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Darwin Curtis Fund Grants for Projects Designed to Promote the Sport of Curling

2013-14 Grant Cycle

The U.S. Curling Association has been selected to administer the Darwin Curtis Fund grant program on behalf of The Chicago Community Trust for the 2013-2014 grant cycle. The Darwin Curtis Fund was established to “support and encourage participation by the general public in the sport of curling, as, for example, to provide or maintain public curling facilities and to provide equipment, instruction and supervision, either alone or in conjunction with others such as public park or recreation districts.”

Eligible Entities

Eligible entities are not-for-profit organizations, designated by the Internal Revenue Service as holding 501 (c)(3) status, that have an established track record of promoting and increasing public participation in the sport of curling. Only applications from organizations with 501(c)(3) status will be considered for funding.

Eligible Programs

- Projects that can demonstrate success in increasing the number of participants in the sport of curling
- Projects that encourage populations not traditionally exposed to curling to participate in the sport

Preference will be given to

- Projects that encourage diversity in participation
- Projects that encourage lifelong participation
- USCA member or affiliated organizations

Size/number of grant awards

- A total of \$20,000 is available to be awarded during the 2013-2014 cycle
- Grant applications ranging from \$1,000 to \$20,000 will be accepted
- Total number of grants awarded will be determined by the Selection Committee



GRANTING PROGRAMS & CRITERIA

The Darwin Curtis Fund grant program (as administered by the USCA) offers two (2) granting programs: Growth & Development and Bricks & Mortar

A) GROWTH & DEVELOPMENT GRANTS

- 1) Growth & Development Grants are awarded to successful applications with the potential to **grow the sport in the community**. The following programs are examples of projects considered eligible:
 - i) Recruitment of new customers;
 - ii) Retention of current customers;
 - iii) Training of novice / intermediate curlers including youth, juniors, or adults; and
 - iv) Awareness / marketing campaigns that will promote the sport.

Note: Applications for funding **are not** restricted to the above. The USCA is constantly looking for new ideas to improve the sport. We encourage you to be creative.

- 2) Growth & Development Grants require a commitment from the applicant of at least **50%** of the total cost of the project. The applicant's 50% portion can include third party funding (e.g., municipal grants) or value-in-kind contributions. Proof must be provided as to the monetary value of any non-cash commitment.
- 3) The Growth & Development Grant application **must include a detailed action plan with timelines describing in detail how your project will benefit the sport of curling and describing the lasting impact this project will have in your community / region.**

The action plan should include:

- i) The overall objective of the plan.
- ii) The steps necessary to achieve your objective.
- iii) The timelines for each step including the person(s) in your organization responsible. Action plans should deal in specifics with tangible results.
- iv) Membership / customer numbers in the past two (2) years /seasons.

As an example, we will not accept a statement saying: *"We want to increase membership."* We will, however, consider applications stating: *"We will recruit 16 new people for our Tuesday night league"* followed by the steps you will take to recruit those 16 new players.

- 4) The action plan must also include **a detailed budget**, including the **amount requested** from the Darwin Curtis Fund, and the **source of the applicant's portion** (can be a recorded motion of your Board).

- 5) Growth & Development Grant applications **must include** copies of the applicant's last **two (2)** annual **Revenue versus Expense** statements (**one (1)** page each) **AND** the most recent **one (1)** page Balance Sheet (if available). Organizations that are not stand-alone "businesses" (i.e., arena-based curling clubs) should at minimum, submit relevant, curling-specific financial information.
- 6) 50% of the approved Darwin Curtis Fund grant will be released immediately to successful applicants upon receipt from The Chicago Community Trust. The balance will be released **upon receipt of the final report. Failure to submit the final report by the deadline of May 30, 2014 will result in the forfeiture of the balance.** The unspent dollars will be applied to the next funding cycle.
- 7) Successful applicants will not be eligible to reapply for funds until the year following the close of the next grant cycle (i.e., successful applicants may apply every other year).

B) BRICKS & MORTAR

- 1) Bricks & Mortar Grants will be awarded to applications based on capital acquisitions necessary to build the business of curling at the community level. The following are examples of projects considered eligible:
 - i) Refrigeration equipment; *i.e. compressors, chillers, condensers;*
 - ii) Ice area; *i.e. de-humidifiers, heaters, monitoring equipment, scrapers;*
 - iii) Renovations; *i.e. accessibility;*
 - iv) New construction; *i.e. new curling arenas, another sheet of ice; or,*
 - v) Curling stones; *i.e. new or refurbished stones, junior stones, new inserts, striking bands.*

Note: applications for funding **are not** restricted to the above.

- 2) Bricks & Mortar Grants require a commitment from the applicant of at least **50%** of the total cost of the project. The applicant's 50% portion can wholly include third party funding (e.g., municipal grants), volunteer hours committed to the project, or value-in-kind contributions. Proof must be provided as to the monetary value of any non-cash commitment. For example, you may propose to replace the floor in the facility and members will remove the sand floor instead of the contractor. This is an acceptable volunteer contribution.
- 3) Bricks & Mortar Grant applications **must include details describing how your organization affects the sport of curling in your community.**

These should include:

- i) How you recruit new customers;
- ii) A description of how you deliver customer service;
- iii) Your membership / customer numbers in the past two (2) years / seasons; and

- iv) Rationale of how this purchase will positively affect your business/potential for long-term success.

Your explanation must deal in specifics with tangible examples. The Grant Selection Committee will not accept a statement saying, *"We will close if we don't get the money."*

- 4) Applications for funding for the purchase of any equipment requiring 'energy' to operate should also include any predicted efficiencies/savings.
- 5) Bricks & Mortar applications **must include** copies of the applicant's last **two (2)** annual **Revenue versus Expense** statements (**one (1)** page each) **AND** the most recent **one (1)** page Balance Sheet (if available). Organizations that are not stand-alone "businesses" (such as arena-based curling clubs) should, at minimum, submit relevant, curling-specific financial information.
- 6) The application must include at least **two (2) estimates** from a reputable contractor/supplier on the contractor/supplier's letterhead.
- 7) Full funding will be released to successful applicants upon proof of completion of the work. Proof will include copies of signed, paid invoices and photos of the acquisition. **Failure to submit the report by the deadline of May 30, 2014 will result in the forfeiture of the grant.** The unspent dollars will be applied to the next funding cycle.
- 8) Successful applicants will not be eligible to reapply for funds until the year following the close of the next grant cycle (i.e., successful applicants may apply every other year).

TIMELINES

THE FOLLOWING TIMELINES ARE **CRITICAL**. APPLICATIONS **WILL NOT** BE ACCEPTED AFTER THE STATED DEADLINE. ADDITIONALLY, FULL OR PARTIAL FUNDING WILL BE REFUSED TO SUCCESSFUL CANDIDATES WHO **DO NOT** MEET THE FINAL REPORT DEADLINES.

1) **DEADLINE - 5:00 p.m. CDT, JUNE 14, 2013**

Applications must include:

- a) One (1) complete paper copy sent directly to the Growth & Development Manager at the USCA, OR one (1) complete digital copy emailed to grants@usacurl.org.

IMPORTANT NOTE: Applications by mail or courier to the USCA must arrive by the deadline of 5 p.m. CDT Friday, June 14, 2013. Any arriving after this deadline will be returned unopened.

- 2) **July 15, 2013** – USCA Grant Selection Committee forwards recommendations of successful applicants to The Chicago Community Trust, overseer of the Darwin Curtis Fund.
- 3) **September 2013** – The Chicago Community Trust Executive Committee reviews and acts upon the grant recommendations from the USCA Grant Selection Committee. Once grants are approved, the USCA will release 50% of the funding for Growth & Development Grants immediately.
- 4) **May 30, 2014** – Final reports outlining the successful completion of work for the Growth & Development and Bricks & Mortar grants **must be submitted** to the USCA by this deadline for the release of any funds due. Final reports may be received at any time during the period of November 1, 2013 to May 30, 2014. Assuming the report meets all obligations, funds will be sent within 3-4 weeks of receipt of report.
- 5) **June 2, 2014** – Any unclaimed funds will be returned to USCA for the next funding cycle.

GENERAL INFORMATION

Basic information you should know before making application

- 1) You may apply in **one (1) grant category only**: Growth & Development **OR** Bricks & Mortar.
- 2) The Grant Selection Committee realizes that applications will vary in their complexity and detail. You are advised not to just send a quote for a new piece of equipment, or a request for funds simply to “get more curlers.” The committee will be looking at how your facility affects the sport in your community. They will also be looking for potential for growth and long-term success. The more “proof” you are able to submit showing how deserving your organization is to receive this grant is important.
- 3) The Grant Selection Committee will consist of five (5) individuals plus the USCA Growth & Development Manager. The Committee will meet annually between the application deadline and the due date for forwarding recommendations to The Chicago Community Trust. Any contact to the Committee will be made to the USCA Growth & Development Manager. **The decisions of the Grant Selection Committee are final (pending confirmation by The Chicago Community Trust).**
- 4) Criteria Assessment – The Grant Selection Committee members will base their decisions on the following criteria:
 - i) Project meets the spirit and purpose of the Darwin Curtis Fund (e.g., projects that encourage diversity in participation, projects that encourage lifelong participation).
 - ii) Request for funding is in the appropriate range as outlined.
 - iii) Project budget containing proof of self-funding of the applicant’s 50% share (proof can be a motion of the applicant’s Board of Directors).
 - iv) Action Plan (Growth & Development Grant) with steps that can be measured. Assessment will be based on the projected and attainable impact on the sport in the community. The size of the community will be taken into consideration.
 - v) Bricks & Mortar applications will be assessed on need and the impact statement.
 - vi) USCA membership or affiliation.
 - vii) Finally, creativity will also be considered in the assessment.
- 5) If deemed successful, your application may be used by the USCA to promote creativity, innovation, and the Darwin Curtis Fund within the media and U.S. curling community.
- 6) Applications requesting funding for salaries, ice rentals, utility or tax bills, high performance, or championship related expenses **will not be considered and will be returned as incomplete.**
- 7) Regardless of who submits the application, **the President or Chair of your Board of Directors must sign the forms.**

CONTACT INFORMATION

Please direct any questions about your application to the U.S. Curling Association, Attention:

Kim Nawyn, USCA Growth & Development Manager

Address **U.S. Curling Association**
5525 Clem's Way
Stevens Point, WI 54482

Telephone 1-888-287-5377, ext. 203
E-mail kim.nawyn@usacurl.org

Website www.usacurl.org/usacurl

PARTICIPATION STATEMENT

The USCA reserves the right, and your participation in the program implies consent, to share general information about curling facilities or Member Association success stories resulting from a Darwin Curtis Fund grant. The USCA will not, however, divulge financial or personal information connected to these success stories when issuing press releases, web blogs, or any other public communication vehicles without prior consent.

APPLICATION FORM

PLEASE FILL IN EACH FIELD. IF YOU ARE PRINTING THIS DOCUMENT, PLEASE PRINT LEGIBLY.

The Name of your Organization

1

Address (where possible, the physical address in addition to a Post Office box number)

2

City

State

3 4

Zip Code

Telephone Number (with area code)

5 6

Organization's e-mail ADDRESS (if applicable)

7

Organization's web site URL ADDRESS

8

FACEBOOK address (if applicable)

9

Organization's President / Chair

Signature

10 11

Name of person submitting application (if not the President / Chair)

12

E-mail address of person submitting application

13

Signature of person submitting application
(if not the President / Chair)

Date

14 15

16 **Category you are applying for**

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17 **Amount Requested**

\$

18 **Briefly describe your project (one page only)**

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19 **Describe your action plan - (one (1) page for Growth & Development Applications only)**

Include a detailed action plan with timelines describing in detail how your project will benefit the sport of curling and the lasting impact this project will have in your community / region.

i) Overall objective(s)

ii) Steps you will take to achieve your objective(s)

iii) Actions & timelines including the person(s) responsible for each action

Examples describing how your facility affects curling in your community.**(Bricks & Mortar applications only)**

i) How do you recruit new customers?

ii) A description of how you deliver customer service to your members.

iii) Potential for long-term success of your operation in your community; specifically, how will this project impact the success of your organization in the long-term?

- 21 **ALL APPLICANTS: Description of your customer base using registration numbers.**
If organization does not keep records on categories below, please provide general estimates.

MEMBERS	2011-2012	2012-2013
FEMALE		
MALE		
Sub-Categories:		
YOUTH (curlers under 21)		
SENIORS (65 and older)		
WHEELCHAIR CURLERS		

	Member Ethnicity*
African-American	
Asian	
Caucasian	
Latino	
Native American/ Alaskan Native	
Other	

*The USOC requires that the USCA collect annual information on member diversity.

Geographic Service Area: (Area from which you draw the majority of your curling population)

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Project Budget:

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CHECK LIST

PLEASE COMPLETE THIS CHECKLIST AND SUBMIT IT WITH YOUR APPLICATION

A) Growth & Development Grants

- ☐ Proof of **501(c)(3)** not-for-profit status.
 - ☐ **Description of your customer base** for the past two (2) years (2011-12 and 2012-13). Box 21
 - ☐ **Revenue versus Expense statements** for the most recent two (2) years available (one page each). If available, at least one statement must be your most current **audited statement**.
 - ☐ Most recent **Balance Sheet** (one page). If not available, briefly describe your cash holdings.
 - ☐ **Action plan** with timelines. Box 19
 - ☐ **Project budget**. List all revenues and expenses this project will incur, including the applicant's contribution and the amount expected from the USCA. Box 22
 - ☐ **Proof of the applicant's 50% share** of the project's funding (can be a recorded motion of the Board).
 - ☐ **Completed application form** with signature(s) (please print or type all information).
 - ☐ **One (1) complete paper copy** of your application to the USCA, or **one (1) complete digital copy**.
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B) Bricks & Mortar Grants

- ☐ Proof of **501(c)(3)** not-for-profit status.
- ☐ **Description of your customer base** for the past two (2) years (2011-12 and 2012-13). Box 21
- ☐ **Revenue versus Expense statements** for the most recent two (2) years available (one page each). If available, at least one statement must be your most current **audited statement**.
- ☐ Most recent **Balance Sheet** (one page). If not available, briefly describe your cash holdings.
- ☐ **Examples describing how your facility affects the sport of curling in your community**. The examples should include: a) how you recruit new customers; b) a description of how you deliver customer service; and c) your membership numbers in the past two years (i.e. daytime, evenings, corporate groups and youth). Box 20
- ☐ **Proof of the applicant's 50% share** of the project's funding (can be a recorded motion of the Board).
- ☐ Minimum of **two (2) estimates** from a contractor / supplier on business letterhead.
- ☐ **Completed application form** with signature(s) (please print or type all information).
- ☐ **One (1) complete paper copy** of your application to the USCA, or **one (1) complete digital copy**.