

Asheville Youth Football & Cheerleading League

FY2021 Strategic Partnership Grants

Asheville Youth Football & Cheerleading League

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Application Form

INSTRUCTIONS

As part of the FY2021 Strategic Partnership Grants program, Buncombe County requests proposals for community-based projects working toward outcomes in alignment with Strategic Plan focus areas.

Please refer to the Grant Guidelines published on the Strategic Partnership Grants website at buncombecounty.org/grants for complete information about the grant program, including: Purpose; Funding; Eligibility; Timeline; Grant writing workshop; Review process; Awards; and more.

Applications are due by 5:00 on February 14, 2020.

BASIC INFORMATION

BASIC INFORMATION – Before completing the application, please tell us a little about the request.

Project Name*

Asheville Youth Football & Cheerleading League

Strategy*

Recognizing that some projects will use more than one strategy, select the strategy that most closely applies to this project:

- Environmental Stewardship - High quality air, water, farmland and renewable energy for future generations
- Educated & Capable Community - A county where all people thrive and demonstrate resilience throughout their lives
- Vibrant Economy - A robust and sustainable economy that builds on homegrown industries/talent and provides economic mobility for all
- Resident Well-Being - A county where residents are safe, healthy, and engaged in their community

Educated & Capable Community

Funding Request*

How much funding is this project requesting for FY2021?

\$15,000.00

Grant Guidelines*

Have you read and understand the information presented in the FY2021 Grant Guidelines Strategic Partnership Grants?

Click here for the Grant Guidelines.

If no, please contact County staff to request assistance: Rachael Nygaard, (828) 250-6536 or rachael.nygaard@buncombecounty.org.

Yes

Nonprofit Status*

Upload proof of nonprofit status, such as IRS Determination Letter or documentation from the North Carolina Secretary of State. If this documentation is not available, briefly state the reason.

IRS notice

Board of Directors*

Upload a current list of your organization's Board of Directors. If your organization does not have a board of directors, briefly state the reason.

BOD- AYFCL.pdf

APPLICATION

APPLICATION QUESTIONS – Responses to these questions will be scored by the grant committee. Each question is worth 10% of the final score.

Organization*

Tell us about your organization. What is your mission? Highlight two or three key facts and accomplishments that best define your organization.

The mission of the Asheville Youth Football & Cheerleading league is to provide a positive, safe and wholesome environment where young boys and girls learn the fundamentals of football and cheerleading, integrated with the value of education, self-discipline, teamwork, friendship, leadership and good sportsmanship.

We have supported the positive development of Asheville inner-city youth for 47 years

We advance the physical health and academic success of our participants

Our participants strive for excellence, winning 5 consecutive district and regional cheer competitions

Need for the Project*

What is the main issue this project is established to address? What data or qualitative factors/stories are available to show that need?

This project is established to support the positive growth of inner-city youth ages 5-13 through the sport of cheerleading. The young girls participating in this project are often exposed to circumstances that cause distress and feelings of isolation. Asheville Youth Football & Cheering League involves the youth in training six days a week for an average of three months. This helps the girls who are cheering develop strong social networks that support their emotional, physical, and academic well-being. The girls are given homework support and dinner is provided at the six weekly training sessions. Since 2002, 100% of the girls participating in the cheer program have advanced into high school, maintained grade level or higher academic achievement, and those of age have graduated on to college or into careers of their choice.

Additionally, our nation is experiencing a disparity in sports participation between youth from middle - low-income households and those living in wealthy households. Only 27.5 percent of children from homes with incomes under \$25,000 a year play sports compared to the 45.5 percent of kids from homes with incomes greater than \$100,000 a year, via @AspenInstitute. The typical family with kids who play sports spends about \$700 a year on fees, equipment and more, but some spend up to \$35,000 (<https://www.cbsnews.com/news/uneven-playing-field-middle-class-and-poor-kids-are-ditching-youth-sports/>). For youth from economically depressed household, the cost associated with team sports can create hardship. Economics can also impact health and nutrition choices. The Center for Disease Control reports that obesity prevalence is 18.9% among children and adolescents aged 2-19 years in the low income households, 19.9% among those in the middle income households, and 10.9% among those in high income households. Children should not be deprived the opportunity to participate in sports (which contribute to their well being) due to their economic circumstances.

Project*

Explain the project and how it will work. Include the overall purpose and any models or evidence-based practices that will be included. What specific activities and milestones are included in the project plan?

An average of 40 girls participate in cheerleading through this project annually. The purpose is to surround participants six days a week with a supportive community that advances their physical and emotional well-being and their academic success. Through cheerleading, the girls acquire life-skills such as cooperation, communication, problem-solving, and resilience. They are supported in their academic pursuits through homework support. Additionally, our leadership meets regularly with teachers and families to ensure participants are performing at grade level or above. This fosters accountability as the girls take responsibility for their academic success, knowing they have the social support necessary to surmount challenges they may face. Students participating in cheerleading learn new skills that support self-regulation and goal setting.

The personal, social, and academic benefits of team sports are noted in many evidence-based reports including the US National Library of Medicine National Institute of Health findings that regular physical activity also leads to better circulation and oxygen supply to the brain, an increase in bone and muscle density, and greater tolerance of stress. Sports support the development of organizational, interpersonal, and intrapersonal skills that affect the undertaking of various activities, and result in physical, psychological, and social benefits.

This study also finds that team sports can help with emotional development. Research published by the Canadian Fitness and Lifestyle Research Institute states that exercise can lead to a unique state of short-term relaxation. That relaxation can promote increased concentration, better memory, enhanced creativity, more effective problem solving, and an improved mood — all benefits that will extend into the classroom.

(<https://www.edutopia.org/discussion/social-and-academic-benefits-team-sports>)

People Served*

How many people will be served by this project? Describe the people served, including demographics such as geography, income, race & ethnicity, age, etc.

This project serves on average:
 40 females per school year
 Ages 5 - 13
 35 African American youth and 5 Caucasian youth
 All participants live in low-income households

Results*

What results do you hope to achieve with this project? Be specific about how much impact the project will have in line with Commissioner focus areas.

Our hope is that this project will result in the development of self-esteem, positive social relationships, emotional regulation skills, beneficial health practices, and academic success. This project is compatible with and supports the Commissioner focus areas of a healthy, safe, well-educated, and thriving community with a sustainable quality of life. The sustainable quality of life supported by participation in the sport of cheerleading is seen in the development of both hard and soft skills. This cheerleading program fosters interpersonal (soft) skills of communication, teamwork, and time management as well as technical (hard) skills such as academic achievement and financial literacy through team fund raising projects. In these ways, the skills acquired through cheerleading improve the community for future generations.

Evaluation*

How will you know you have succeeded? Explain the project evaluation process, including specific measures that will be tracked.

Through our relationship with families and educators, we are able to assess how the girls participating in the cheering league are performing in school and behaving in family and social contexts. We receive the academic progress reports and report cards for the girls as they are distributed by the schools. We review these reports and provide additional academic support if a student is not performing on grade level. In addition to the academic reports, we review the social skills and conduct reports. We expect that all of the girls who represent the Asheville Youth Cheering League will conduct themselves in a way that supports the positive development of themselves and their peers. If they are experiencing a challenge in this area, we provide mentoring and additional personal development activities to address the challenge. We work in concert with families so that everyone is informed on the progress and needs of the girls and together, we take action to support the girls in their positive, holistic development. Conversation with families, other youth leaders, and the information we gain from conduct / academic / and work skills reports assists us in fostering successful outcomes for our cheerleading participants.

Collaboration*

List any formal and/or supportive partners. Describe their roles in the project. How will they make it stronger?

Educators and administrative staff from Asheville City Schools assist us in our efforts to support the academic and social success of the participants in our cheerleading program. Their open communication with families, their volunteerism, and their encouragement of the girls nurtures a spirit of community support.

Appalachian Mountain Community Health Center and the Chosen organization have been financial supporters of this project in 2019. Additionally, this organization runs through the dedicated service of our volunteer board members, coaches, parents, and community volunteers. Our volunteers and partners strengthen this project through their active participation in teaching, coaching, and mentoring; their financial support, and their expansion of social networks for vulnerable youth.

Budget*

Download a copy of the budget form [HERE](#). Complete the form, and upload it using the button below.

Explain how grant funds will be used, specifically what type of expenses will be covered by County funds. Describe other sources of revenue, including type of funding, source, restrictions and status.

FY21_SPGrant_Budget_Form copy.pdf

Grant funds will be used to purchase materials necessary for the cheerleading program including uniforms, equipment, and accessories. Grant funds will support travel to and from competitions.

Participants pay \$150 registration fee. When this is a hardship, private donors help support participants.

Other County Funding*

List all other Buncombe County funding that is provided to your organization. For each item, list the project being funded, amount of funding, source (grant, departmental contract, etc.) and whether funding is to be renewed for FY2021.

NONE

Sustainability*

How will the project continue to succeed after the funding of the grant? Explain your plan for making this an ongoing effort.

This project relies on the support of the Asheville community. Volunteers work the concession stand at the football games which helps to financially support the Asheville Youth Football & Cheerleading League. Registration fees (provided by families and donors) help to offset the overall cost of the program. The youth participate in fund raising efforts to gain funds for programs. The board is actively working to expand social networks and increase volunteerism which brings attention to this valuable program and attracts supporters.

OPTIONAL INFORMATION

OPTIONAL INFORMATION – This information will not impact grant scoring but will be helpful to the committee.

Partial Funding

If the project were to be offered a grant for partial funding, what factors would need to be considered?

Resource Support

Beyond this grant request, how can Buncombe County support your organization with this project and in strengthening your work?

Other

Is there anything else that you want the committee to know?

File Attachment Summary

Applicant File Uploads

- IRS notice- File could not be converted
- BOD- AYFCL.pdf
- FY21_SPGrant_Budget_Form copy.pdf

File Troubleshooting

Files not included will be available online when viewing the submission or request unless the file type is not compatible with software available on your computer. To view the file online, open the appropriate application or request and click on the file name link. The file will also be able to be printed separately from your computer.

Files unable to be included in the packets can affect the ease the packet may be read by the staff and evaluators at the grant maker. Please take a moment to read the common causes for files not converting and, if possible, resolve this issue.

Please note: If you have already submitted the form, you will need to contact the grant maker to request they return it to draft form for you to be able to make changes.

Common issues:

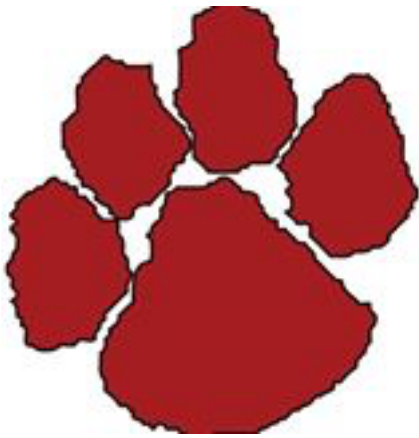
- The file type uploaded is not supported in print packets.
 - Supported file types are:
 - PDF files (Adobe Acrobat)
 - Common image formats (JPEG, GIF, PNG)
 - Microsoft Office formats (Word, Excel)
 - Text files (.txt)
 - Comma Separated Value files (.csv)

If you are using an unusual file type, please see if a more standard file format may be used. Often unusual file formats will not be able to be opened or read by the staff or evaluators of the organization you are applying to for funds.

- The file caused an error while being converted to PDF.
 - The file path is too long or contains special characters such as (%&^*()@#&\$!)
 Example: c:/documents/foundant/marketing/spring2012/programs/events/walkathon2012.doc
 c:/documents/foundant/walkathon@mall.doc
 - The most common cause for errors is due to the document being password protected

Please check your file to make sure password protection is turned off in the document. If your file name is too long or contains special characters, try saving the file to your desktop, removing any special characters and uploading the file again from your desktop to the application.

- A virus was detected in the file so it was not uploaded to the system



Asheville Youth Football & Cheerleading League
PO Box 16261
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828.582.6235

<https://www.facebook.com/ashevilleyouth.league>

Board of Directors

Raymond McDay, *Commissioner*

Antonio Folston

Shaunty Jives

Markeeta McAfee

Emily Smith

Rhonda Bethea

Phillip Lytle

Strategic Partnership Grants Proposed FY2021 Project Budget (July 1, 2020 - June 30, 2021)

Organization Name:	ASHEVILLE YOUTH FOOTBALL & CHEERLEADING LEAGUE
Project Name:	Cheerleading Uniform Replacement
Grant Amount Requested:	\$15,000

FY2021 Proposed Project Revenue	Amount	Committed or Pending?
Proposed Buncombe County Strategic Partnerships Grant		
List other sources:		
List other sources:		
List other sources:		
List other sources:		
List other sources:		
List other sources:		
List other sources:		
Total	\$ -	

FY2021 Proposed Project Expenses	Proposed Grant	Other Funds	Total	Notes
Personnel			\$ -	
Training			\$ -	
Travel			\$ -	
Supplies / Materials			\$ 15,000	The total yearly expenses for cheerleading supplies which consists of 16 cheerleaders per team (3 teams) and 2 mascots per group. These expenses cover registration fees, jamboree uniform, book bags, cheer shoes, jogging suits, competition uniform accessories.
Meetings (Food, Interpreting, Child Care, etc.)			\$ -	
Equipment / Furniture			\$ -	
Printing / Marketing			\$ -	
Licensing / Memberships / Dues / Subscriptions			\$ -	
Client Support			\$ -	
Contracts			\$ -	
Professional Services (Legal, Accounting, etc.)			\$ -	
Insurance and Bonds			\$ -	
Building Maintenance (Rent, Utilities, Repairs, etc.)			\$ -	
List other costs:			\$ -	
List other costs:			\$ -	
List other costs:			\$ -	
List other costs:			\$ -	
Total			\$ -	

Overall Organization Budget	Amount	Notes
FY2019 Actual Year-End Revenue		\$30,000
FY2019 Actual Year-End Expenses		\$25,000
FY2020 Adopted Budget Amount		\$40,000
FY2021 Proposed Budget Amount		