



People

# Sprint Local Giving Program

**Materiality Quadrant: Shared Value**

**Category: Social**

**Aspect: Local Community**

## Overview

Since 2009, Sprint has offered the Sprint Local Giving Program in the markets of Atlanta, Dallas/Fort Worth, Denver and New York City. Through the program, three local 501(c)3 organizations in each market are selected each year for Sprint grants (one each at \$25,000, \$15,000 and \$10,000). Grants will fund programs that serve K-12 youth while using technology to provide a meaningful impact in the Sprint philanthropic focus areas of youth development (including mentoring, leadership and academic achievement) and arts and culture.

## Sprint Impact

Now in its fourth year, the Sprint Local Giving Program has provided more than \$800,000 to eligible organizations in Atlanta, Dallas/Fort Worth, Denver and New York City. In 2013, \$200,000 was awarded to 12 organizations which directly impacted more than 60,000 K-12 students. Through the Sprint Local Giving Program, Sprint is demonstrating how good works can create positive change in our local communities.

## Performance Highlights

The 2013 Atlanta grant recipients were:

- **The Computers for Youth Foundation** helps students in low-income communities harness the power of digital learning to improve educational outcomes. Sprint funding will be used to fund a three year partnership with two middle schools in the Atlanta Public School system. These schools will have access to an online learning platform where students, teachers, and parents can easily find and use the best digital learning activities such as educational videos, games, interactive activities, and simulations with a key focus

## GRI G4 Indicators Covered:

- G4-S01
- G4-S02

on science, technology, engineering and math. 934 students will benefit from this program and will be equipped with the fundamental technology skills they need to successfully transition into high school.

- **HealthMPowers** offers a comprehensive school health intervention program that has achieved measureable success in improving health behaviors, increasing physical activity, and improving school health programs in Georgia. Sprint funding will be used to support distance learning technology to expand the Student Health Advocate Program which currently benefits 22,500 Atlanta students each year. The program helps students create campaigns to promote healthy behaviors in their school. Students receive guidance in developing and implementing health-related programs and are taught skills such as public speaking, action planning, role modeling, and conflict resolution while teachers are given online training and resources to help them implement lasting changes in their classrooms.
- The **Southeastern Horticultural Society** has created learning gardens and farms throughout Metro Atlanta to provide residents with opportunities to learn about the environment, healthy living, and sustainability. These outdoor "science classrooms" allow educators to lead hands-on environmental education programs for students and their families around topics such as water conservation, edible plants preparation, and composting. Sprint funding will be used to support a Digital Outdoor Classroom where classes, workshops

and events can be streamed live online to schools and on their website. 3,000 people currently attend events at the gardens, but this program would enable at least 5,000 more students and families to benefit from their resources.

The 2013 Dallas/Ft. Worth grant recipients were:

- **Trinity River Mission** is a community learning center that promotes literacy and encourages academic success among disadvantaged youth in West Dallas. Sprint funding will be used to support the Online Math Tutoring program which uses Ed2Net software to allow 2-12 grade students to utilize online technology to communicate with tutors through a headset and electronic writing pad. Students develop fundamental computer skills while being allowed to progress at their own individual pace. Once students reach the 6th grade, they also can participate in college and career preparation program that encourages them to pursue and succeed in post-secondary education. All students that successfully complete this program are guaranteed a \$4,000 scholarship towards their educational goals.
- **Girl Scouts of Northeast Texas** serve more than 35,000 girls each year through local after-school troops, school day programs, four camp facilities, and eight service centers with a mission to help girls achieve academic success and build leadership skills. Sprint funding will be used to support a weeklong computer programming workshop at the University of Texas at Dallas where girls aged 12-18 will be immersed in computer programming, working alongside professionals to understand and write programming code. The experience is designed to help girls envision themselves in a career as a computer software application programmer.
- **The Dallas Museum of Art GoVan Gogh Outreach Program** is staffed by volunteers who travel to area classrooms to lead interactive presentations that feature images of art from the Museum and include hands-on art-making activities for students in grades 1-6. In the summer, the program reaches out to public libraries, recreation centers and Boys and Girls Clubs. Last year, the program served over 8,600 students. Sprint funding will be used to purchase tablets and projectors that will enable the art to be brought to life through multimedia content as well as provide program flexibility and cost savings. Digital images will help make student's introduction to Van Gogh more dynamic and accessible by including video and interactive components.

The 2013 Denver grant recipients were:

- **The Urban Farm** teaches agricultural and environmental education to urban youth and their families. They currently work with 76 Denver schools to expose more than 2,100 children ages 4-18 to agricultural and environmental topics. Sprint funding will be used to support the Urban Youth in Agriculture Project in partnership with Colorado State University. Students from Denver Public Schools will explore the use of new and existing technologies to improve Denver's food system in an internet based program complemented by hands-on learning experiences at the farms and field trips to the Agricultural Technology department of CSU. The goal of the program is to give students an interest in environmental stewardship and in pursuing a college education.
- **Junior Achievement (JA) Rocky Mountain** strives to prepare young people to thrive in the workplace and global economy by inspiring a passion in free enterprise and entrepreneurship and instilling an understanding of personal financial literacy. During the 2013-2014 school year, JA will empower over 6,000 volunteers to inspire 110,000 K-12 students. Sprint funding will be used to create a virtual version of the JA Finance Park so that students can experience hands-on simulations online. Students will create avatars with the help of a virtual guide who will help them develop knowledge of economic and personal finance concepts. The program will be offered at no cost to students and schools that are unable to travel to JA facilities.
- **Goodwill Industries of Denver** provide education, career development and employment opportunities in the Denver area. Sprint funding will be used to support the Youth Career Development Entrepreneurial Program. The program reaches 30 schools in six districts with the highest dropout rates. Students are broken into small groups to learn how to develop a product or service, create business plans, conduct market research, and present materials to business leaders. Funding will help purchase new tablets and software so this program can be successfully implemented in schools with limited technology resources.

The 2013 New York City grant recipients were:

- The **Long Island Children's Museum** offers 14 interactive exhibit galleries, hands-on educational programs, art and technology workshops, cultural festivals, and live theater performances to the residents of the New York area. Sprint funding will go to support the Westbury STEM Partnership which focuses on teaching science, technology, engineering and math concepts

in the Westbury School District. The school-museum teaching model includes professional teacher development, student field trips to the museum, and community nights where parents and families gain free access to the museum to see their student's science projects on display.

- The **Bronx Arts Ensemble** is a multidisciplinary performing arts organization that serves Bronx-area students through partnerships with local schools. Sprint funding will be used to support their Technology in the Arts-In-Education Classroom program. Visual art teaching artists incorporate smart boards, laptops and projectors during in-class presentations about noted art and performers. Students use laptops to compose music and create stop-gap animation videos. Teachers are given training on incorporating technology into their curriculum while using dance, drama, music, and visual arts. 6,000 students in 70 schools participate in the program each year.
- **Futures and Options, Inc.** connects New York City's underserved youth to mentorship programs and career opportunities. Sprint funding will be used to support the College Guidance and Success Program where students attend workshops and take part in college guidance, career development and enhanced-learning activities. 500 high school students will be guided through their online college search, application, and selection process and receive individualized advice on their academic progress and future goals. They are paired with paid mentorship opportunities and have access to work-readiness training programs related to their areas of career interest.

## Sprint Local Giving Program Eligibility

To be eligible for funding consideration for the Sprint Local Giving program, organizations must:

- Provide programming to K-12 youth while using technology to provide meaningful impact in at least one of the following focus areas:
  - Youth Development (Mentoring programs, Leadership initiatives, or Academic achievement)
  - Arts and Culture
  - Environmental Stewardship
- Comply with applicable laws regarding registration and reporting
- Have financials available for independent outside audit and all potential contributors

- Be a non-profit tax-exempt organization under Section 501(c)3 of the Internal Revenue code (unless a library or museum)
- Have not been a recipient of a 2011 or 2012 grant as part of the Sprint Local Giving program
- Submit an online 2013 Sprint Local Giving program application between May 1 and June 14, 2013
- If selected to receive a grant, the organization must submit a two-minute video (recorded on a provided Sprint device) showcasing the program that will receive funding. Full instructions will be provided to finalists at the appropriate time; **please do not submit video entries unless and until you receive direction from Sprint.** Except where prohibited, all applicants grant to Sprint the right to use and publish their video submission, proper name, likeness, voice, opinion(s), and/or biographical information in any form of media used to promote Sponsor and/or the Contest, without receipt of additional compensation.

### How to Apply

- Grant applications must be submitted via the [online form](#).
- For more information visit [sprint.com/localgiving](http://sprint.com/localgiving) or email us at [local\\_giving\\_program@sprint.com](mailto:local_giving_program@sprint.com).

### 2013 Sprint Local Giving Program Timeline

- May 1 – June 14: Online grant application period
- June 14- Aug. 2: Nomination review period
- Aug. 30: Top 3 organizations submit 2 min video
- Sept. 20: Grant applicants are notified of their grant status
- By Nov. 30: Local receptions held to honor winners
- By Dec. 31: Grant funds awarded

## Frequently Asked Questions

### What is the Sprint Local Giving Program?

The Sprint Local Giving program will fund three (3) Sprint grants per market (one each at \$25,000, \$15,000, and \$10,000) in the following metro markets; Atlanta, Dallas/Fort Worth, Denver and New York City. This competitive grant program will award grants to 501(c)3 not-for-profit organizations to fund programs that serve K-12 youth while using technology to provide a meaningful impact in one or more of the following Sprint focus areas:

- Youth Development
  - Mentoring programs
  - Leadership initiatives
  - Academic achievement
- Arts and Culture
- Environmental Stewardship

### What organizations are eligible to participate in the Sprint Local Giving Program?

To be eligible for funding consideration for the Sprint Local Giving, your organization must reside in Atlanta, Dallas/Ft. Worth, Denver or New York City. For purposes of this program, these metro areas are defined using the following counties:

- **Atlanta** – Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Paulding and Rockdale Counties.
- **Dallas/Fort Worth** – Collin, Dallas, Delta, Denton, Ellis, Hunt, Johnson, Kaufman, Parker, Rockwall, Tarrant and Wise counties.
- **Denver** – Adams, Arapahoe, Broomfield, Denver, Douglas and Jefferson counties.
- **New York City Metro** – In New York, Bronx, Kings, Nassau, New York, Putnam, Queens, Richmond, Rockland, Suffolk and Westchester Counties. In New Jersey, Bergen, Essex, Hudson, Hunterdon, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex and Union Counties.

Only organizations who are based in the above-mentioned counties can apply for the Sprint Local Giving Program. In addition, your organization must meet the program eligibility requirements listed on page 3 of this document.

### If our organization received a grant through the Sprint Local Giving Program in 2011 or 2012, can we apply again for the 2013 program? If not, when can we apply again?

No. Organizations that received a grant through the 2011 or 2012 Sprint Local Giving Program cannot apply for a grant through the program in 2013. However, if a chapter of a national organization in one city was a recipient in 2011 or 2012, chapters of the same national organization in other cities are still eligible to receive a grant in 2013. For example, Big Brothers Big Sisters of Colorado was a Sprint Local Giving recipient in 2009. While this chapter was not eligible to apply for a Sprint Local Giving grant in 2010, the Big Brothers Big Sisters affiliates in Atlanta, Dallas/Fort Worth and New York City were eligible to apply for a Sprint Local Giving grant in 2010. Organizations that applied in 2011 or 2012 but did not receive funding are eligible to apply for the 2013 program.

### What types of technology qualify for funding through this program?

Any type of technology can be used to provide meaningful impact to K-12 youth programming. This includes computers, tablets, software, mobile phones, and applications. It is not necessary to incorporate Sprint products or services to be eligible for funding.

### How do I submit an application for the Sprint Local Giving Program?

Applications must be submitted via the [online application](#). Only applications submitted online will be accepted.

### What is this about submitting a video?

If – and only if – you are selected to receive a grant, your organization must submit a two-minute video (recorded on a provided Sprint device) showcasing the program that will receive funding. Only three organizations per market will be asked to complete a video, and the videos will be used by Sprint to determine which level of funding each organization receives – \$25,000, \$15,000 or \$10,000. Full instructions for the videos (along with video camera-enabled phones) will be provided to finalists at the appropriate time; please do not submit video entries unless and until you receive direction from Sprint. You will be contacted directly if a video submittal is needed and will have three weeks to record the video.

### When is the grant application period?

Online applications will be accepted beginning on Wednesday, May 1, 2012, 9 a.m. CDT, and the application period will close on Friday, June 14, 2012, 5 p.m. CDT. We will be unable to accept applications after this time.



**I started an application and selected “Save & Finish Later.” How do I get back to finish and submit it?**

If you start an application and decide to “Save & Finish Later”, be sure to save the account password that you create and use this [link](#) to return to your application.

**What kind of information should I include in the grant application?**

Organizations are encouraged to download a copy of the [grant application](#) and review this document prior to submitting an application.

**What types of organizations and requests are not eligible for funding?**

Ineligible requests including the following:

- Individuals
- Political organizations
- Religious organizations (e.g., churches, synagogues, etc.)
- Private charities or foundations
- Public schools, private schools, colleges and universities
- Organizations not exempt under Section 501(c)3 of the Internal Revenue Code
- Organizations that advocate religious beliefs or restrict participation on the basis of religion
- Requests to support travel costs
- Film, music, TV, video and media production projects
- International organizations or individuals
- School-affiliated teams, bands/choirs or events

**How does the review process work?**

All eligible applications will be reviewed with local need, impact, budget, and organization’s mission and financials being considered. See the timeline below for more information.

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**Can I request a specific grant amount?**

No, the Sprint Local Giving Program will review all requests and will select funding amounts of \$25,000, \$15,000 or \$10,000 based on the information provided in the application and the video submitted if requested.

**Who can I contact with questions about the Sprint Local Giving Program?**

Please email any additional questions to [local\\_giving\\_program@sprint.com](mailto:local_giving_program@sprint.com).

**Listing of All Sprint Local Giving Program Recipients**

**Atlanta**

- 2013: Computers for Youth Foundation – \$25,000 grant
- 2013: HealthMPowers – \$15,000 grant
- 2013: Southeastern Horticultural Society – \$10,000 grant
- 2012: Girl Scouts of Greater Atlanta – \$25,000 grant
- 2012: Atlanta Botanical Garden – \$15,000 grant
- 2012: Horizon Theater Company – \$10,000 grant
- 2011: Big Brothers Big Sisters of Metro Atlanta – \$25,000 grant
- 2011: Givingpoint Inc – \$25,000 grant
- 2010: The Georgia Ballet – \$25,000 grant
- 2010: Hands on Atlanta – \$25,000 grant
- 2009: Boys and Girls Clubs of Metro Atlanta – \$25,000 grant
- 2009: Imagine It! Children’s Museum of Atlanta – \$25,000 grant

**Dallas/Fort Worth**

- 2013: Trinity River Mission – \$25,000 grant
- 2013: Girl Scouts of Northeast Texas – \$15,000 grant
- 2013: Dallas Museum of Art GoVan Gogh Outreach Program – \$10,000 grant
- 2012: Camp Fire Lone Star Council – \$25,000 grant
- 2012: REAL School Gardens – \$15,000 grant
- 2012: YMCA of Metropolitan Dallas – \$10,000 grant
- 2011: Boys and Girls Clubs of Greater Dallas – \$25,000 grant
- 2011: Junior Achievement of Dallas and Ft. Worth – \$25,000 grant
- 2010: Big Brothers Big Sisters of North Texas – \$25,000 grant
- 2010: Volunteer Center of North Texas – \$25,000 grant
- 2009: Boys and Girls Clubs of Greater Dallas – \$25,000 grant
- 2009: Junior Achievement of Dallas and Junior Achievement of Fort Worth – \$25,000 joint grant

## Denver

- 2013: The Urban Farm – \$25,000 grant
- 2013: Junior Achievement Rocky Mountain – \$15,000 grant
- 2013: Goodwill Industries of Denver – \$10,000 grant
- 2012: Big Brothers Big Sisters of Colorado – \$25,000 grant
- 2012: Denver Kids – \$15,000 grant
- 2012: Denver Museum of Nature and Science – \$10,000 grant
- 2011: Lone Tree Cultural Arts Foundation – \$25,000 grant
- 2011: Colorado Uplift – \$25,000 grant
- 2010: Colorado Mountain Club – \$25,000 grant
- 2010: Colorado Council on Economic Education – \$25,000 grant
- 2009: Big Brothers Big Sisters of Colorado – \$25,000 grant
- 2009: Colorado Uplift – \$25,000 grant

## New York City

- 2013: Long Island Children’s Museum – \$25,000 grant
- 2013: Bronx Arts Ensemble – \$15,000 grant
- 2013: Futures and Options, Inc. – \$10,000 grant
- 2012: Dorot – \$25,000 grant
- 2012: Big Brothers Big Sisters of New York City – \$15,000 grant
- 2012: Education Through Music – \$10,000 grant
- 2011: VH1 Save The Music Foundation – \$25,000 grant
- 2011: Queens Library Foundation – \$25,000 grant
- 2010: Museum of the City of New York – \$25,000 grant
- 2010: Theatre for a New Audience – \$25,000 grant
- 2009: Tuesday’s Children – \$25,000 grant
- 2009: YMCA of Greater New York – \$25,000 grant