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June 29, 2015

Melissa Greenwell

Executive Director

Finish Line Youth Foundation

3308 N. Mitthoeffer Road

Indianapolis, IN 46235

Dear Melissa Greenwell:

On behalf of the American Association for the Improvement of Boxing, Inc. (AAIB), I am pleased to formally submit our grant proposal request to Finish Line Youth Foundation. The AAIB is seeking $25,000 to support of our organization’s academic scholarship initiative.

At the AAIB, we are steadfast in advocating for improvements in fighter safety, financial literacy, and administrative competency within the sport of boxing. All of these critical areas impact the young men and women who literally put their lives on the line for competition’s sake and the general public’s entertainment.

We are seeking funding from your highly respected organization to aid our academic scholarship and. Typically, we offer current and former amateur fighters looking to attend an accredited college/university with scholarships ranging from $1,000 to $5,000 to use towards tuition, room and board, books, and/or meal plan assistance. Almost all of that money is generated through donations, fundraisers, and grants.

It has been well documented that our scholarship program has been well received and successful over the years, and we can assure you that we will use the funds we receive from you organization in the most effective, efficient, and ethical manner possible. We want to thank you in advance for your time and considering such as significant investment in AAIB.

Sincerely,



Justin Jones  
Communications Manager

Enclosure

American association for   
the improvement of   
boxing, inc.’s (AAIB)  
Finish Line Youth Foundation grant Proposal

Justin R. Jones

Communications Manager  
American Association for  
 the Improvement of Boxing, Inc.

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Executive Summary

This grant proposal details the AAIB’s request to the Finish Line Youth Foundation for $25,000 in grant money to support our academic initiative. The AAIB is dedicated to protecting fighters, improving the sport of boxing, and promoting academic and athletic achievement.

For the past five years the AAIB’s scholarship initiative has assisted several current and former amateur boxers with scholarship money to attend an accredited college or university. Many of our applicants are minorities and first-generation immigrants who come from lower middleclass to poor families that don’t have the means to help their children pay for books, let alone tuition. We want to expand our scholarship program and give out more aid, thus the $25,000 request.

Our plan is to allocate the funds over a two year period. We will use $12,500 each year and give out nine scholarships per year. One scholarship will be our top honor of $2,500 and the other eight per year will each be $1,000. Program related expenses have been calculated and factored in to the budget. $1,000 each year will be used for marketing materials, postage, supplies, and advertising.

We are confident that all funds will be exhausted within our two year target and we will use the money ethically, efficiently, and effectively.

Organization Summary

The AAIB is a Westchester County-based non-profit organization that was founded in 1969 by three men who were deeply rooted in the sport of boxing: Rocky Marciano (former undefeated Heavyweight champion), Stephen B. Acunto (former professional boxer and trainer), and Albert J. Falloni (former professional boxing manager). Due to their love of the sport and years of experience, they created an organization dedicated to protecting the fighters and improving the sport as a whole. Since inception, our organization has maintained a mission and focus on advocacy of fighter safety, financial literacy, and administrative competency.

Our organization prides itself on connecting boxing and education to help keep youth – especially those who are considered “at-risk” – out of harm’s way. We have successfully developed and maintained an academic scholarship program dedicated to amateur boxers seeking to attend an accredited college/university. Through other grants, donations, sponsorships, and fundraising efforts, the AAIB has been fortunate to award 20 young men and women with scholarship money within the last five years. We firmly believe in using any and all financial support ethically, effectively, and efficiently, and we will be sure to continue those standards and beliefs with any money received from the Finish Line Youth Foundation.

Problem/Need/Situation

The youth of today are faced with rising higher education costs – especially tuition – and one of our main initiatives is to provide academic support to students in need that are pursuing a degree from an accredited college or university.

According to the College Board, a “moderate” college budget for an in-state public college student for the 2014-15 academic year averaged $23,410, and for an in-state student the average was $37,229. A moderate budget at a private college averaged $46,272 (Bridgestock, 2015). Data analysis done by the Economic Policy Institute of Washington on 2014 Labor Department statistics indicated that Americans with four-year college degrees made 98% more an hour on average in 2013 than people without a degree (Leonhardt, 2014). These numbers are extremely daunting for any family to breakdown and have to cover over four years. The report becomes even more stressful to the families that simply don’t earn enough money to provide meaningful financial assistance for their children.

There a few different types of scholarships and grants that are made available each year to students, according to Debt.org (Barr, 2015):

* Merit-based aid – based on a student’s academic, artistic, athletic, and/or leadership qualities, or other abilities such as community service
* Need-based aid – based on a student’s and/or his or her family’s financial situation
* Aid for women, minorities, and other groups – awarded to students based on personal, social, or demographic criteria such as gender, race, religion, etc.
* Career-specific aid – awarded to students who are planning to pursue a course of study leading to a specific career
* College-specific aid – awarded by individual colleges and universities to qualified applicants based on academic and/or personal achievement

While there are some options to explore, The Chronicle of Higher Education reports that white students are receiving 76% of institutional merit scholarships and are 40% more likely to receive private scholarships than minority students (Supiano, 2015).

The majority of the scholarship requests we receive are from minorities that come from lower middle class to poor families, or are first/second generation immigrants who are first in their families to attend a college or university.

While we know we can’t help every student, the 75 students we have helped since the programs was launched in 2008, have been very appreciative of the aid and it has made us want to continue the program and help even more. We pride ourselves on helping those we believe are most in need and that have a true passion and desire to be the best that they can be both in the ring and in the classroom.

Work Plan

With the proposed grant of $25,000, the AAIB’s plan is to spread those funds over two years in order to offer assistance to 18 chosen applicants. Applicants must have at least maintaining a C or 2.75 average in order to be eligible for our scholarship funding. Scholarship awards must be used for higher education expense such as tuition, room and board/off-campus housing, books, or meal plan assistance only. In each of the two years, our organization will hand out nine scholarships: one scholarship worth $2,500 for our top selected requestor, and eight $1,000 scholarships to the others selected. Five scholarships, including the $2,500 scholarship, will be awarded for the fall semester and the deadline will range from June 1 to July 25. Winners will be announced on August 7. For the spring semester, four winners will be awarded with a deadline that will run from December 1 to January 1. Award winners are to be announced on January 11.

$1,000 a year will designated for overhead/program expenses such as postage, supplies, marketing, etc. The program is administered through our HR office and scholarship winners are selected by a scholarship committee of five members including a representative from communications, finance, IT, HR, and our C-suite.

Evaluation

The AAIB plans to survey scholarship recipients to see what schools they’re attending, their grade point averages, graduation rates, and how they applied their scholarship money in order to help AAIB’s future marketing/communications. Our final evaluation measure is to monitor the number of applications we receive. With our new social media platforms launching, we expect a 10-15% increase in applications for 2015 and 2016, which is projected in Table 1 (below)

**Table 1**

Budget

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **AAIB’s Finish Line Youth Foundation Grant Budget** | | | | | | |  | | |
| [**AAIB**] | | | | | | |  | | |
| *June 29, 2015* | | | | | | |  | | |
|  |  |  |  | |  | |  | | |
|  |  |  | **2015** | | **2016** | |  | | |
| ***Assets*** |  |  |  | |  | |  | | |
| **Current assets:** |  |  | **$ 7,500** | | **$ 7,500** | |  | | |
| Grant Funding | |  | **12,500** | | **$12,500** | |  | | |
| **Total current assets** | | | **$ 20,000.00** | | **$ 20,000.00** | |  | | |
|  |  |  |  | |  | |  | | |
|  |  |  |  | |  | |  | | |
| **Total assets** | |  |  | | **$ 40,000.00** | |  | | |
|  |  |  |  | |  | |  | | |
| ***Expenses*** | | |  | |  | |  | | |
| **Current Expenses:** | |  |  | |  | |  | | |
| Scholarships | |  | 11,500.00 | | 11,500.00 | |  | | |
| Postage |  |  | 150.00 | | 150.00 | |  | | |
| Marketing Materials | | | 500.00 | | 500.00 | |  | | |
| Social Media Ads | |  | 200.00 | | 200.00 | |  | | |
| Office Supplies | |  | 150.00 | | 150.00 | |  | | |
| Other |  |  |  | |  | |  | | |
| **Expenses** | | | **$ 12,500.00** | | **$12,500.00** | |  | | |
| **Total Expenses** | | |  | | **$ 25,000.00** | |  | | |
|  |  | |  |  | |  | | |  | |
| **Difference:** |  | |  | | **$15,000** | |  |

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