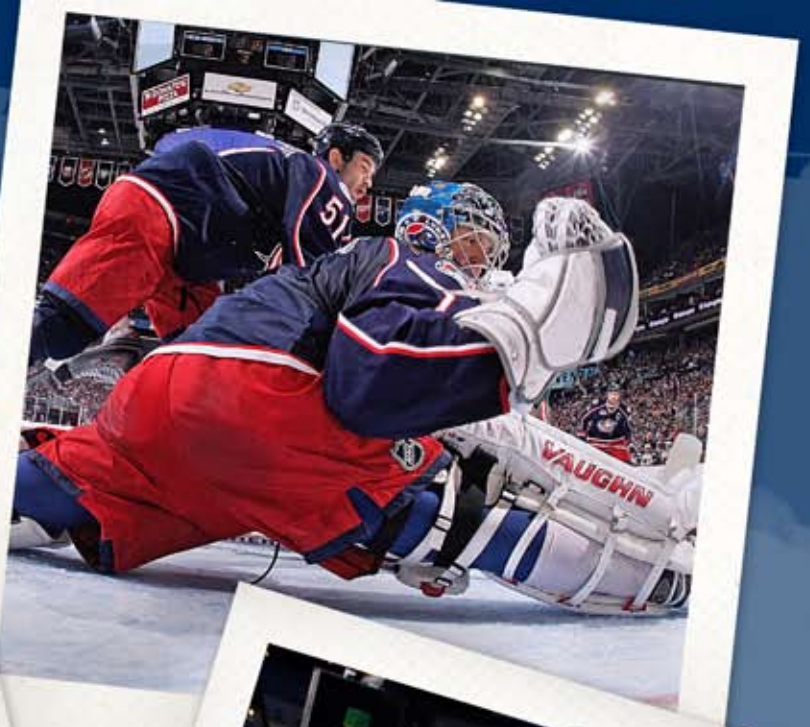


WHAT YOU SEE ON THE ICE...
... IS JUST THE
BEGINNING



Application for Funding

APPLICATION DEADLINE: MARCH 1, 2010

WWW.BLUEJACKETSFOUNDATION.ORG

WHO WE ARE

The late Mr. John H. McConnell, team founder and one of Central Ohio's leading philanthropists, recognized the commitment and dedication NHL players historically have shown both on and off the ice. In March, 2000, he created the Foundation not only to provide monetary grants, but to also provide non profit organizations access to the team's unique resources and brand identity to elevate awareness in support of their missions. The Blue Jackets Foundation acts as an advocate to support timely community programs and initiatives.

For example, the Foundation has teamed up with the Leukemia & Lymphoma Society to co-brand the Pennies for Patients campaign to reach over 227,000 students in 450 schools. The collateral for this year's program will feature a complete collection of promotional materials featuring Blue Jackets players on and off the ice with the hope of attracting and encouraging more students and teachers to get involved in the fight against pediatric cancer. In addition, the schools will compete to qualify for Blue Jackets prizes in an effort to further increase participation and excitement.

WHAT WE DO

MISSION: The Foundation is dedicated to utilizing the unique resources of its professional athletes and coaches to improve the quality of life throughout the community. The Foundation dedicates time, resources, and financial support to organizations committed to meeting the educational, cultural, health and wellness needs of its citizens.

A primary focus is placed on its four pillars of giving including:

- Pediatric Cancer
- Education
- Children's Health & Safety
- Youth & Amateur Hockey Development

Since its inception in March 2000, the Foundation has awarded more than \$2.3 million dollars in monetary grants and donated more than \$50,000 in autographed merchandise to local non-profit organizations in support of their fundraising efforts. In April 2008, the Foundation in partnership with the Blue Jackets players, established the John H. McConnell Fund, in honor of the team's founder who passed away on April 25, 2008. One \$10,000 scholarship will be awarded annually to one local high school senior who personifies the very character, leadership and hard work of the late John H. McConnell.



The Blue Jackets Foundation donates nearly 4000 Blue Jackets branded sport helmets each season to encourage safe play.

GRANTS

Last year, more than \$350,000 was donated back to the Central Ohio community by the Blue Jackets Foundation through a variety of programs. The Columbus Blue Jackets Foundation monetary grants are evaluated annually and awarded at the end of each Blue Jackets hockey season. Any non-profit organization may apply for a grant, however the Board of Directors will give priority to those organizations serving the Central Ohio community focused on pediatric cancer, education, the health and safety of today's youth, and the development of youth and amateur hockey.

The Foundation's allocation of funds is 75% to organizations focused on pediatric cancer, education, and children's health & safety and 25% to support the development of youth & amateur hockey. Investing in the future of the sport and breaking the barriers of entry are two integral focuses the Foundation has maintained since its inception.

The basic criteria for the grants are as follows:

- Foundation grants range in value at the discretion of the Columbus Blue Jackets Foundation Board of Directors

- The Blue Jackets Foundation Board of Directors meets annually (in March) to review grant applications for funding and distributes all grants at the end of the Blue Jackets season
- Any organization applying for a grant must be a 501 (c)(3) serving the Central Ohio and/or Ohio area
- Non-profit organizations requesting funding for a specific project are more likely to be awarded funding

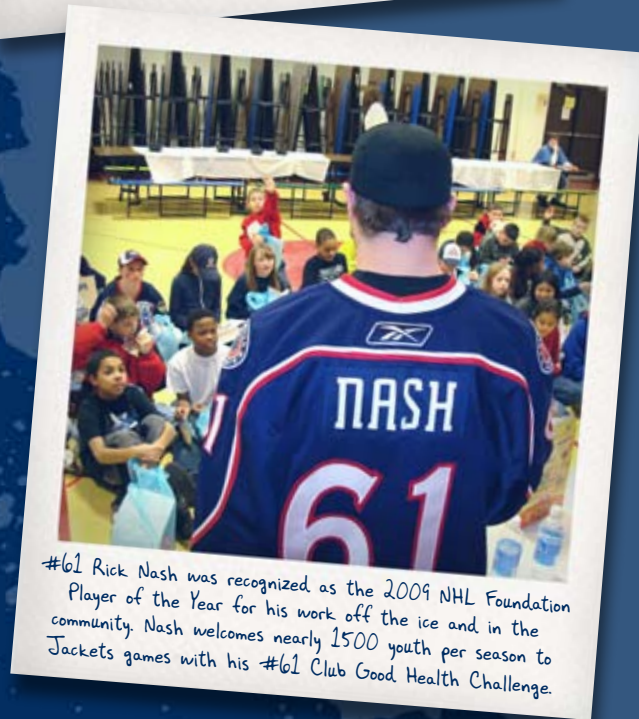
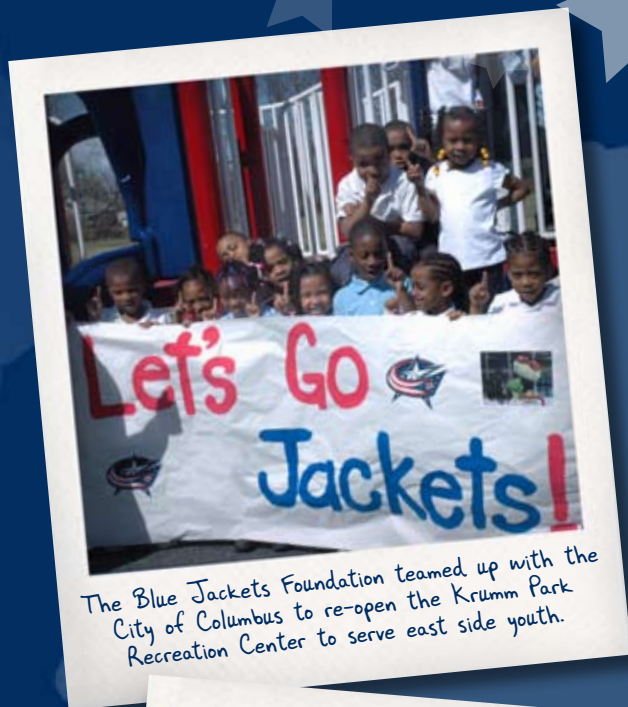
The Foundation is not able to consider the following grant requests for approval :

- Requests made by individuals
- Event sponsorships (e.g. golf outings, school events)
- Political events and campaigns
- Religiously affiliated events, campaigns, or organizations
- Ethnic organizations
- Labor groups
- Endowments and capital campaigns
- Any request seeking financial support for the purpose of debt retirement
- Programs outside the geographic markets we serve
- Organizations that discriminate on the basis of race, sex, sexual orientation, age or religion
- Funding in support of hockey tournaments

HOW TO APPLY

Briefly describe (in five single-sided pages) how your organization would utilize a grant from the Foundation. In addition, please address the following in the proposal:

- Total funds requested from the Foundation for the year.
- Total funding requirement for this project.
- Have funds already been committed to the project for this year? If yes, how much? By whom?
- If this will be an on-going project, what plans does the organization have for future funding?
- If other funding is needed for the project, from what other sources are you requesting money?
- Approximate number of youth who will be affected by this grant. Number of families?
- Does this project or program duplicate the efforts of other organizations? If so, what efforts have been made to collaborate with other organizations?
- Number of staff involved in the project. Please indicate full time staff, part time staff and all volunteers.
- What measurement tools are in place to evaluate the success of the program for which you are requesting funding?
- How will the Foundation be recognized for its partnership should the grant be awarded?
- What is the targeted start date for the proposed program?
- Which pillar(s) of giving (pediatric cancer, education, children's health & safety, development of youth & amateur hockey) does your program address? Note: the Board of Directors encourages creative incorporation of more than one pillar in grant request.
- Description of plan for grant to become an integrated marketing partnership – describe ways that Blue Jackets Foundation can incorporate more than just dollars in order to raise awareness and profile for grant.
- Description of how the grant recipient organization would incorporate the Blue Jackets/Blue Jackets Foundation brand in program.



INFORMATION TO INCLUDE

(Must be completed by all parties requesting funding from the Columbus Blue Jackets Foundation.)

Please submit one copy of your proposal. Your application for funding should not be more than five (5) single-sided pages total and should include the following:

- Date of submission
- Name of organization
- Mission Statement
- Organization Contact(s)
- Title
- Address (include zip code)
- Telephone/Fax
- E-mail Address
- Tax Identification Number
- IRS copy of 501 (c) (3) (One of the five pages)
- Listing of current Board of Directors (One of the five pages)
- Brief history of the organization (i.e. structure & staffing)
- Current Sources of Funding (List three largest sources by name and amount given)
- Total Annual Budget
- Have you applied for a Blue Jackets Foundation grant in the past?

IMPORTANT NOTE:

All applicants who receive grants will be asked to complete a one page form to update the board on how the partnership is progressing and how the funds are being allocated. This form is required for future funding consideration.

REMINDERS

- The organization may submit no more than one request for funding per project.
- The application must be mailed or hand delivered. Faxed or e-mailed applications will not be accepted.
- Applications must not be more than five (5) total single-sided pages in length.
- Please limit collateral materials to two items (i.e. video tapes, annual report, brochures).
- All applications for funding must be typed.
- Due to excess volume, all grant applicants will be notified by letter of their status. No calls please.
- Applicants must re-apply annually as grant applications are not automatically renewed.

As the Blue Jackets Foundation does have limited funds available each season, we do appreciate all non-profit initiatives and offer a variety of other resources to support your organization's fundraising efforts. These fundraising opportunities include:

- **50/50 Weekend Raffle:**

The Columbus Blue Jackets Foundation will create a 50/50 Weekend Raffle as a vehicle to give several local non profit organizations the opportunity to raise a minimum of \$5,000 in proceeds to support their organization's mission. This program is modeled after programs executed by 20 of the 30 NHL franchises. Local 501 C 3 organizations can apply to participate by visiting www.BlueJacketsFoundation.org.

The 50/50 Weekend Raffle will consist of 40 volunteers in the concourses at Nationwide Arena selling \$1.00 raffle tickets during all weekend (Friday – Sunday) Blue Jackets home games. One lucky fan will take home 50% of the pot collected that night and the charity will receive the remaining amount (minus expenses). The Columbus Blue Jackets Foundation projects over \$100,000 will be raised in support of local non profits through this program.

- **Ticket Fundraising – Blue Jackets Assist:**

If your charity is looking for a unique fundraising opportunity then let the Blue Jackets customize a package for you. Your organization can purchase a block of reserved seats at a substantially reduced rate then resell them at the regular price. Work directly with a Blue Jackets account manager to assist you in seat selection and promotion of the event. Let the Blue Jackets help raise money for your organization while enjoying a great night out! Call 246-PUCK for details.

- **Concession Stands:**

Delaware North Companies - Sportservice, the Blue Jackets official food service provider, has partnered with hundreds of community groups from schools to churches, civic organizations and sports booster clubs to raise money working concession stands at Nationwide Arena events. Thanks to the efforts of volunteers from these groups, Sportservice contributed over \$500,000 to hundreds of organizations that represent the Greater Columbus area. Interested groups should contact Tammy McCann, Group Coordinator, at 614-246-3686.

SUBMIT TO

Grant Applications Deadline: March 1, 2010 (in office)
Hard copy required - faxes and e-mails not accepted

Drop off:

Business hours: 9am-5pm (Monday-Friday)

Mail to:

Columbus Blue Jackets Foundation
ATTN: Grant Application
200 W. Nationwide Blvd.
Columbus, OH 43215

Applications are also available by emailing cbjfoundation@bluejackets.com

How to get here:

- Enter through the Box office doors (on the corner of Nationwide and McConnell)
- Immediately to your right through the double doors will be a security desk
- Tell them that you are there to go to the offices on the Suite Level
- Security will direct you to the elevators. Take the elevators to your left up to the Suite Level
- The Blue Jackets Front Office is located through the double glass doors to the left



200 W. Nationwide Blvd., Columbus, OH 43215 • Phone: 614-246-3707 • Fax: 614-246-3738 • cbjfoundation@BlueJackets.com

