participation growth (juniors/adults)
- USTA Adult Leagues, unique players and/or increased participation growth
- New and returning player programs with clear capacity to track and measure players and participation

Funding award range: Minimum $25,000.

Application Deadline: Wednesday, August 31, 2011

The Proposal Review Team reserves the right and discretion to award below the established funding award minimum and/or to refer applicant to alternative funding streams. Proposed budget must include income/revenue and expense detail and support the requested funding level. Please note: The GGF is not designed for small program funding to assist organizations in running their tennis programs. Alternative funding streams include, but are not limited to: USTA Eastern Membership Growth Startup Expansion Grant, Eastern Junior Tennis Foundation, Eastern Adult Tennis Foundation, USTA Eastern Regional Funding and/or USTA Serves. These alternative funding streams are available to service program funding below the $25,000 minimum identified in GGF for organizations that meet the criteria for the specified alternative funding stream.

Applicants may submit an application seeking funding to establish infrastructure/support systems and/or to develop programming which enhances, or has the capacity to positively impact the above focus areas. USTA Eastern will award funding to select applicants that present a clear vision and a compelling action plan. The proposals may involve any parts of the tennis community and should leverage USTA Eastern’s financial investment at the local/regional level. Awarded applicants may be eligible for partial funding, renewable for up to two (2) additional years, pending satisfactory progress and available funding. It is expected that all applications be able to project self-sufficient sustainability.
after no more than three (3) years. All funding proposals will be reviewed by the GGF Proposal Review Team and recommended proposals will be presented to the USTA Eastern section Board of Directors for final approval.

**DEADLINES:**

- Application Available: July 1, 2011
- Application Deadline: August 31, 2011
- Notifications: October 31, 2011

**Who is Eligible to Apply?**

- USTA Organization Members within the USTA Eastern section.
- USTA Eastern Regions/Districts
- USTA Eastern Committees
- Programs/Projects developed by USTA Eastern Staff

**How can this grant be utilized?**

The funding can be used for ANYTHING in the submitted budget that measurably supports the growth and development of tennis, or that supports the key funding priorities that grow the game under the Big Six – including but not limited to 10 and under tennis, USTA individual membership, Junior Team Tennis, Sanctioned tournaments, and Adult leagues. This funding is being made available by USTA Eastern and is open to all ideas which promote the growth and development of tennis within the section.

**Grant Review Criteria and Guidelines:**

1. Please complete in full the 2011 Grow the Game Funding Cover Sheet (as attached.)

2. Please provide a narrative which includes all of the information set forth below. Narrative should be no more than ten (10) typed pages, single spaced, in 12 point Times New Roman font. This is exclusive of program budget, organizational budget and any other supporting documentation that may be provided.

**Proposal Narrative:** The narrative should be no longer than ten (10) pages in length and must include:

   a. **Project Detail:**
      i. An explanation of how the program positively impacts the Growth and Development of tennis or any of the following key focus areas of **USTA Eastern**:
         1. USTA individual membership
         2. Junior Team Tennis
         3. Sanctioned Tournaments
         4. Adult Leagues
         5. 10 and under tennis using QuickStart
         6. New and returning player programs with clear capacity to track and measure players and participation
b. Evaluation:
   i. What evaluation tools are being used to measure the program/project success?
   ii. Explain your specific goals for the proposal and how they will be objectively monitored and measured. Directly answer the following question: How will you know whether the program/project demonstrated success?
   iii. How will the program/project and what is learned from it enhance your organization’s ability to promote and develop the growth of tennis?

c. Program/Project Sustainability:
   i. Provide a reasonable plan for the financial sustainability of the program/project after the conclusion of funding from USTA Eastern, such as indicating where additional support will likely be sought
   ii. If you have applied for funding from other sources, list these potential sources, amounts you are seeking and when you expect a decision to be made on these requests.

3. Supporting Documentation: Must include all of the following items:
   a. Project Budget: Detailed description of how the grant monies will be used
   b. Overall Program Budget: include income/revenue and expenses
   c. Detailed description of your organization’s overall annual budget.

4. Does your proposal align with the funding priorities of the Grow the Game Funding? USTA Eastern’s mission is “to promote and develop the growth of tennis throughout the USTA Eastern section”. One of the ways USTA Eastern succeeds at meeting this mission is to grant funding to organizations and identified entities to promote and develop the growth of tennis at the regional level. Four of the Big Six key priorities are: USTA individual membership, Junior Team Tennis, Sanctioned tournaments, Adult leagues. We also include the growth of 10 and under tennis utilizing the QuickStart tennis format.

5. As you review the proposal, does your proposal clearly delineate what it is trying to accomplish? Have you explained how you will spend the funding in a reasonable manner? Have you described the activities and strategies that will take place to achieve the funding goals and objectives?

6. You should provide clear goals and objectives that you are attempting to accomplish. Have you identified the goals and objectives? Are they clear and understandable and are they achievable?

7. Is the organization, collaboration, partnership set-up for success? Do you have a board of directors, clearly identified leadership and/or other oversight group? Do you have a clear mission statement? Are your programs successful? Have you listed past achievements? Does your request identify a need in the community?

8. Is it clear how the organization plans to sustain its programs and services financially? Do you have a plan? Are you seeking funding from other sources outside of USTA Eastern to support this project? If so, please list them.
9. **How do you define success for this project?**  How will you measure effectiveness? Please list the results that you expect to achieve by the end of the funding period.

10. **Please state exactly how the funding will be utilized.**  What specific expenses will it cover? Does your project budget support your funding utilization statement?

11. **BUDGET:**  (1) A full organizational budget. A copy of your audited financial statement, prior year 990, prior year financial compilation or tax return for the last fiscal year may be submitted in lieu of your organization budget; AND (2) a program/project budget must be attached for consideration for GGF funding. A full program/project budget must include information regarding income/revenue generated to support the program/project and all expenses anticipated to complete the project. Any program/project budget must clearly and concisely support the funding request of the applicant. Failure to submit a full, clear, concise program/project budget with the funding proposal will result in denial of the funding proposal.

Please provide any letters of support regarding the proposed project. **PLEASE NOTE:** This funding is **NOT available to individuals.**  This funding is available to entities residing in USTA Eastern and/or registered as USTA organization members within USTA Eastern, or those which meet the designated classifications as enumerated under the grant criteria and guidelines. A corporate or non-profit IRS Employer Identification Number (EIN) or Tax I.D. number (TIN) verifiable by the IRS is required to receive this funding.  If you have questions regarding how to obtain this information for your organization or this proposal process, please contact Linda Mann via email at mann@eastern.usta.com.
Application Process:

A written proposal must be submitted either electronically, postmarked via USPS mail or via fax by August 31, 2011 to:

D.A. Abrams  
Executive Director  
USTA Eastern  
4 W Red Oak Lane, Suite 300  
White Plains, NY 10604  
Abrams @eastern.usta.com  
914-694-2402 (FAX)

DEADLINE FOR SUBMISSION IS AUGUST 31, 2011.

Once the application is received you will receive notification of its receipt via email. Notification of an award or denial will be mailed via USPS mail no later than October 31, 2011. If we wish to meet with a specific applicant, we will notify applicant of same. Please do not call or email before that date for the status of your funding request. The GGF is an extremely competitive process and funding is limited. If declined, applicants may request a consultation and submit another application to be considered for future funding after correcting any identified deficiencies. All funding decisions are final and may not be appealed.

Additional Questions:

All updated information related to the GGF will be posted at www.eastern.usta.com. Potential applicants may also email mann@eastern.usta.com with further questions or assistance regarding the application process.