Diverse Program Grant Application Guidelines and Instructions

Through the Diverse Program Grant, USTA Texas provides funding to Community Tennis Associations, local non-profit organizations, public tennis facilities and schools who show that they are providing programming for a diverse audience.

The purpose of a Diverse Program Grant is to provide one-time assistance through equipment and/or monetary funds that allows a local provider to host or attend events with the purpose of diverse community outreach. The goal of this grant is to provide the resources that will ultimately allow a local program to become self-sufficient.

All grants will be evaluated by the Diversity and Inclusion Committee. After thorough evaluation, the committee will determine the application's eligibility and what, if any, grant assistance will be awarded.

Grant Opportunities:

Diverse Programming Grant: To assist current and beginner programs with equipment needs.

Diverse Event Host Grant: To assist facilities in reaching audiences with one time events with a diversity focus.

Diverse Event Attendee Grant: To assist organization with vendor and promotional costs associated with attending a diverse focused event.

Grant Applications Must Include:

- Detailed overview of your plan.
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- An outline of the results you expect to achieve by **November 20, 2015.**
- A system for tracking the results of this effort. (i.e., how will you determine whether your efforts were successful?)

2015 D & I Program Grant Eligibility Requirements

- An accountability report due to the USTA Texas Diversity and Inclusion Staff within 2 weeks of the proposed end date of programming assistance grant.
- Review USTA Engagement guides with local TSR or Diversity and Inclusion Coordinator.

Please select the following grants to identify diversity and inclusion business solution you wish to implement. You may apply for more than one grant. Maximum combined grant award is **$1,500** per organization.

☐ Diverse Program Grant ☐ Diverse Event Host Grant ☐ Diverse Event Attendee Grant

The Grant Committee reviews all applications and awards funding based on:

- Need
- Impact on the community (number of people reached)
- Organization's grant history with USTA Texas
- Organization's involvement with local Community Tennis Association (CTA)

Eligible organizations have the potential of receiving up to $10/participant through monetary funding nd/or equipment support.

Common Items Requested

Almost Always Funded	Sometimes Funded	Never Funded
• Equipment: Racquets Balls Pop-Up Nets Tennis Caution Tape Throw Down Lines • Marketing/Promotional Materials: Yard Signs Printing Ads/Postcards Promo items • Vendor costs for events	• Pro Stipends (max. $20/hour) • Court Fees • T-Shirts • Supplies • Prizes	• Supplemental Aids: Ball Machines/hoppers Training spots/cones • Traditional Tennis Nets • Windscreens • Umpire Chairs • Pro Stipends over $20/hour • Decorations (Centerpieces) • Entertainment (DJ) • Any grant request over the maximum award ($2,500)

2015 Diverse Program Grant Application

The Diverse Program Grant Application consists of three parts. Be sure to use as much detail as possible.

Date: _____

Contact Information:

Applicant Name:
_____

Organization:
_____

Street Address:
_____

City, State, Zip:
_____

Shipping Address (if different from street address above):_____

Best Day Phone Number(s): _____

Fax: _____

E-mail:
_____

Diverse Program Grant

What is the number one objective you hope to achieve by receiving this grant?

Do you have a CTA in your area? If so, which one(s)?

Have you contacted your local CTA for assistance with this request?

Is the CTA able to help your program?

If not, why?

Program Details

Check the box that best describes the program for which you are requesting funding:

☐ Year-Round ☐ Seasonal ☐ Schools ☐ Other:

Anticipated Program Start Date: _____

Anticipated Program End Date: _____

Participant demographics:

Ages	% of participants
< 10 years	
11-18 years	
19-35 years	
36-50 years	
51-65 years	
>66 years	

Demographics	% of participants
Asian/Pacific Islander	

African American	
Caucasian/Euro American	
Latino/Hispanic American	
Native American/Alaskan Native	
LGBT	
Programing for special populations of those with disabilities	
Other	

Budget:

INCOME

Registration Fees (How much and how many?):
Sponsorships and In-Kind Support:
Donations:
Other Grants:
Other:

Total Income: $

EXPENSES

Staffing (How much and how many?):
Marketing and Advertising:
Court Rental:
Other Expenses (Do not include ball machines, wind screens, etc):

Total Expenses: $

Please give examples of how this program is committed to increasing tennis participation within diverse populations?

Please allow 30 days from application submission for processing

Contact Veronica Nicholls with any questions nicholls@texas.usta.com

Diverse Event Host Grant

Provide a short description of the planned event including:

- Description of the event, who the target audience of the event is, who you plan to target while at the event, and how long the event will be.

- Estimated participant numbers

Ages	% of participants
< 10 years	
11-18 years	
19-35 years	
36-50 years	
51-65 years	
>66 years	

Demographics	% of participants
Asian/Pacific Islander	
African American	
Caucasian/Euro American	
Latino/Hispanic American	
Native American/Alaskan Native	
LGBT	
Programing for special populations of those with disabilities	
Other	

- marketing strategy for the event

- Budget

INCOME
Registration Fees (How much and how many?):
Sponsorships and In-Kind Support:
Donations:
Other Grants:
Other:

Total Income: $

EXPENSES

Staffing (How much and how many?):
Marketing and Advertising:
Court Rental:
Food:
Entertainment:
Other Expenses (please list):

Total Expenses: $

Please give examples of how this event will help to increase tennis participation within diverse populations within your programs or association?

Please allow 30 days from application submission for processing

Contact Veronica Nicholls with any questions nicholls@texas.usta.com

Diverse Event Attendee Grant

Provide a short description of the planned event including:

- Description of the event, who the target audience of the event is, who you plan to target while at the event, and how long the event will be.

- Estimated attendance

Ages	% of participants
< 10 years	
11-18 years	
19-35 years	
36-50 years	
51-65 years	
>66 years	

Demographics	% of participants
Asian/Pacific Islander	
African American	
Caucasian/Euro American	
Latino/Hispanic American	
Native American/Alaskan Native	
LGBT	
Programing for special populations of those with disabilities	
Other	

- marketing strategy while attending the event

- Budget

INCOME
Registration Fees (How much and how many?):
Sponsorships and In-Kind Support:
Donations:
Other Grants:
Other:

Total Income: $

EXPENSES

Staffing (How much and how many?):
Marketing and Advertising:
Court Rental:
Food:
Entertainment:
Vendor or Booth Rental:
Other Expenses (please list):

Total Expenses: $

Please give examples of how this event will help to increase tennis participation within diverse populations within your programs or association?

Please allow 30 days from application submission for processing

Contact Veronica Nicholls with any questions nicholls@texas.usta.com