



GOLDEN GATE TRIATHLON CLUB

Tri and Give (TAG) Charity Donation
Overview, Guidelines, and
Application

Revised 3/18/2010

Revisions from Previous Release on 3/12/2010

The Golden Gate Triathlon Club (GGTC) has made some revisions to the application for the T.A.G. Charity Donation (previously referred to as the TAG Charity Grant). The changes that were made to the “Overview, Guidelines, and Application” are outlined below.

- 1. Referenced as the T.A.G. Charity Donation:** The previous “Overview, Guidelines, and Application” sent out on 3/12/2010 refers to the monies to be distributed as the “T.A.G. Charity Grant.” This has now been revised so that those monies and the program will henceforth be referenced as and referred as the “T.A.G. Charity Donation.”
- 2. Application Submission Now Referred to as Letter of Qualification (LOQ):** Previously the submission of the application was referred to as the “Letter of Interest” or “LOI”. The submission of an application will now be referred to as a “Letter of Qualification” or “LOQ”.
- 3. Address Change:** The previous “Overview, Guidelines, and Application” requested submissions be sent to

Attn: Jaqueline Musselman
5 Sausalito Blvd., #1
Sausalito, CA 94965

Please now send mailed submissions to

ATTN: T.A.G. Program LOQ
Golden Gate Triathlon Club
P.O. Box 2541
San Francisco, CA 94126-2541

- 4. Submission, Review, and Selection Timeline Subject to Change:** The GGTC has every intent to seek the best qualified partner consistent with the T.A.G. Charity Donation funding goals (pg. 4). As such, *the GGTC reserves the right to alter the timeline for review and selection.* If changes to the submission, review, and/or selection timeline are made, we will notify organizations that have made submissions of these changes as well as post changes to the timeline on the GGTC TAG Charity Donation webpage located at <http://www.ggtc.org/Programs/static/TagCommunity.aspx>.

Tri And Give Charity Donation Overview

The Golden Gate Triathlon Club (GGTC) created the Tri And Give (T.A.G.) program to offer Bay Area residents a coached training program and unique opportunity to complete their first Olympic distance triathlon. The T.A.G. program fee also includes a portion that is given each year to charity as a unique way of “giving back” and supporting endeavors that provide athletic opportunities for children and youth in the Bay Area.

For seven years, the GGTC has supported numerous charitable not-for-profit U.S. 501(c)(3) organizations in the San Francisco Bay Area with annual donations from portions of the proceeds of its T.A.G. program. The T.A.G. program has contributed nearly \$70,000 over the past seven years for beneficiaries including the Special Olympics of Northern California, Girls on the Run, Real Options for City Kids, and Trips for Kids.

The GGTC strongly believes that it is critical to work alongside prospective recipients to accomplish goals of mutual interest and, to that end, is very interested in reviewing new and innovative ideas aimed at helping local Bay Area organizations provide athletic opportunities and experiences for children and youth.

To find out more information, please carefully review the information on the next several pages.

Golden Gate Triathlon Club Mission Statement:

The Golden Gate Triathlon Club serves multisport athletes of all ages and abilities in and around San Francisco, enabling them to achieve their athletic goals in a stimulating, supportive and sociable environment. We educate and inform our members while having fun participating in all the Bay Area has to offer for training and racing and with the mindset of improving the sport for all.

What We Fund Through the T.A.G. Charity Donation

The GGTC seeks partnerships with organizations that have as a primary mission, increasing and ensuring youth involvement in sports and physical activity. GGTC supports efforts that expand access to athletic opportunities, enhance physical education, and shape experiences related to physical activities.

Organizational Funding Criteria

GGTC's T.A.G. program supports organizations that:

- Are aligned with our mission to provide athletic opportunities for children
- Are proposed by established organizations and/or 501(c)(3) non-profits
- Serve communities within the San Francisco Bay Area
- Show evidence of sufficient organizational capacity and experience to successfully carry out the proposed work and achieve real outcomes – or include a viable plan for increasing capacity in order to complete the work
- Show fiscal responsibility, clarity, and transparency for the use of funds

T.A.G. Charity Donation Funding Priorities

GGTC works with partners whose programs/projects:

- Provide service to children and youth quickly and efficiently
- Accelerate the introduction of athletic opportunities for children
- Support innovative efforts to encourage healthy lifestyles, mental well-being, and self-development in kids through physical activity
- Advocate and demonstrate the value of athletics and physical activities through engagement
- Provide volunteer opportunities for GGTC members who wish to be involved and support the goals of the organization to make an impact
- Show evidence of sustainability
- Maximize use of capital resources for materials or operations whose use can be renewed or reapplied multiple times for greater reach and impact
- Directly effect children and youth rather than contributing to overhead and operational organizational costs
- Collaborate with additional public and private partners/funders

Other Things to Know

- We do not provide funding directly to individuals.
- T.A.G. donations are disbursed twice a year to one organization.
- The combined total of the distributions can range from \$5,000 to \$10,000.
- It is likely that distributions will not be equal amounts.

How to Apply

If you believe your organization's idea fits within the identified priorities, you may submit an initial application, referred to as a Letter of Qualification (LOQ), by following the instructions below.

Steps to Apply

1. **Read the Preceding Documentation:** Please make sure you read the preceding information regarding GGTC's T.A.G. program and priorities. It offers insight in to what projects and organizations are in alignment with the GGTC mission. We encourage potential recipient organization to check out our website at www.ggtc.org.
2. **Read the LOQ Guidelines:** The guidelines provide directions regarding the format and content of your LOQ. They are contained on the next page
3. **Attach and Send Your LOQ:** After you have reviewed and completed your LOQ, please send your LOQ by email to Jaqueline Musselman at secretary@ggtc.org. You can also submit your LOQ by mail to:

ATTN: T.A.G. Program LOQ
Golden Gate Triathlon Club
P.O. Box 2541
San Francisco, CA 94126-2541

If you are mailing your LOQ, please email Secretary@ggtc.org to notify the GGTC T.A.G. Program Coordinator.

All submissions are **due by March 28, 2010**.

T.A.G. Post Submission Process

The GGTC Board of Directors will compile all proposals and review and vote on them at the April 5th Board Meeting. The organization/charity with the most votes will be selected as the 2010 T.A.G. beneficiary and be notified within one week of the decision. The T.A.G. charity donation monies will be distributed pending the verification of the organization's status, LOQ, and other deliverables. *Note that the GGTC reserves the right to alter the timeline for review and selection, but we will notify organizations that have made submission of these changes as well as post changes to the timeline on the GGTC TAG Charity Donation webpage.*

Tri and Give (T.A.G.) Letter of Inquiry Guidelines

Applications for the Golden Gate Triathlon Club's T.A.G. program begin with a letter or inquiry (LOQ). GGTC's Board of Directors reviews all LOQ's once annually. **Please note the following:**

- Be sure to fill out your organization's and primary contact information
- Please limit your LOQ to 2 pages
- Number and label each section of your LOQ to correspond with the instructions below

1. Organization Contact Information:

- Applicant Organization Name
- Employer Identification Number (EIN)
- Address
- Main Phone Number / Fax Number
- Web Address

2. Primary Contact Information:

- Name (Prefix, First Name, Last Name)
- Position/Title
- Address
- Main Phone Number / Fax Number
- Email Address

3. Project Description

Approximately one page of your LOQ needs to cover this section.

- What is the problem or issue you are trying to address?
- Describe the need and the group or community your project will serve.
- Describe the project(s) that the donation will fund? What are the strategies and activities of your project? How many people will be served?
- What results do you expect? What changes will result from these funds?
- Describe how you plan to provide GGTC transparency and updates on the implementation of activities, funding allocation, and results?
- What volunteer opportunities will you provide for T.A.G. and GGTC members to interact with you organization?
- What marketing and public relations opportunities will you involve GGTC in (e.g. website, newsletters, emails, etc...)?

4. Financial Information

- Please provide a copy of the organization's overall budget.
- Indicate which itemized costs you are seeking funding for.
- Describe the overall funding plan for the project and include any other funding sources currently committed to the project.
- Describe how you will financially sustain the activity in the long term.

5. Organization Background

Briefly describe your organization's history and mission (one paragraph or less), and tell us why your organization is should receive these funds.