



## THE TOY FOUNDATION 2022/2023 PLAY GRANTS PROGRAM

### **BACKGROUND:**

The Toy Foundation (TTF) believes every child should have the opportunity to experience the comfort, joy, and extraordinary physical, emotional, and educational benefits of play.

TTF created the Play Grants program to bring the healing power of play to children's hospital settings, especially those in underserved communities with budget constraints. Access to play has the opportunity to relieve stress, create ease, and have an overall positive impact on the children's relationships, health, learning, and their community.

In its second year, the 2022/2023 play grants will be awarded to children's hospitals to support play-related projects and activities taking place in this time frame.

Grants will range from \$10,000 to \$25,000 based on the project and need.

### **APPLICATION:**

This application is comprised of four sections: background information; project narrative; project criteria; additional opportunities; assurances.

Upon evaluation, reviewers place the greatest weight on Project Narrative (50 points), followed by Project Criteria (20 points). Although the applications are blinded, Background Information will give the reviewers a brief snapshot of your institution, community it serves, and the proposed project or activity.

***Note: Only one grant application per hospital will be accepted***

### **TIMELINE:**

- July 5, 2022 – Play Grants application available
- August 9, 2022 – Deadline to submit application
- September 2022 – 2022/2023 Play Grants announced

**Questions?** Please contact:

- John Fistolera, Development Director at The Toy Foundation
    - [JFistolera@toyfoundation.org](mailto:JFistolera@toyfoundation.org)
    - 646-520-4845
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## **SECTION 1: BACKGROUND INFORMATION**

### **Contact Information**

Name:

Title:

Hospital:

Address:

City, State, Zip Code:

Email:

Phone:

### **Hospital Information**

Number of beds in hospital:

Tell us about your hospital payor mix. What percentage is:

- Medicaid: %
- Private Insurance: %
- Charity Care: %
- Other: %

Briefly describe your Child Life Department or program (i.e. staffing, target populations, services, total budget)

### **Project Description**

Name of Project:

In one or two sentences, please describe the purpose or project for which you would use the grant:

Amount being requested: \$

Number of children served by the project:

Target population addressed/types of patients served:

Please check the category which best describes your project under this grant:

Technology (such as iPads, game systems, new media)

Play Spaces (such as playgrounds, playrooms, or other areas for access to play)

Play Activities (such as play carts or creative play activities for children in isolation)

Care Packages (such as toys, art kits, take-away toy bags, etc.)

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## **SECTION 2: PROJECT NARRATIVE (50 points)**

### **1. Need (10 points)**

What needs or problem does the project address and how would your patient community benefit? How were these needs determined? *(250-word limit)*

### **2. Goals and Objectives (10 points)**

What are the goals and objectives of the project? *(250-word limit)*

### **3. Implementation (10 points)**

Describe how you will implement the project. Please include timelines as well as staffing plans. Note: Projects must be completed between October 1, 2022 and September 30, 2023. *(250-word limit)*

#### **4. Outcomes (10 points)**

What are the specific anticipated outcomes of the project? If there are ways to measure, please describe. *(250-word limit)*

#### **5. Budget (10 points)**

Please attach your project budget when submitting this application to [ttfinfo@toyfoundation.org](mailto:ttfinfo@toyfoundation.org).

If other sources of funding will be used for this project, please indicate the source of funds (i.e. other grants, philanthropy, and hospital operations budget).

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### **SECTION 3: PROJECT CRITERIA (20 points)**

1. Could this project be replicated in other children's hospitals? If yes, please describe. Would you be willing to serve as a mentor? (5 points) *(250-word limit)*

2. Is this project sustainable? Will it continue after the initial grant money is spent? (5 points) *(250-word limit)*

3. Give examples of the types of play addressed and how they target patients' developmental needs. (5 points) *(250-word limit)*

4. Is there anything else you would like the reviewers to know? This is your opportunity to spotlight any unique aspects of your project, its impact on your organization, or other information you want the reviewers to understand. (5 points) *(250-word limit)*

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## **SECTION 4: ASSURANCES**

I have secured the input of others in the hospital that may be needed for approval to submit this grant (i.e. development, IT, human resources, C-suite).

*Note: Policies and procedures for grant submission may vary in each hospital.*

I promise to spend the grant money received as described in this application.

*Note: Administration fee may not constitute more than 10% of grant amount.*

Our hospital will recognize The Toy Foundation in a manner that is appropriate for the grant we receive (e.g. a recognition plaque installed in a play space or on funded equipment, acknowledgement of the grant in internal/external communications, etc.)

I agree to submit a six-month summary report in March 2023 and a final impact report no later than September 30, 2023 detailing how the funding contributed to the play project at the hospital and include visual documentation.

Our hospital agrees to execute a mutually acceptable grant agreement with The Toy Foundation.

Our hospital agrees to issue the following external communications as part of the grant contract:

One (1) press release or article announcing the receipt of the grant (published on hospital website or in a print publication).

At least two (2) unique social media posts, ideally shared across all active platforms (i.e. Facebook, Twitter, Instagram, LinkedIn), tagging The Toy Foundation.

One (1) press release or article summarizing how the grant contributed to outcomes of the project (published on the hospital website or in a print publication).

*Note: The Toy Foundation will provide a packet of template assets to customize and use. The Toy Foundation is available for additional support, as needed.*

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## **SECTION 5: ADDITIONAL OPPORTUNITIES**

As able and appropriate, our hospital will incorporate The Toy Foundation in owned and earned communications opportunities. If yes, what are some examples of this communication? (i.e., local news coverage, op-ed article, video content, etc.)

As able and appropriate, our hospital will participate in event and media opportunities should they be presented by The Toy Foundation. This may include the Foundation's own events and communications (e.g. website article, social post) or external communications.

As able and appropriate, our hospital will invite The Toy Foundation to participate in events that could highlight the partnership.

**I confirm the above is true:**

Signature

Name (print)

Title

Hospital

Date

**Application deadline is August 9, 2022. Please email completed application to:**  
[ttfinfo@toyfoundation.org](mailto:ttfinfo@toyfoundation.org).

**Any questions, please reach out to:**

John Fistolera, Development Director

[JFistolera@toyfoundation.org](mailto:JFistolera@toyfoundation.org)

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