



## **Youth Leadership—*Nurturing the human spirit by investing in our youth***

*Dear Grant Seeker,*

*Thank you for your recent inquiry into the Starbucks Foundation.*

*Since its inception in 1997, The Starbucks Foundation has maintained a focus on the improvement of youth lives through its support of literacy programs for children and families. We believe that nurturing youth is a critical component in the creation of a more just, compassionate, and sustainable world. Through our grant program we seek to support local, community programs which promote Youth Leadership through the power of literacy and respect for diversity.*

*The Starbucks Foundation gives priority consideration to organizations that are able to integrate the support of Starbucks partners (employees) in their programs.*

*Please review the following guidelines as you determine whether you would like to apply for a Starbucks Foundation grant.*

*Thank you for your dedicated work to improving the lives of youth in your community. We look forward to hearing from you.*

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**Last Update: July, 2003**

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**For more information contact us at our hotline:  
(206) 318-7022 or visit us on [www.starbucks.com](http://www.starbucks.com)**



Send applications to:  
Starbucks Foundation  
2401 Utah Avenue South  
S-SR-1, Suite 800  
Seattle, WA 98134

Deadlines: October 1, April 1

**Starbucks Foundation**  
**Grant Guidelines**  
(Effective January 1, 2003)

**Summary**

The Starbucks Foundation invites applications from youth development and/or literacy organizations for grants ranging from \$5,000 to \$20,000. We ask that organizations limit their requests to one per year.

**Youth Leadership Action Areas**

**Power of Literacy**—benefiting writing programs that stimulate personal development and encourage social commitment by

- Providing high standards of excellence in writing and literacy
- Demonstrating the power of writing and literacy in the lives of youth
- Encouraging writing and literacy as powerful communication tools in commitment to important social issues: social equity, justice, and environmental awareness
- Promoting youth voices through publishing and spoken word community performances

**Leaders in Diversity**—supporting programs that teach the value of societal diversity\* by

- Developing and nurturing leadership skills for youth that include a high competence in diversity awareness and appreciation
- Mentoring youth to become leaders that understand the value of diversity in their communities
- Connecting with and engaging families and community in strengthening youth leadership
- Building bridges of understanding between individuals, groups and diverse communities

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\* By diversity we mean, diversity in race, culture, ethnicity, socio-economic background, sexual orientation, gender, and/or faith

## Qualifying Criteria

The Starbucks Foundation supports registered, non profit, tax exempt 501 (c)3, charitable organizations that:

- Deliver services to youth between the ages of 6-18 and address at least one of the Youth Leadership action areas described on the preceding page
- Provide opportunities for Starbucks partners and stores to be integrated in a meaningful way
- Are nondiscriminatory in their policies and practices with regards to physical abilities, gender, race, age, sexual orientation, ethnic origin, and/or creed

In addition, priority will be given to organizations that:

- Reach traditionally underserved communities and communities of color
- Represent models in non-traditional learning environments and are directly engaged in service delivery
- Demonstrate program sustainability

## Budget Guidelines

### Levels of Funding and Associated Criteria

Applicants should clearly state the level of funding for which they are applying (choose one level only) and address how their program meets the criteria for that particular level of funding. Funds should be spent within one year of grant award.

#### **\$5,000-\$10,000 - Local Grant**

- Program involves the participation of Starbucks partners of at least one Starbucks (company owned) store that is geographically located in the community
- Program reaches 20 or more clients in providing its services

#### **\$20,000 - Regional Grant**

- Program engages Starbucks partners and stores (3 or more company owned) in an integrated and meaningful way on a metropolitan wide or regional basis
- Program delivers services, disseminates information, provides training and/or builds networks broadly in a major metropolitan area or region

*In all cases project budget should show reasonable per client costs and not request more than 50% of funds for either general operating costs or staff salaries. Project budget should not represent more than 10% of overall program budget.*

Program Sustainability- The Starbucks Foundation will give priority funding to organizations that can demonstrate on going sustainability. We will consider repeat grants for up to three consecutive years. However we will fund at decreasing levels in years two and three of our support to encourage organizations to obtain a diversified funding base. Repeat funding is not guaranteed and organizations requesting repeat grants must re-apply for funding through our grant process.

## Ineligibility

The Starbucks Foundation **funds may not be used** for the following:

- One time fundraising events or the purchase of tables at events
- Event sponsorships
- The production of any marketing materials (T-shirts, posters, flyers) that promote Starbucks
- Production of materials (books, software) to sell in Starbucks stores
- Capital expenditures (building or land acquisitions, equipment, and furniture)
- Grants to individuals
- Fellowships/scholarships
- The promotion of religious or political causes

## How to apply

1. Review the youth leadership action areas and qualifying criteria in these guidelines.
2. If you determine that your project meets these criteria, please complete the enclosed application.
3. Work closely with local Starbucks partners to complete your Starbucks partner involvement plan.
4. Send us a hardcopy of your complete application with attachments on or before the close of business (5pm) on April 1<sup>st</sup> or October 1<sup>st</sup> to be considered in that round of funding.
5. Applicants will receive information regarding the status of their proposal 10-12 weeks after the due date.

**Please do not send sample books, videos or materials in binders or folders.**

*An organization will not be considered for funding more than one time per calendar year and for no more than three consecutive years. Organizations funded for three consecutive years will not be considered for a fourth year but may reapply after one year has passed since their most recent grant.*

**Send completed applications to:  
Starbucks Foundation  
2401 Utah Avenue South  
S-SR-1, Suite 800  
Seattle, WA 98134**

**Deadlines: end of business  
October 1, April 1**

## **The Starbucks Foundation Sample of Previous Grant Recipients**

We funded 70 organizations for a total of \$616,065 in our most recent round of funding. The following is a sample of programs funded under each focus area.

### **Power of Literacy**

Richmond District Neighborhood Center, San Francisco, CA- A grant for \$9,180 supports the organization's After School Collaborative serving 200 youth with needed academic support for the development of writing and literacy skills. Starbucks store partners support this organization with in store poetry readings, "read alouds", and art displays. Partners also volunteer for read aloud opportunities at the Neighborhood Center.

Tufts University Literacy Corps, Medford, MA-A grant of \$10,000 will help launch the Medford Out-of-Time (MOST) Writing Project, providing academic enrichment and tutoring for low income children living in Medford public assisted housing projects through the Tufts Literacy Corps. Partners at two stores in Medford host a weekly book reading for children and volunteer to be guest speakers for the program, and display children's art work and writings.

Community Word Project, New York, NY-This second time grant recipient received a grant for \$15,000 to support a growing arts-in-education program that uses the arts to develop the reading and writing skills of youth while building community among at-risk students from New York City public schools. Partners at three New York City Starbucks stores host regular poetry slams and volunteer to assist students prepare for their performances.

Environmental Education Alliance of Georgia, Gainesville, GA-A second grant of \$20,000 continues to support the "River of Words" project, an environment based education program that combines experiential activities in natural habitats with creative writing and poetry to encourage students to express their commitment to environmental issues. The program reaches traditionally underserved communities and communities of color. Starbucks partners in nine local stores host poetry events, display a "River of Words" exhibit and help coordinate volunteer days for Starbucks partners.

Citizens School of Grady Middle School, Houston, TX-A \$10,000 grant supports a writers in residence component for the "Citizen Schools" after school education program, designed to provide low income youth an after school program that not only fosters academic enrichment but also provides community exploration, writing apprenticeship and team building. Starbucks partners host poetry nights in their stores and volunteer to be "citizen teachers" in the program.

Mark Twain Elementary School, Federal Way, WA-A \$10,000 grant provides funding for a year long "Success for All" reading instructional program. The program is characterized by a high level of engagement of families in literacy events and promotes self esteem by encouraging intermediate students to become tutors to younger students. Starbucks partners volunteer each week as tutors or reading buddies and host Summer Nights Children's readings at three local stores.

Sage Youth, Ottawa, Ontario, Canada-A second time grant (\$13,000 this year) supports this organization's programs in mentoring, literacy, English and French as a Second Language, academic and life-skills instruction to high-need and at-risk youth. The program operates in a downtown Ottawa shelter, four local high schools, and two low income housing areas. Starbucks partners at several stores volunteer to tutor in this program.

## **Leaders in Diversity**

Sierra Repertory Theatre, Sonora, CA-A \$5,000 grant supports the production of the play “Laramie Project” about the violent murder of Matthew Shepard in Laramie, Wyoming. This grant will help bring this play to rural parts of California’s Central Valley and create an educational program around tolerance and literacy for high school students. A local store will display information about the project and host roundtable discussions on issues of tolerance.

City at Peace, Los Angeles, CA-A \$7,500 grant supports this program’s use of the performing arts to empower diverse groups of L.A. youth to transform their lives and communities through understanding of peaceful conflict resolution. Youth create and produce their own plays and musicals with the help of professional artists and perform to other youth around L.A. particularly to underserved communities. Starbucks partners help promote the organization’s activities through in-store presentations and outreach efforts in local high schools.

Richmond Organization for Sexual Minority Youth, Richmond, VA-A \$7,500 grant supports opportunities for sexual minority youth to participate in “In Our Own Voices” workshops, writing and speaking opportunities to build awareness and education around Gay, Lesbian, Bisexual and Transgender issues for youth. Starbucks partners serve as mentors for youth, assisting them in rehearsals and performance development of their work. Stores host youth performances.

National Conference for Community and Justice, Nashville, TN-A \$10,000 grant supports the “Building Bridges” program to overcome prejudices, discrimination and violence among area youth and to empower youth as role models and leaders in producing and conducting multicultural appreciation, anti-prejudice/anti-violence programs in schools. Starbucks stores adopt-a-school in their communities and partners participate in training to volunteer as mentors in the program. Partners assist in fundraising and promotional activities as well.

The Ginew/Golden Eagle Program, Minneapolis, MN-A \$9,760 grant supports this third time grant recipient’s after school youth program which serves over 300 urban American Indian students. The program provides opportunities for self and cultural expression through a variety of mediums including artwork, writing, and spoken word performances. Starbucks partners at several stores volunteer as mentors or in special events. A mural created by partners and students in the program was displayed in one of the stores.

Rise N’Shine, Seattle, WA-A \$10,000 grant funds the “Leadership through Discovery” project and summer camp designed to equip teens living with the discrimination of AIDS, poverty, race, and privilege with tools to face societal prejudices and norms. Starbucks partners volunteer as mentors and take part in annual fundraising events.



## **Assessing Partner and Customer Involvement Starbucks Foundation Grant Application**

One of the criteria to qualify for a grant is integrated support of Starbucks partners (employees), customers, and stores in the work of the grant seeking organization. Youth and literacy organizations and Starbucks partners can use the following self-assessment questions to evaluate whether Starbucks partner and customer involvement is an integral piece of the grant application. If you are not able to provide answers to these questions, consider developing your partnership and applying for a Starbucks Foundation grant at a later date once you have formed a stronger partnership.

*Note: Although we recognize the value of Starbucks product donations to an organization, we are looking for partner involvement that engages and informs partners in a more integral way to the work of a grant seeking organization.*

1. What specific, past activities demonstrate how Starbucks partners have supported the work of the grant seeking organization?
2. What specific activities have Starbucks' partners committed to in the future? When?
3. How many stores will be involved in the proposed plan?
4. Who are the individual partners involved in supporting the work of the organization? What (specifically) have they committed to doing?
5. Does partner and customer involvement include a volunteer orientation and/or training? If so, please describe the nature of these activities.
6. What is the plan for communicating partner and customer involvement to the local community?

## **Suggestions for Starbucks partner (employee) and customer involvement in a youth or literacy program**

The following are included only as suggestions for the kinds of activities that Starbucks partners may consider as they develop a partnership with a local organization.

*Note: Although we recognize the value of Starbucks product donations to an organization, we are looking for partner involvement that engages and informs partners in a more integral way to the work of a grant seeking organization.*

### **PARTNER INVOLVEMENT IDEAS**

- Host an in-store, charity-run fundraising event (music, poetry, etc.), where the benefiting organization can collect donations at the door. *Your regional marketing team can work with you on guidelines for collecting donations in the store.*
- Get to know the work of the benefiting organization. Participate in an organization's training or orientation.
- Become a volunteer tutor, mentor, committee member, or board member.
- Help deliver books to underserved neighborhoods, schools, hospitals, and community centers.
- Host a weekly or monthly theme-based book club or writing group in your store during an off peak or slow time featuring a different kind of writing each meeting, i.e. history, sci-fi, biography.
- Host a weekly or monthly children's story hour in your store where partners can volunteer to be readers. And/or invite retired seniors from a local community center to be volunteer readers.
- Host a poetry slam performance for older kids. Encourage partners to assist with coaching or "MC'ing" at the event.
- Participate in annual events sponsored by the organization, i.e., walk-a-thon, auction, bowl-a-thon, picnic, pot luck dinner.
- Coordinate holiday-themed activities that involve customers and benefit the organization.
- Call and/or e-mail stores in your district and ask partners to volunteer.
- Create a contest between stores for the most books donated or the most hours volunteered by partners on behalf of the benefiting organization.

### **IDEAS TO GET CUSTOMERS INVOLVED**

- Recruit customers to become volunteers for the program. Customers can become board members, advisory committee members, provide pro-bono services (i.e. printing, pr, transportation), become event volunteers, mentors, or tutors.
- Work with your regional marketing department to find ways to display information about the organization and volunteer opportunities in your store and on your store's community board.
- Host a "Literacy Night" or "Youth Reading" event for the organization in your store where they can interact with customers about their program, hand out information packets, and/or provide volunteer registration information.
- With permission from your regional marketing team, distribute invitations to events hosted by the organization and urge customers to attend.
- Host an in-store informational meeting for customers or at the partnering organization as a way to introduce customers to the organization. Provide refreshments and incentives.



## Youth Leadership Grant Application Cover Sheet

### APPLYING ORGANIZATION

Name of applying organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Head of organization: (name, title) \_\_\_\_\_

Coordinator of proposed project: (name, title) \_\_\_\_\_

Name of organization to which check should be addressed if grant is awarded: \_\_\_\_\_

\_\_\_\_\_

Explain relationship if different from applying organization: \_\_\_\_\_

\_\_\_\_\_

**Level of funding requested: \$ \_\_\_\_\_ Focus Area: \_\_\_\_\_**  
*(organizations can apply for one level of funding only)*

### STARBUCKS PARTNER (EMPLOYEE) INFORMATION

Main Starbucks Partner Contact(s): \_\_\_\_\_

Starbucks Department/Store Location and #: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Additional participating Starbucks partners (names, store #'s): \_\_\_\_\_

\_\_\_\_\_

Approval/Signature of Starbucks regional marketing, community affairs, or district manager \_\_\_\_\_

\_\_\_\_\_ Date: \_\_\_\_\_

(print full name & sign)

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**In addition to the cover sheet, please provide us with the following as part of your complete application for this grant. (sections 1 through 4).**

**1. Proposal narrative—description of the program or project for which funds are being requested on organizational letter head. (not to exceed 4 pages)  
Please address the following in your narrative:**

- Mission statement or vision of service of the organization—brief history, accomplishments and achievements of the past year.
- The problem/issue—What is the problem the program addresses? And how does this address a youth leadership action area of this grant program?
- The program—How will services be delivered to address the problem? Include an up to date timeline of your project.
- Population served by the project—Please describe: number of individuals, geographic location, age, socio-economic status, race, ethnicity, language, gender, etc.
- The outcomes—How will this program benefit youth in your community? What are the desired outcomes? How will your efforts build on-going capacity?
- Sustainability—How will the work be sustained after the end of any funding received?
- Evaluation—How will you know that you have succeeded? How will outcomes be measured?
- Organizational capacity—What is your organizational and personnel experience as relates to the proposed program?
- Starbucks partner involvement— How have you developed the Starbucks partnership and what is your plan for continuing this partnership? What specific, past activities demonstrate how Starbucks partners have supported the work of your organization in the past? What specific activities have Starbucks' partners committed to in the future and when? How many stores will be involved in the proposed plan? Who are the individual partners involved in supporting the work of the organization?

**2. Starbucks partner (employee) statement of partnership. Must be written by Starbucks partner(s).**

**Partner Involvement Plan (2-3 pages) includes the following:**

- Objective and Vision of proposed project
- Overview and Rationale for Starbucks involvement
- Timeline of proposed activities
- Details of who, what, when, where, how for the implementation of these activities
- Describe how you will communicate your involvement to your customers

**3. A budget of the project for which funds are being sought which includes:**

- Itemization for requested funds
- Your plan for project sustainability without guaranteed Starbucks Foundation support at the same level of funding in subsequent years
- Sources and amounts of other funding obtained, pledged, or requested for this project, including pending grants

**4. Attachments:**

- A. List of organization's board of directors and organizational staff, including brief resumes of key staff who will be working on the project
- B. Copy of IRS determination letter and verification of tax-exempt status under Section 501(c)3 of the IRS Code, or equivalent federal tax exempt status
- C. A one-page summary of actual income (by source) and expenses for the past two complete years
- D. Current year's (with dates) operating budget including actual and projected revenue (by source) and expenses
- E. **For requests over \$10,000**, attach IRS Form 990 (if applicable) or most recent audited financial statement

**Directions for sending your application:**

- **Deadlines for applications are: October 1<sup>st</sup> and April 1<sup>st</sup>**
- **It is the responsibility of the applying organization to send the complete application to The Starbucks Foundation on or before the due date.**
- **Hard copies of complete application and attachments must be received by the Starbucks Foundation by end of business on the due date. Faxed, emailed, or incomplete applications will not be considered.**
- **Please do not send sample books, videos, or materials in binders or folders.**
- **Applicants will receive information regarding the status of their proposal 10-12 weeks after the due date.**

**Did you remember to enclose?**

- ✓ Starbucks Foundation cover sheet
- ✓ Proposal narrative
- ✓ Partner involvement statement
- ✓ Budget for project
- ✓ Attachments A through E

Send your application and supporting information to:

The Starbucks Foundation,  
2401 Utah Avenue South, Suite 800  
Mail Stop S-SR1  
Seattle, WA, 98134

Applications are due on or before the deadline date