



Executive Summary

Today's youth are bombarded by mixed messaging from all aspects of daily life: peers, social media, television, and music. With an overflow of information, today's youth have trouble understanding what is harmful behavior versus what is healthy behavior. With this in mind, Dialed Action Sports collaborates with schools and youth-serving nonprofits to provide today's youth with a clear example of positive behavior, and indicate harmful behavior to avoid. Our team connects with today's youth on multiple levels through diverse, exciting, and impactful presentations.

Our program's mission is *"to inspire students to find an active and healthy passion and use their desires to constantly improve as a means to keep themselves focused, healthy, and on a path for success."* This mission guides every decision we make as an organization. We believe it is vital to teach youth and young adults the importance of a dedicated, healthy lifestyle. We accomplish this with our stunts-and-education shows, which we perform at various venues such as schools, municipalities, corporate enterprises, and youth-based nonprofit organizations.

Grants can help you cover the cost of hosting a Dialed Action Sports event. The following information in this packet is designed to help you, as the applicant, find relevant grants and prepare a grant proposal to support the Dialed Action Sports Youth Program. Successful grant applications outline a specific project with clear goals, benefits, implementation strategies, and evaluation methods. This packet is meant to help you understand the basics of grants, and draft a clear and successful grant proposal.

Grants Overview

A “grant” is a form of payment - such as a gift, a subsidy, or a reimbursement - that is given to an individual or organization to help accomplish a specific task. Grants are often given by a funding source, which we call the “grantor,” and are given to an individual or organization that we call the “grantee.” Grantors are often government agencies or private foundations. There are many, many forms of grants, but the key takeaway here is that there are always opportunities for an organization (like yours!) to find funding to carry out helpful programs, host educational events, or pay for services.

Grant opportunities often have documents that explain the purpose of the grant, offer advice on writing an application for the grant, and give key information on deadlines and ways to submit the application. These are referred to as “grant guidelines” or a “Notice of Funding Opportunity.”

Below are some helpful things to look for in a guidelines document, which will help you determine if a specific opportunity is the right fit for you:

- **Program Description:** This is a top-down overview of the grant program. This details the specific problem that the grant program wants to address and what the grantor hopes to achieve through grant funding. This section will also include definitions of key terms, including those that might be program-specific.
- **Funding Priorities:** These are the specific qualities or values of an applicant, and their proposed program, that are listed in the guidelines to show which applicants will be more likely to receive funding.
- **Eligibility:** This section outlines what kind of applicants are permitted to apply, such as nonprofits, public schools, public agencies, individuals, etc. Partnering with another organization is helpful if eligibility is an issue.
- **Cost sharing or matching:** Some grant programs require applicants to contribute some of their resources to the proposed project. For example, a grant opportunity may require applicants to “match” the grantor’s financial contribution and contribute up to an equal amount of their funding to the project. Matching amounts can vary per grant.
- **Award information:** Outlines the total funding available to all applicants and the minimum and maximum award allotments per applicant.
- **Period of Performance:** This section explains the timeline of the grant, such as when funds are expected to be awarded and when the grantee can begin and end the program. It is important to understand that grant funding may take some time before applicants receive funds. Additionally, most grants are reimbursement-based.



Types of Grants

Grant funding can include opportunities from both public and private sources. Federal, State, and local government agencies sometimes utilize grant opportunities to achieve policy goals by soliciting applications for projects that will further specific aims. Grant funding is also available from private sector philanthropists, generally organized as “Foundations” to support specific missions. Foundations often restrict their giving based on their focus area(s), which might include specific target issue areas or geographic focus.

The scale, scope, and funding instruments used by public and private grantmaking entities can vary. The project requirements for different grants also vary. For these reasons, pursuing various funding sources expands the number of possible eligible projects and programs. It is important to note that registrations and accounts required vary per funding source.

When you are looking for grants, here are some helpful examples of program areas/keywords you can search for:

- Grants for **hosting performances** that are geared towards **schools** and **nonprofit** organizations.
- Grants for programs that **reduce drug use in youth**.
- Grants for programs that teach about **physical and mental health**.
- Grants for programs that teach students about **bicycling** and encourage bicycling as a hobby.
- Grants for performances that help youth **build their character**.
- Grants for programs that encourage youth to lead **healthy lifestyles through sports**.

Some grant programs fund nonprofits for hosting performances. These can be used to pay for Dialed Action Sports to come to you. Other grants are for nonprofit-run programs but will allow the applicant to list Dialed Action Sports as a partner.



GRANT APPLICATION TEMPLATE

Below is information about our presentations and values, which you can use in your application narratives. These sections outline the central principles of Dialed Action Sports, our goals for helping youth, our methods for accomplishing these goals, and potential ways to evaluate our performances so we can improve in the future.

Needs Statement

A successful grant will provide funding for your school, youth organization, or municipality to host the Dialed Action Sports Program. Dialed Action Sports' Professional Cyclists focus their presentation on preventing harmful behaviors that youth are often exposed to. Our Cyclists set an example of strong, resilient behavior that youth can learn from.

Your grant proposal will match one of the priorities of Dialed Action Sports with the funding priority of the program. For example, suppose the grant is about reducing drug use in students. In that case, your needs statement will explain the necessity of fighting drug use in your area through your school, municipality, or youth organization. It is important to include local/prevalent data that is unique to your organization.

Below are examples of topics covered in Dialed Action Sports' performances. Our performances outline harmful behaviors that youth are exposed to and present healthy, character-building alternatives. You - the applicant - can choose one of these concepts to frame your grant proposal:

- **Anti-bullying**
- **Anti Substance Abuse**
- **Bicycle/Sports Safety**
- **Healthy Choices**

The concept you choose to frame your grant proposal should relate to the funding priorities of the specific grant you are applying to.

Project Description

Dialed Action Sports Youth Programs were developed to inspire children to find active, healthy passions; build a desire to constantly improve and set goals; make healthy decisions; and surround themselves with positive, like-minded friends. The program began in 2010, when Dialed Action Sports Partner Chris Clark was asked to perform at a Drug Abuse Resistance Education (DARE) program hosted at an NJ school, organized by parents, teachers, and the local police department. At this program, Clark was asked to discuss how he focused so intently on his passion for professional mountain biking and avoided risky behaviors. Clark performed stunts and explained the importance of a healthy lifestyle centered around a single passion. The presentation was a huge success, entertaining students and imparting valuable life lessons. Since that first presentation in 2010, the Dialed Action Sports Team has conducted over 1,200 performances. Over 300,000 youth have been engaged by the team's incredible skills and performances and inspired by the program's underlying message of passion, drive, and safety.

Our programs are geared towards youth from ages 6 to 18. We have four main themes presented in each program, listed below:

1. **Anti-Bullying:** Discussing the harmful effects of bullying on youth. Explaining to youth how to deal with being bullied, or help when they witness bullying in school. Encouraging children to support their friends and classmates in each of their chosen pursuits.
2. **Anti-Substance:** Discussing the harmful effects of drugs, alcohol, and tobacco. Educating youth on how these harmful substances negatively affect their body, as well as their performance in sports. Describing prevention tactics to reduce the risk of drugs (opioids), alcohol, and tobacco.
3. **Bicycle Safety:** Describing the importance of personal safety in biking and other sports and how to stay safe by using a helmet and safety gear.
4. **Healthy Lifestyle:** Encouraging youth to engage in active lifestyles that help prevent childhood obesity. Stressing the importance of finding friends who support a healthy lifestyle and avoiding those who would detract from that goal.

Program Length

Our programs last approximately forty minutes. During the first ten to twelve minutes, our presenter discusses the merits of a healthy lifestyle, as well as bike and sports safety. This is accompanied by anecdotes from the presenter and our sports team connected to our program themes. For the remaining half hour, our cyclists give the youth a bicycle stunt performance that captures their attention in a fun and creative way. Afterward, youth participants can have one-on-one discussions with our cyclists to ask about their performance, passions, and how they lead healthy lifestyles.

Budget Development

Dialed Action Sports can provide our cost breakdown to your organization if necessary when pursuing a certain grant program. Traditionally, the cost proposal we provide to you can be listed in the Contractual section of the grant budget.

Evaluations

For evaluating the program, youth can be given a short pre-show questionnaire. This questionnaire can be focused on the selected assembly topic: bullying, bicycle safety, healthy lifestyles, or avoiding substances.

After the performance, youth participants can be given a post-show questionnaire. This questionnaire will be about the selected assembly topic (based on the options listed above). The responses from both questionnaires can be used to determine what new information they learned from the Dialed Action Sports presentation. Questionnaires can also assess what the youth will do differently in their personal lives based on the discussed behaviors in the presentation.

Our team can work with you to draft questions for your pre and post-show questionnaires.

Review and Submit

Once your application is complete, do one final review and let us know if you need additional information from Dialed Action Sports. We can assist with Letters of Support or additional materials that may be needed. If all requirements are met, submit and contact us for any further assistance.