



UNITED STATES TENNIS ASSOCIATION

Request for Proposal (RFP)
“Aces for Kids” Initiative
Round II

United States Tennis Association
70 West Red Oak Lane
White Plains. NY 10604
(914) 696-7223

Response Deadline: Wednesday, May 31, 2006



Introduction

The United States Tennis Association, Incorporated (“USTA”) founded in 1881, has a mission to promote the development of tennis as a means of healthful recreation and physical fitness; to establish and maintain rules of play and high standards of amateurism and sportsmanship; to foster national and international amateur tennis tournaments and competitions; to encourage, sanction and conduct tennis tournaments and competitions under the best of conditions; and, to encourage through tennis, the development of health, character and responsible citizenship. Through the USTA Tennis & Education Foundation, its philanthropic entity, the USTA further reaches out to underserved youth and brings tennis to community programs that emphasize the value of building lives through tennis and education.

National coordination and administration of the USTA’s efforts is effected by the full-time staff at its national headquarters in White Plains, New York, the USTA National Tennis Center in Flushing Meadows-Corona Park, New York, and the USA Tennis High Performance headquarters in Key Biscayne, Florida. For more information on the USTA, please visit www.usta.com.

Overview of Opportunity

The USTA Tennis and Education Foundation, coordinating with the Public Affairs Committee of the USTA, is soliciting proposals for the purpose of funding programs under its *Aces for Kids* initiative.

Proposal responses should be clear and concise, describing your organization’s abilities to meet the requirements of this RFP. The respondent must explain its reasoning for declining to respond to or comply with any request(s) made. All responses/proposals become the property of the USTA and shall remain valid for a period of six months from the date of submission.

Programs funded in the previous *Aces for Kids* RFP (January 2006) are not eligible in this round of grants. The due date of proposals for Round II is Wednesday, May 31, 2006 by 5:00 PM (no email or faxes).

Please submit three copies of the proposal in a sealed envelope marked “Aces for Kids RFP” and send to:

Karen Martin-Eliezer, Executive Director
USTA Tennis & Education Foundation
70 West Red Oak Lane
White Plains, NY 10604

For additional information or clarification, contact eliezer@usta.com.

Goal of the RFP:

The United States Tennis Association (“USTA”) is seeking proposals from not-for-profit organizations (preference given to 501(c)(3) organizations) to implement *Aces for Kids*, a national initiative that is overseen by the USTA Tennis & Education Foundation (USTA T&EF). *Aces for Kids* strives to promote healthy lifestyles and combat childhood/adult obesity by providing disadvantaged, underserved children the opportunity to learn to play tennis and improve their academic skills in a structured format.

Basis for Award of Contract

The USTA will review proposals utilizing objective selection criteria. Note that participating in this RFP process in no way obligates the USTA to enter into a business arrangement with the supplier of services.

The USTA expects that the proposals, as submitted, will be considered an organization’s final and best response. The USTA reserves the right to reject all proposals without explanation.

Assumptions and Agreements

- Reports must be submitted biannually to a designee of the USTA Tennis & Education Foundation.
- Reports must follow the grant status guidelines provided by the grantee.
- A preliminary budget has been approved for this project. Proposal requests may not exceed \$25,000.
- At the conclusion of the project, all materials developed will be the property of the USTA.
- All expenses associated with the project will be included in the proposal.
- Upon selection of a recipient, the recipient will be required to sign a letter of agreement.
- Proposer must identify and disclose any conflicts of interest or potential conflict of interest the proposer may have with the USTA and/or the USTA Tennis & Education Foundation.

Section 1 – Program Requirements:

All programs requesting support under the *Aces for Kids* initiative must offer the components of tennis and education. (Education is defined as planned and structured activities promoting academic achievement—such as tutoring, homework assistance, computer technology, reading clubs, and mentoring. Mentoring is most often associated with individual development, life and goal setting which *leads* to academic achievement rather than achievement itself). Preparing students with life skills that focus on individual character development and the development of social skills, individual goal setting, physical fitness and self-discipline also fit within the education component.) *Aces for Kids* requires a plan from program sites where children between the ages of 5-18:

- learn about healthy nutrition and lifestyles, as well as responsible citizenship;
- improve study skills and receive tutoring;
- develop computer literacy;
- interact with a mentor and other students;
- attend college preparatory sessions; and,
- learn to play tennis in a group or team format.

Section 2 - Proposal Overview:

Under *Aces for Kids*, it is the USTA's wish to establish a strong, lasting relationship with its community tennis programs. In order to demonstrate your ability to be a strategic partner, please provide responses to the following information requests and questions, which address your organization's operations, organization and structure. Please follow the format detailed below.

1. The **Program Summary** page must include:
 - Program/organization name (as it appears on the IRS letter);
 - Federal tax ID exempt number from the IRS letter;
 - DBA (Doing Business As, if applicable);
 - Address, telephone and fax numbers, email address;
 - Name and title of the chief executive officer;
 - Amount requested;
 - Total organization budget; and,
 - A two-to-three sentence summary of your funding request.
2. The **Proposal Narrative** must include:
 - a) **Organization Information:**
 - A brief description of your agency's history, the date founded, mission, goals and objectives, services, overall size, and the unduplicated number of individuals served;
 - A brief description of current programs and activities and recent accomplishments;
 - The demographics of the population receiving services (race/ethnicity, economic status, and gender);
 - The composition of your program staff and board of directors in terms of race/ethnicity and gender;
 - Previous funding received from the USTA and/or the USTA Tennis & Education Foundation.

b) Project Detail:

- A statement of need and an explanation of how your proposed initiative's needs coincide with the Requirements of *Aces for Kids* set forth in this request for proposal;
- Outline your proposed initiative's goals and objectives; activities; the number of individuals to be served; a timeline; and the anticipated results;
- If applicable, identify other agencies that will be involved as collaborators and include Memoranda Of Understanding.

c) Evaluation:

- What evaluation tools will be used to measure your proposed initiative's success in relation to *Aces for Kids*?
- Based on your goals, what measurable outcomes will be achieved and how will they be objectively monitored and measured? Directly answer the following question: *How will you know whether your initiative demonstrated success based upon the requirements of the Aces for Kids initiative?*

d) Program Sustainability:

- Provide a reasonable plan for the financial sustainability of your initiative after the conclusion of funding from this USTA proposal, such as indicating where additional support will likely be sought.
- If you have applied for funding from other sources, list these potential sources, amounts you are seeking and when you expect a decision to be made on these requests.

Section 3 - Financial Information:

- Provide a copy of your organization's nonprofit status letter from the IRS;
- Annual report;
- IRS Form 990;
- organizational budget versus actual for revenue and expenses for the previous fiscal year;
- a year-to-date financial statement;
- the most recent audited financial statement;
- the proposed budget for the upcoming fiscal year.

Section 4 – Additional Information:

The following items may be included in your proposal but are not mandatory:

- Organizational chart
- Bios of key staff
- List of Board members
- Letters of support