



The Brighter Indianapolis Fund | 2021 Grant Application

The Brighter Indianapolis Fund is operated by Lessonly, Inc. With our time, talent, and finances, Brighter Indy's mission is to foster and advance experiences that promote healthy living and meaningful learning experiences for kids.

Each year, we earmark a percentage of our sales for four grants to Indianapolis non-profit organizations that best align with our mission. The grantees we select execute with excellence, have the capacity to scale, and continue to positively impact youth in the Circle City and surrounding local communities.

In 2021, we will be giving **greater preference to organizations that address racial inequity for kids in Indianapolis** through their mission, programs, or efforts. This doesn't have to be explicitly written in your charter or mission—but our hope is that each Brighter Indy org in 2021 is doing something to make our city more just and equal for every kid.

Partnership Details

In the 2020 fiscal year, which runs February 2020 through January 2021, Brighter Indy is seeking grant applicants interested in an annual partnership which consists of both monetary (\$10,000) and volunteer support. As part of the partnership, organizations agree to the following:

Publicize our Partnership

- Commit to visiting Lessonly 1-2 times per year (either in person or Zoom) to present the work you are doing to our team. During this time, you will detail how your organization has specifically benefited from Lessonly's funds and/or volunteering contributions. We ask you to do this so the team can stay informed about the impact we are making in our collective community.
- Allow us to use your organization's logo on our website and commit to letting us write in public forums about our relationship including press releases and customer events.

Be engaged with our team

- Typically during a year-long, Brighter Indy relationship, we have asked organizations to offer Lessonly employees between two to four (2 at a minimum) volunteer opportunities with your organization. Due to COVID-19, we recognize this may not be possible or may look different in 2021.

- We'd still like to build a relationship with your organization and engage members of our team as much as we can. To support this, Lessonly will provide a specific internal point of contact to you who can assist with internal recruitment and logistics. We'd ask organizations who apply to take the lead on proposing some opportunities for us to become involved at the time of application, and provide onsite and day-of logistical support.

Provide Updates and End of Project Summary

- Recipient organizations must be able to measure and report on the impact of their work, including the partnership with Brighter Indy.
- No later than January 15th, 2022, recipient organizations agree to provide a post project summary to Lessonly and agree that specific metrics or testimonials can be shared publicly.
- To help organizations prepare for this requirement, the End of Project Summary form will be provided to recipient organizations at the time of the award announcement.

Eligibility

- Eligible organizations must have 501(c)(3) status OR a current 501(c)(3) fiscal sponsor.
- Eligible organizations must have an overall mission or specific program serving positive youth development in the Greater Indianapolis, Indiana area.
- Eligible organizations should be engaged in finding 2-4 opportunities for Lessonly employees to volunteer for or interact with your organization, spaced throughout the year. (Again, we're flexible on what this looks like, give the realities of COVID-19)
- Brighter Indy does not support organizations that fund specific political candidates, campaigns, or 501(c)(4) organizations.
- Brighter Indy does not support organizations that discriminate against any person based on age, religion, sex, race, ethnicity, country of origin, gender identity or expression, disability or medical diagnosis, sexual orientation, veteran status or any other basis.

Grant Details

- We will issue the grant in two installments: The first installment will be made no later than August 31st, 2020 and the second by February 28th, 2021.
- Our donation will be \$5,000 per check, for a total of \$10,000 over the course of the year. Donations will be gifted from Lessonly, Inc..
- In conjunction with Lessonly's fiscal year, each partnership will be effective from February 1, 2020 to January 31, 2021. You may apply for a partnership in multiple years.



Important Milestones

- **Nov. 17th, 2020** Grant Application Available
- **Dec. 31st, 2020** Grant Application Due
- **Feb. 3rd, 2021** Notification to Grant Recipients (if not prior)
- **Jan. 15th, 2022** Recipient Organization End of Project Summary Due

Submission

Completed applications should be submitted by 5:00 PM on Friday, December 31st, 2020 via email to brighterindy@lessonly.com.

The submission should include the following:

- Single PDF that includes
 - Organization Application Sheet
 - Responses to the Organization & Project Summary
- Separate PDF with proposed project budget based on initial grant amount of \$10,000.
- Copy or link to most recent Annual Report OR a copy of the organization's current year operating budget.

Please include "FY 2021 Brighter Indy Grant Application" in the subject line of the submission email.



Organization Application Sheet

Organization Name: _____

Address: _____

Phone: _____ Website: _____

Year Established: _____ EIN (IRS Tax ID number): _____

of Staff: _____ # of Volunteers: _____ # of Board Members: _____

Percentage of Board Contributing Financially Annually: _____

Fiscal Year Starts (eg. Jan 1): _____

Current Executive Director: _____ Years in role: _____

Primary Contact Information

Name (First/Last): _____

Email: _____

Phone: _____ Position: _____



Organization & Project Summary

Please respond to the following questions, and limit to 3 total pages in length:

- 1. Mission Statement**
- 2. Primary Programs and Services**
- 3. Brief Organization History**
- 4. Project Description:** Briefly summarize the project or initiative that Lessonly will be impacting. Include information on the specific project(s) for which funding will be used, the intended impact and estimate of children served, and a brief timeline of activities.
- 5. Community Need:** What problem or need does your proposed project/program address? How was the need identified? If others in the community are also seeking to address the same need, how is your approach unique?
- 6. Impact:** What change do you anticipate as a result of your project? What are your criteria for success and how will you measure the outcomes?
- 7. Sustainability:** How will this project be sustained outside of a grant from The Brighter Indy Fund (if applicable)? Provide information on other resources or major sources of funding that you are seeking or have been secured.
- 8. Volunteer Opportunities:** Please describe the potential volunteer or interaction opportunities that Lessonly will be involved with in the upcoming year. Due to the restrictions of COVID-19, we're committed to working through this with partner organizations. However, we'd love to hear a few specific examples of how you think we could help, as well as any other relevant information that may be helpful to us as we consider our engagement with your organization.

****Pro tip:** When proposing volunteer opportunities, we have found the most success and engagement when the events occur on weekdays during business hours, and expose volunteers to the mission of the organization. Please keep this in mind as you submit your ideas!

Questions? Please contact:
brighterindy@lessonly.com



End of Project Summary

1. **Partnership Impact:** How did this grant support your mission?
 - a. Please provide a summary of the activities, events, and individuals who were impacted by the support of the Brighter Indy Grant. Please be as specific with metrics as possible.
 - b. Please provide a summary of the activities, events, and individuals who were impacted by the support of Brighter Indy volunteer support.

2. **Budget:** Please provide a final summary budget of how the Brighter Indy funds were dispersed within your organization. If the variable component of the grant allowed you to support additional activities, please note in 2-5 sentences.

3. **Future Impact:** We value and believe in continuous learning. Provide a brief summary of any key take-aways, lessons learned, or future initiatives you may pursue based on what you learned through the work supported by our 2021 Brighter Indy Partnership.