

Eagles Care



The Eagles work to strengthen and support a high quality of life for generations of fans because we believe there is no offseason to good citizenship.

Born from our team's core values of partnerships and teamwork, the Eagles Care initiative began in 2013 focusing on nonprofit capacity building. Through the program, the team partners with nonprofits to provide mostly non-traditional assets which strengthen and support their growth. Partners receive a year of full, unrestricted support across the board via education, mentoring and resource allocation designed to increase the Eagles' and nonprofit's impact.

If your organization would like to be considered as an Eagles Care partner for the 2016-2017 season, **please submit the form below no later than April 18, 2016** to Cherisse Cavan at ccavan@eagles.nfl.com. A list of frequently asked questions is below, but if your question is not answered there, please feel free to reach out to Cherisse for assistance.

We look forward to hearing back from you!

FAQ

What benefits do Eagles Care partners get? Why should my nonprofit apply?

Each partner receives different benefits from the program based on their individual organizational needs. Our goal is to provide a wide array of Eagles assets to our Eagles Care partners across the year. A smaller financial contribution along with traditional player, cheerleader and mascot appearances will be a part of the partnership; however that is only the beginning. From staff training to in-kind donations to special gameday experiences, our Eagles Care partners receive access to all organizational assets and are the first place we offer most opportunities that the team is able to provide.

Do you work with any other nonprofits outside of Eagles Care partners?

Yes. We continue to work with a variety of nonprofit partners throughout the year but our focus is on our partners and helping them grow.

What if our social media or newsletter numbers are small?

We understand that organizations vary in size, scope and complexity and are trying to get a full picture of your organization. To that end, please do not feel the need to exaggerate your numbers to seem like a bigger force on social media (for example) than you are. We want to know where you stand in those areas and to see if we can help you grow.

How long are Eagles Care partnerships?

Partnerships last for one year, generally from July to July, however Eagles Care partners remain a part of the family through the Eagles Care Network after the initial partnership year is over.

How many Eagles Care partners will you have?

In past years we have selected 5 Eagles Care partners and expect the number will remain the same for 2016.

What criteria do you use to select Eagles Care partners?

We take many elements into consideration, including: Eagles priority issue areas (youth health and fitness, cancer, environment, autism, hunger and youth football), the nonprofit's location and size and its ability to benefit from and provide benefits to the partnership.

Are there any eligibility requirements?

To be eligible for consideration, organizations must:

- Have a 501(c)(3)
- Have at least 1 full time employee
- Have a budget under \$10 million
- Be located in and provide services to the Eagles market (tri-state area)
- NOT discriminate against any person as an employee, volunteer or recipient of services
- In the case of a local chapter of a national organization, the local chapter is ineligible if the national chapter provides more than 50% of the organization's funding

Exceptions will be made in very limited circumstances.



Eagles Care Partnership Questionnaire

Organization Overview:

Nonprofit Name:	
Tax ID Information:	
Address:	
Website:	
Mission Statement:	
National Governing Body (if applicable):	
Year founded:	

Contact Information

Primary Contact		Secondary Contact	
Name		Name	
Title		Title	
Email		Email	
Phone		Phone	

Organization Detail:

Issue Addressed: Cancer, Autism, Environment, Hunger, Youth Service, Youth Football, Other (please specify):	
What Counties, States, etc. do you serve?	

Please provide a copy of your non-discrimination policy (If you do not currently have a policy, please describe the timeline and steps you are taking to implement one.):

Please list your Key Programs with a brief explanation of each:

Staffing & Board:

Total Number of Staff Employed by Nonprofit	
Number of Staff in Administrative Positions (excluding service providers, therapists, etc.):	

Financial Detail:

Total Annual Budget:	
What percentage of your funding do you receive from a national governing body or organization?	
What percentage of your funding is unrestricted?	

Digital and Social Media:

Social Account	Number of Followers/ Likers	Who manages this account? i.e. managed locally vs. nationally? If locally, which staffer?
Twitter Handle		
Facebook page		
Instagram		
Other Social Media (please specify below...)		

Is your website managed locally or nationally? If locally, please let us know which staffer manages your site.

Please provide a list of publications (newsletters, e-blasts, etc.) including reach data for each:			
Publication Name	Digital or Print	Timing (Weekly? Quarterly, etc.)	# Produced or Sent Annually

Events, Communications & Marketing:

Calendar of Annual Events (please provide specific dates where possible):			
Event Name	Event Date	Event Description	Attendance

Sponsor Benefits at Annual Events (you may attach existing documents with this information):

Who manages public relations for your organization? If internal, please provide the job title for the staffer. If external, please provide the name of the individual or company.

Who manages marketing/ advertising for your organization? If internal, please provide the job title for the staffer. If external, please provide the name of the individual or company.

Current Partnerships & Sponsors:

Please provide a list of your nonprofit partners with brief explanations of those partnerships:	
Partner	Partnership Overview

Please provide a list of your corporate partners with brief explanations of those partnerships:	
Partner	Partnership Overview

If selected as an Eagles Care Partner, what opportunities to sponsor your nonprofit may be available, i.e. logo inclusion on your website or in your publications?

Please list any ways your organization has partnered with the Eagles in the past.

Employee & Player Engagement Opportunities

Please provide a list of volunteer opportunities your organization provides. Please include any restrictions on the number of volunteers that may attend at once, dates/ times, etc.

Please provide a list of speaking opportunities for Eagles Leadership, Coaches, Players and Staff that might be of help to your organization.

Each week during the NFL season, the Eagles partner with a nonprofit to create an event designed to get Eagles players into the community on their off day. Most of these events are on Mondays or Tuesdays. What opportunities exist within your organization to partner with the Eagles on events like this? Please be specific.

Opportunities for Partnership & Growth

How do you think your organization could benefit from this partnership?

What do you see as your greatest strengths as an organization?

What do you see as your greatest weaknesses as an organization?

As an organization, what are your 3-5 year growth goals?