



2016 Diversity & Inclusion Hispanic Outreach Grant Application

PURPOSE OF GRANT

To increase tennis participation within the Hispanic population by developing and executing sustainable outreach plans. Grants in amounts up to \$2,500 will be awarded to organizations that submit a comprehensive and complete application. Deadline for application is April 8, 2016.

APPLICANT INFORMATION

Note: A copy of your W-9 is required to process this grant.

Name of Organization: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

GRANT AMOUNT REQUESTED (Up to \$2,500): \$ _____

PROGRAM INFORMATION

Please answer the following questions on a separate sheet of paper. All questions must be answered to be considered for a grant.

1. **Project Plan and Budget:** Please provide a detailed project plan that includes goals, deliverables, timeline and a detailed budget.
2. **Identify the Target Market:** Describe the market you will engage, population demographic (percentage of Hispanic population, country of origin breakdown, etc), coverage area with zip codes, etc.
3. **Accountability:** List the results that you expect to achieve with this grant, as well as your system for tracking those results.
4. **Sustainability:** Describe your long term strategy for sustaining the program and retaining the participants.

For questions, please contact D.A. Abrams, Chief Diversity & Inclusion Officer at (914) 696-7203.

Submit completed applications by April 8th to: stefanie.iennaco@usta.com