



## Minnesota Super Bowl Host Committee Legacy Fund Overview & Grant Guidelines

### What is the Minnesota Super Bowl Host Committee Legacy Fund?

The Minnesota Super Bowl Host Committee Legacy Fund is a 501(c)3 community advised fund of the Minnesota Community Foundation; it is the signature philanthropic initiative of Super Bowl LII. Its goal is to build a platform to build awareness and invest in solutions for a healthier generation of Minnesota kids. Through its grant making and awareness initiatives, the Legacy Fund will leverage this single event into a lifetime of health for the next generation of Minnesotans.

### Minnesota Super Bowl Host Committee Legacy Fund Grant Process

- The Super Bowl Legacy Fund identifies communities and grants in partnership with the Minnesota Department of Health's Statewide Improvement Program (SHIP)
  - Grants are selected from a pool, including recommendations forwarded by SHIP's Community Health Boards.
  - Grants are not open for public application; proposals are forwarded and vetted, including by the SHIP program, and approved by the Legacy Fund Advisory Committee.
- The Legacy Fund Advisory Committee evaluates grants based on:
  - **Community Impact**
    - In what ways does this investment impact the health and wellness of kids in your community?
  - **Equity**
    - Who will this investment serve?
      - Does it help increase **access** for kids to physical activity?
      - Does it help create access for **low income** kids (185% of poverty and below)?
      - Does it intentionally create access for the **young people of color** in your community, particularly those that are often left out?
  - **Sustainability**
    - How will this investment be cared for over time?
- The Legacy Fund communities and grants are announced weekly starting in February 2017
- Grantees will be required to report on their capital projects and the Super Bowl Legacy Fund will share results statewide and with other Super Bowl host committees via NFL Foundation

### Minnesota Super Bowl Host Committee Legacy Fund Goals

The Legacy Fund will:

- Leverage existing programs and partners to create a unique campaign around health and wellness and have a positive impact for kids across Minnesota.
- Work with strategic partners in public health to create a giving portfolio with maximum impact across Minnesota
- Work in partnership with the NFL to create a signature initiative that can possibly be replicated or expanded by the NFL for future events.



- Engage Minnesota corporations and foundations in meaningful philanthropy and showcase Minnesota's generosity to the world.
- Create a meaningful and tangible connection between communities and Super Bowl LII, leaving a lasting impact and creating goodwill.
- Generate awareness of the Super Bowl's positive impact on our State, earning local media and creating a local community touchpoint for our efforts.

#### **Minnesota Super Bowl Host Committee Legacy Fund Grant Focus Areas**

The Legacy Fund will make grants in 52 communities across Minnesota with a goal of having lasting impact in the community for the following purposes:

- FUN – encouraging young people to be more physically active
- FUEL – increased access to nutritious food
- FUNDAMENTALS – promoting positive coaches in children's lives to fully develop their potential and connectedness to others

#### **Minnesota Super Bowl Host Committee Legacy Fund Grant Objectives**

The Legacy Fund seeks to provide access to FUN, FUEL and FUNDAMENTALS for all Minnesota kids, specifically those that have barriers to opportunity. To that end, The Legacy Fund will ensure that the portfolio of 52 grants will include:

- Urban, Suburban and Rural communities, reaching all regions of Minnesota
- Racial and Cultural communities, reaching the diversity of communities making up Minnesota
- Native American communities including the eleven reservations
- Those in greatest need, reaching people at 185% of poverty or lower