



Cable Positive's Tony Cox Community Fund is a national grant program that exists to encourage community-based AIDS Service Organizations and cable systems to partner in joint outreach efforts, or to produce and distribute new, locally focused HIV/AIDS-related programs and public service announcements (PSAs).

WHAT WE FUND:

Eligible local community outreach projects include, but are not limited to: World AIDS Day (December 1) and National HIV Testing Day (June 27) events, AIDS rides/walks, and other joint efforts between ASOs (AIDS Service Organizations) and local cable systems. Funding is also available for the production costs of HIV/AIDS-related programs and PSAs.

GRANT AVAILABILITY:

Cable Positive allocates \$100,000 to support two grant cycles each year. Grants are available up to \$7,000 (see guidelines under Funding) for 501© (3) organizations, with special consideration given to ASO's partnering cable systems and producers.

HISTORY:

Established in 1996, the Tony Cox Community Fund, formerly know as the Tony Cox Fund for Local HIV/AIDS Programming, is named in honor of Winston "Tony" Cox, a founding Honorary Chair of Cable Positive and a major cable industry leader. As Chairman and CEO of Showtime Networks Inc. and throughout his career, Mr. Cox was a major advocate of original cable television programming and AIDS education. Since the program's inception, over \$1.5 million has been awarded to over 230 ASO's in 38 states.

CONTACT:

For more information about Cable Positive's Tony Cox Community Fund, please email Lauren Horowitz at Lauren@cablepositive.org or call 212.459.1504.

For additional information about eligibility, types of projects funded, applicant requirements, etc., please download the Grant Guidelines, Marketing & Results Kit, and FAQ from our website:

<http://www.cablepositive.org/programs-tonycox.htm>

APPLICANT INFORMATION

GRANT APPLICANT:

Contact Name: _____ Title: _____
Company: _____
Address: _____ City: _____ State: _____ Zip: _____
Telephone: _____ Ext.: _____ Fax: _____
E-mail: _____ Web Address: _____
Federal ID Number: _____

SPONSORING CABLE SYSTEM:

Contact Name: _____ Title: _____
Company: _____
Address: _____ City: _____ State: _____ Zip: _____
Telephone: _____ Ext.: _____ Fax: _____
E-mail: _____ Web Address: _____
Federal ID Number: _____ Number of Subscribers: _____
Note: all projects must be completed in conjunction with a local cable system.

SPONSORING ASO:

Contact Name: _____ Title: _____
Company: _____
Address: _____ City: _____ State: _____ Zip: _____
Telephone: _____ Ext.: _____ Fax: _____
E-mail: _____ Web Address: _____
Federal ID Number: _____

Note: checks for approved grants will only be made payable to 501© (3) CBO or ASO (AIDS Service Organization)

TERMS AND CONDITIONS FOR FUNDING

In connection with an application for funds from the Cable Positive Tony Cox Community Fund, the Applicant hereby represents and covenants to Cable Positive as follows:

- Applicant has read, understood, and agrees to comply with the Cable Positive Tony Cox Community Fund Grant Guidelines, Program Information, Grant Application, and Terms and Conditions.
- Applicant has the authority to submit this application and to carry out the project, if funded, according to all applicable laws.
- Applicant shall hold Cable Positive and its officers, directors, employees, volunteers, and the Cable Positive Tony Cox Community Fund Steering Committee members forever harmless from and against any and all claims, losses, damages, or expenses arising out of warranty or representation or other provision of these terms and conditions, or claim by any third party related to the funded project.
- If seeking funds for production costs, applicant agrees to allow Cable Positive to share the program/PSA with other systems, if appropriate.
- Applicant must complete final project and furnish to Cable Positive within 6 months of the initial grant approval. Cable Positive cannot carry the incomplete projects indefinitely, and must pursue the grantee for return of the initial portion of the grant if they have not completed the work.
- Upon approval of funding, all applicants must organize a check presentation with their cable partners, within 1 month of the first check payment.

Signature: _____ **Date:** _____

PROGRAM & FUNDING

PROGRAM:

Insert the number of Local community outreach events associated with the project and the number of PSA and/or programs that your project will produce. The amount requested refers to the amount of the requested fund that will be used to fund each item. Note: 'produce' is referring to the number of spots your cable partner will air Your PSA(s)/program will air. Your project must have at least one PSA and/or program produced, in order to qualify for funding.

FUNDING:

Grants are available up to \$7,000 per applicant per cycle The following **THREE FUNDING LEVELS** are available: \$3,000-ALPHA CABLE SYSTEM (up to 150,000 television households), \$5,000-BETA CABLE SYSTEM (150,001 - 300,000 television households), and \$7,000-GAMMA CABLE SYSTEM (more than 300,000 television households.. The funding levels are based on the number of television households in the community you serve. Your cable partner is able to provide you with those figures. The Tony Cox Community Fund is not committed to funding the full grant amount and welcomes requests for incremental funding increases. You will receive half the funding upon notification and the second payment only after submitting your final report.

- PSA(s) :
Number Produced: _____ Amount Requested: \$ _____
- Program(s):
Number Produced: _____ Amount Requested: \$ _____
- Local Community Outreach:
Number of Events: _____ Amount Requested: \$ _____
Name of Event(s): _____
- Cable Partner:
Estimated In-Kind Donation: \$ _____

Total Requested: \$ _____

SUMMARY

Answer the following questions in no more than 2 pages total, single-spaced, 12 pt. Times New Roman.

OBJECTIVES:

Please explain the specific program/outreach effort, for which you are requesting funding, including the following.

- Statement of its primary purpose and the need or problem that you are seeking to address.
- Who is your target audience/population that you plan to serve? How will this audience/population benefit from your project?
- What message do you want to communicate?
- Please list any similar programs/outreach efforts in your geographic area.
- How does your program/outreach effort differ from similar programs/outreach efforts in your same geographic area?
- How does the program/outreach effort contribute to your organization's overall mission?
- List any special economic or environmental conditions, if any that should be taken into account regarding the applicant. (Ex: geography, alternate funding sources.) Are there any unusual circumstances that need to be taken into account regarding the applicant?

MARKETING:

Download out Marketing Tool Kit and view our Webinar at <http://www.cablepositive.org/programs-tonycox.html>.

- How do you plan to market your program/outreach effort to your target audience/population?
- Please detail your promotional plan.

KEY PERSONAL:

Describe the proposed staffing for the program/outreach effort, and the names and titles of the individuals who will direct the program/outreach effort. Please submit pertinent credentials for the team involved (credentials may be included as a separate document).

- What strategies will you employ to implement your outreach effort?

RESULTS CRITERIA:

All applicants are required to include their planned means of tracking the results of the program/outreach effort in order to confirm that the project is reaching its intended audience and fulfilling its goals as outlined in the application. Examples include documenting phone calls, referrals and donations; and soliciting community feedback, press coverage and support from community leaders. Preliminary results must be submitted with all other back up in order to receive the final payment of grant funds.

- Please explain how you will measure the effectiveness of your program/outreach effort.
- Describe your criteria for a successful program/outreach effort and the results you expect to have achieved by the end of the funding period.
- List any previous experience with results.

ADDITIONAL RESULTS CRITERIA:

If you are a previous Cable Positive Tony Cox Community Fund grantee, you must submit detailed results of your last program/PSA to be eligible for repeat funding, in addition to the 2 page description section.

ATTACHMENTS

Attach the following: BUDGET, TIMELINE, PARTNERING CABLE SYSTEM AGREEMENT, 501© (3) and/or ASO/NON-PROFIT AGREEMENT or your application will be considered incomplete. This page is for your own use; do not have to attach it to your complete application.

BUDGET:

Be sure to include in-kind contributions as well as additional sources of funding, plans for continued funding, and staff resources to complete the funded project. If budget is more than grant awarded, other funding sources must be listed. Funding from all sources must not exceed the original budget. Grants MAY NOT be used to PURCHASE AIRTIME on cable systems.

TIMETABLE:

Timeline must be specific and detailed. Include dates for the production of the PSA and/or program, include exact dates of pre-production writing, revisions, casting, location scouting, etc.), production (set up, filming, etc.) and post-production. And Outreach effort: dates, times, locations, etc.

PARTNERING CABLE SYSTEM AGREEMENT:

Your partnering cable system should include the following items.

- Cable system's commitment to telecast PSA/program
- Number subscribers to the cable systems
- Estimated amount of total media in-kind donation from cable system
- Estimated minimum number of spots the cable system is committed to air,
- Details of production assistance (only if the cable system is involved with production)
- SIGNATURE from the cable system's COMMUNITY RELATIONS OR PUBLIC AFFAIRS representative.

501 © (3) DETERMINATION LETTER and/or ASO or NON-PROFIT AGREEMENT:

This document designates an organization as charitable and tax-exempt. Organizations qualifying under this section include religious, educational, charitable, amateur athletic, scientific or literary groups, organizations testing for public safety or organizations involved in prevention of cruelty to children or animals. Most organizations seeking foundation or corporate contributions secure a 501© (3) classification from the Internal Revenue Service (IRS).

Only if the applicant is not an ASO, CBO or does not have 501 © (3), do you need to submit this agreement. In order to receive funding you must either partner or be an ASO, CBO or a 501 © (3) organization. Your partnering ASO can help provide the necessary information regarding HIV/AIDS in your community. Checks for approved grants will only be made payable to 501© (3) organization's CBO's or ASO's.

SUBMISSION INSTRUCTIONS

Grant applications should be submitted only when all required information and attachments are included. Please include attachments, page number and place in the order listed below, for submission. Please DO NOT STAPLE any of the pages. Applications must be enclosed in an envelope (please DO NOT send binders or folders). Applications and submitted materials become the property of Cable Positive and will not be returned. INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED FOR FUNDING.

PLEASE ENSURE THAT THE APPLICATION IS COMPLETE:

- Application Information completed
- Terms & Conditions signed
- Program & Funding Section completed
- 2 Page Description attached
- 1 Page additional results
- Budget completed or attached
- Timeline attached
- Partnering Cable System Agreement attached
- 501 © (3) Determination Letter and/or ASO/Non-Profit Agreement attached

PLEASE MAIL 2 COMPLETE APPLICATIONS TO:

**Cable Positive
1775 Broadway, Suite 433
New York, NY 10019
Attention: Tony Cox Community Fund**

ALL APPLICATIONS MUST BE POSTMARKED BY MARCH 14, 2008