



Community Impact Grants Program

Purpose

Created exclusively for our field managers, agents and General Office (G.O.) employees, Community Impact Grants Program supports local philanthropic and business interests, further enhancing the G.O.'s reputation as a socially responsible corporate citizen.

Applicants and, if possible, the G.O. should be personally involved with the organization; and projects should exemplify New York Life's commitment to being the company of the community.

The program provides charitable contributions for specific projects of nonprofit organizations that impact New York Life local communities and demonstrate New York Life's commitment to being a socially responsible company.

Grants are awarded on a highly competitive basis and will range from \$5,000 up to \$25,000.

Eligible New York Life Applicants

- Field managers and G.O. employees with one or more year(s) of continuous full-time service
- Agents who have been under contract with the Company for 24 months and are proactive, and members of one of the Councils for the current and prior Council years
- Lifetime Council members

Eligibility Requirements

- Nonprofit charitable organizations with 501 (c)(3) IRS designation that provides services in the United States and are open to all members of the community. The organization must be in existence for more than one year and be governed by a board of directors.
- Applications must have applicant's managing partner approval prior to submission.
- Organizations and projects must serve the areas where New York Life agents and employees work and live

Examples of Eligible Projects

- Projects in partnership with schools, social services agencies, etc. to support social causes and/or economic development. Examples include: food pantries and essential equipment and/or resources for agencies (such as new technology equipment, library resources, etc.).
- Children/community safety days, which might include fingerprinting, bike safety, car seat education, etc.
- Financial literacy/educational workshops.
- Informational/educational campaigns, materials, and public service announcements focused on critical social issues.
- Community "builds" such as Habitat for

Humanity, playgrounds (KaBoom), etc.

Ineligible Organizations/Projects

- New York Life direct sales or advertising
- Religious organizations for religious purposes
- Community and private foundations
- Political groups
- Local United Ways
- Organizations representing a conflict of interest for the applicant or the Company

Evaluation Procedure

A team of New York Life field managers, agents, and General Office and Home Office employees will review applications and make recommendations. All applications are reviewed competitively and judged on their own merits. Priority will be given to applications where:

- the nominating General Office is involved in the community service;
- the nominated program/project has a *Nurturing the Children** focus; or
- the General Office provides, or has provided, financial support to the organization.

Application Procedures

- The Community Impact Grants Program has two annual application grant cycles:
 - February 15 - March 31. Applicants will be notified about grant disposition in May.
 - September 1 - October 15. Applicants will be notified about grant disposition in December.
- An eligible New York Life person must initiate the online application at www.newyorklifefoundation.org.
- One application per project per calendar year may be funded.
- If an application is declined, the applicant can reapply during the next grant cycle.
- Projects may be funded a maximum of two times; thereafter, a different project must be submitted for consideration.
- Applicants can submit multiple applications for different projects.
- Only one application per individual per cycle may be funded.
- Applications submitted from the same General Office may be funded in the same cycle.
- Applicants are eligible to apply for and may receive grants from Community Impacts Grants Program and the volunteer grant programs (Local Volunteer Action Program, Competitive Grants Program and the TeamGrant Program) in the same year.

Questions

If you have any questions regarding this program, please contact Corporate Responsibility at 212-576-7341 or newyorklifefoundation@newyorklife.com.

* Nurturing the Children Focus. This initiative specifically focuses on:

Safe Places to Learn and Grow

Programs that provide safe havens during non-school hours and offer structured activities.

- Nurture young people's skills and capacities, including social skills, vocational interests and civic responsibility.
- Protect youths from violence and other dangerous or negative influences.
- Create peer groups in which youths exert a positive influence on each other.
- Provide opportunities for children and youths to contribute to their communities and society.
- Increase opportunities for youths to understand and use technology, such as computers and the Internet.

Educational Enhancement

Programs that prepare young people for higher education or the workplace and equip them to be responsible citizens. Activities in this program category:

- Enrich academic performance and educational commitment.
- Enrich young people's knowledge and understanding of their culture and the cultures of those around them.
- Provide a foundation in basic skills, such as reading, writing, mathematics, science, technology and communication.
- Enhance thinking skills, such as creativity, decision-making, problem-solving and reasoning.

Mentoring Children

- Programs that offer young people sustained relationships with caring adults and/or peers who serve as positive role models. Mentors may be parents, extended family members or other caregivers; community members; teachers; older peers or others who spend time with youth.

Nurturing the Children does not encompass projects that are primarily sports-, health- or arts-related; or those requesting support exclusively for personnel or capital expenses.

