



In alignment with the reopening of Michigan Central Station, Bill and Lisa Ford established the Michigan Central Station Children's Endowment Initiative in partnership with the Children's Foundation. Initial seed funding of \$500,000 will allow ten youth-serving organizations to start or grow an endowment and the opportunity for each organization to establish a \$1.5 million endowment within two years. The ten organizations will be selected through a transparent and equity-driven process.

## WHAT IS A "YOUTH-SERVING ORGANIZATION"?

The Michigan Central Station Children's Endowment Initiative defines a "youth-serving organization" as a 501(c)3 organization based in Michigan that provides health (physical, dental and mental, etc.), educational, support, cultural, recreational, and social programs or services to persons from 0 to 24 years old and their parents, family, caregivers or guardians.

## WHO CAN APPLY?



### 501 (c)3

Michigan-based 501 (c)3 (located and operated in Michigan) that does not have a fiscal sponsor



### 15 MILES

Youth-serving organization within 15 miles of the Michigan Central Station



### 5 YEARS

5 years or more years in existence serving youth within 15 miles of the Michigan Central Station



### \$400k-5.5M

Philanthropic revenue between \$400,000 to \$5.5 million



## PHILANTHROPIC REVENUE

Philanthropic revenue is revenue from the charitable giving of private entities (individuals, corporations, foundations, bequests, events, etc.).

Importantly, it does not include earned revenue for services provided and excludes grant dollars from public entities (federal, state, or local).



## SOME CITIES WITHIN 15-MILES OF MICHIGAN CENTRAL STATION:

### Wayne County:

Allen Park  
Detroit  
Dearborn  
Dearborn Heights  
Hamtramck  
Highland Park  
Inkster  
Lincoln Park  
Melvindale  
Redford  
Redford Charter Township  
River Rouge  
Southgate

### Oakland County:

Ferndale  
Madison Heights  
Oak Park  
Royal Oak  
Southfield

### Macomb County:

Center Line  
Sterling Heights  
Eastpointe  
Warren



## Information for Regional & National Organizations

Regional and national organizations with a local affiliate can apply, however, preference will be given to local affiliates that have an EIN separate from the larger organization and an independent board of directors. Local affiliates of national organizations should ensure that their application materials reflect only local operations.

This is because the endowment initiative is for Detroit area organizations, and we want to support organizations without access to the infrastructure and resource capacity of a broader network.





## TIMELINE

**JULY 1**

Phase I  
Application Opens Online

**AUGUST 1**

**DEADLINE**

Phase I Applications  
Due by 11:59pm

**SEPTEMBER  
23-27**

Organizations notified of  
the Phase I decision

**OCTOBER 1**

Phase II applications open  
for approved organizations

**NOVEMBER 1**

**DEADLINE**

Phase II Applications  
Due by 11:59pm

**DECEMBER 20**

Selected Organizations  
will be notified no later  
than December 20

A public announcement will  
be made in January 2025

## HOW TO APPLY

If you are eligible to apply, please have the following required documents available to upload as part of the online application:

- IRS Determination Letter
- IRS Form-990 for the last two years (2022 and 2023 or 2021 and 2022)
- Most recent audited financial statement
- Most recent annual report
- List of Board Members that includes their Board Committee membership and professional affiliations (this may be part of the organization's annual report. If not, submit a separate document)

The application will be available on July 1

Please visit our website to apply

## ✗ WHO CANNOT APPLY?

- Organizations that are 501(c)(4)s, 501(c)(6)s, or otherwise other than 501(c)(3) or 501(c)(19)
- K-12 schools (including charter, public and private)
- Higher education institutions
- Religious Programming (faith-based nonprofits may apply as long as the organization does not discriminate based on religion)
- Municipalities
- Municipal subdivisions
- Government agencies
- For-profit entities
- Hospitals
- Trade associations
- Credit unions
- Insurance trusts
- Fraternal orders

If you have questions about whether your organization meets the Eligibility Criteria, please contact us:  
[mcsquestions@YourChildrensFoundation.org](mailto:mcsquestions@YourChildrensFoundation.org)

## Frequently Asked Questions

### Overview:

- What is the Michigan Central Station Children's Endowment Initiative?
  - The Michigan Central Station (MCS) Children's Endowment Initiative will catalyze the funding necessary to help secure the future of ten Detroit area youth-serving organizations within fifteen miles of Michigan Central Station. For more information about what each selected organization will receive, [please click here](#).
  - Determining the ten youth-serving organizations will involve a transparent and equity-driven application and selection process [which is outlined here](#).
- Who funds the MCS Children's Endowment Initiative?
  - In partnership with the Children's Foundation, Bill and Lisa Ford established the Michigan Central Station Children's Endowment Initiative which ran a fundraising campaign alongside the Station's opening. The initial goal of \$10 million was nearly doubled, raising more than \$19 million to support youth-serving organizations in the area. A complete list of donors is [available here](#).

### Eligibility:

- Who can apply?
  - Michigan-based 501 (c)3 (located and operated in Michigan) that does not have a fiscal sponsor
  - Youth-serving organization within fifteen miles of the Michigan Central Station
  - The organization serves youth between 0-24 years old
  - Philanthropic revenue between \$400,000 to \$5.5 million
  - For a complete list of eligibility criteria and the timeline, [please click here](#).
- Who cannot apply?
  - Organizations that are 501(c)(4)s, 501(c)(6)s, or otherwise other than 501(c)(3) or 501(c)(19)
  - K-12 schools (including charter, public and private)
  - Higher education institutions
  - Religious Programming (faith-based nonprofits may apply as long as the organization does not discriminate based on religion)
  - Municipalities
  - Municipal subdivisions
  - Government agencies
  - For-profit entities
  - Hospitals
  - Trade associations
  - Credit unions
  - Insurance trusts
  - Fraternal orders
  - Individuals
  - Other funders including private non-operating foundations, community foundations, etc.
  - Organizations that discriminate on the basis of race, color, religion, gender, national origin, citizenship status, age, disability, sexual orientation or veteran status.
  - Organizations created or based outside of the United States

- Which communities does this initiative aim to reach?
  - This initiative is tied to the communities within fifteen miles of MCS.
  - You can find a map and a list of some of the cities within this 15-mile radius [here](#).
- My organization is a Michigan-based non-profit that serves young people within the 15-mile radius, but our headquarters are located outside of the radius. Are we still eligible?
  - For this Initiative, the "headquarters" refers to the location listed on your official organizational documents, such as your IRS letter, Form 990, etc.
  - Unfortunately, organizations with headquarters located outside of that 15-mile radius are ineligible for this initiative.
- My organization is a local affiliate of a regional or national organization with a local headquarters located within the 15-mile radius. Am I still eligible to apply?
  - Regional and national organizations with a local affiliate headquarters within the 15-mile radius can apply, however, preference will be given to local affiliates that have an EIN separate from the larger organization and an independent board of directors.
  - Local affiliates of national organizations should ensure that their application materials reflect only local operations.
- My organization previously received funding from the Children's Foundation. Are we still eligible to apply?
  - Yes, this is a new initiative and takes place outside of the Children's Foundation's traditional grant cycle. Previous grantees are welcome to apply but will not be able to receive any additional support or assistance from the Children's Foundation above and beyond the technical assistance being offered to all potential applicants.
- My organization already has an endowment, are we still eligible to apply?
  - Yes, the only financial eligibility requirement relates to the amount of philanthropic revenue raised by the organization. If you meet [the eligibility criteria](#), you are eligible to apply.
  - Please note that you have an existing endowment on the endowment-related questions in the application.
- My organization is a faith-based organization. Are we eligible to apply?
  - Faith-based organizations whose **main purpose** is to provide health (physical, dental, and mental, etc.), educational, support, cultural, recreational, and social programs, or services to persons from 0 to 24 years old and their parents, family, caregivers, or guardians are eligible to apply.
  - However, religious organizations whose main purpose is spiritual development, proselytizing, and/or religious activities are not eligible to apply.
- What is a fiscal sponsor?
  - A fiscal sponsor is a nonprofit organization that provides fiduciary oversight, financial management, and other administrative services to help build the capacity of charitable projects.
  - Using a fiscal sponsorship arrangement offers a way for a cause to attract donors even when it is not yet recognized as tax-exempt under Internal Revenue Code Section 501(c)(3). In essence the fiscal sponsor serves as the administrative "home" of the cause. Charitable contributions are given to the fiscal sponsor, which then grants them to support the cause. Learn about fiscal sponsorship in this [short video](#) (NEO Law Group).
  - Information sourced from [the National Council of Nonprofits](#).

### **Philanthropic Revenue:**

- What is the definition of philanthropic revenue?
  - Philanthropic revenue is revenue from the charitable giving of private entities (individuals, corporations, foundations, bequests, events, etc.).
  - Importantly it does not include earned revenue for services provided and excludes grant dollars from public entities (federal, state, or local).
- Where can I find my organization's philanthropic revenue totals?
  - Form 990 is a good place to start, specifically Part VIII, the Statement of Revenue, line 1f.
  - If this line does not fully capture your organization's philanthropic revenue, you may explain any variances in the application.
- Is there a place on the application where I can offer any additional clarification or context regarding the figures on my organization's 990?
  - Yes. In the open text question "How does an endowment fit into your plan of financial stability?" Please use this space to also provide any additional insight on your 990s for the selection committee to review.
- Why is the initiative focused on organizations with philanthropic revenue budgets between \$400,000 and \$5.5 million?
  - Many of the strongest youth-serving organizations have garnered public sector support from federal, state, and local grants as well as reimbursement for services through government agencies or health insurance. While that funding typically enables the doors to remain open and services provided, the ability to unlock these funds is not always a reliable indicator of overall financial health when examining the sustainability and durability of an organization.
  - Many funders consider the revenue and operating budget of an organization without looking deeper at what comprises the total figure. After a careful review of several youth-serving organizations, we saw that many of the Detroit area's youth-serving organizations rely heavily on public sector grants to support programs and these grants often do not offer unrestricted support and in many cases do not allow for indirect/operational costs to be charged to the grant.
  - This initiative was specifically designed to address a gap in the current state of capitalization in the Detroit area nonprofit sector. Endowments are an important and underutilized form of private sector support. We therefore wanted to make sure we examined a specific type of revenue and made it so that a wide range of organizations would be able to be considered as part of the selection process. This analysis led to our definition of philanthropic revenue and the associated minimum and maximum figures included in the eligibility requirements (\$400,000 to \$5.5 million)

### **Application and Selection Process:**

- How many endowments will be awarded through this initiative?
  - Ten (10) organizations will be selected.
- How will the submissions be assessed?
  - Organizations selected will be chosen through a community-led decision-making process.
  - Our [Selection Committee](#) has been chosen through a nomination process and is comprised of individuals who are from the target area of the Initiative and who have experience with youth-serving organizations.
  - You can view the Phase 1 [application and rubric here](#).

- The rubric outlines which questions will be scored and what the selection committee will use as criteria for those scores.
- Use the rubric as your guide for how to answer the different narrative questions.
- What is the overall timeline of the initiative?
  - Phase 1 applications opened July 1 and will close on August 1.
  - Organizations will be notified regarding a phase 1 decision in late-September
  - Approved organizations will move to Phase 2 on October 1 and will submit the Phase 2 application by November 1.
  - Selected organizations will be notified no later than December 20 and a public announcement will be made in January 2025.
- What does applying for this initiative entail?
  - This Initiative has two phases of applications.
  - You can view the Phase 1 [application and rubric here](#).
  - Phase 2 will be published at a later date.
- How will I learn about updates related to this initiative?
  - Applicants can expect to hear status updates about this initiative through the email address provided in their application.
- Who is part of the selection committee?
  - The selection committee is comprised of highly experienced and qualified individuals from the community-led nonprofit sector, academia, and the philanthropic community recruited specifically for this initiative. The reviewers will use the provided scoring rubric to assess eligible applications.

#### Questions Regarding Specific Application Questions:

- Definitions for the organizational designations; Please note in [the rubric](#), while this is a “select all that apply” question, the maximum score for this item is 1, meaning that multiple designations will NOT result in additional points.
  - **Black-led:** Majority (51%) of leadership positions (CEO/President/Executive Director, VP-level staff, board chair, etc.) are filled by individuals who identify as Black or African American.
  - **Indigenous/Native-led:** Majority (51%) of leadership positions (CEO/President/Executive Director, VP-level staff, board chair, etc.) are filled by individuals who identify as members of Indigenous/Native populations.
  - **Women-led:** Majority (51%) of leadership positions (CEO/President/Executive Director, VP-level staff, board chair, etc.) are filled by individuals who identify as women.
  - **LGBTQIA + - led:** Majority (51%) of leadership positions (CEO/President/Executive Director, VP-level staff, board chair, etc.) are filled by individuals who identify as members of the LGBTQIA+ community.
  - **Other People of Color Majority led:** Majority (51%) of leadership positions (CEO/President/Executive Director, VP-level staff, board chair, etc.) are filled by individuals who identify as People of Color.

#### Technical Assistance and Support Being Provided to Organizations in 2025 & 2026:

- How are organizations being supported to be successful in this initiative?
  - A \$500,000 permanent endowment established for their benefit at the Children’s Foundation with another \$500,000 available that will match dollar-for-dollar up to \$500,000 toward the endowment over the next two years. This will give each organization the opportunity to build at least a \$1.5 million endowment by the end of 2026.

- An unrestricted grant in 2025 and 2026, as well as funds for capacity building and technical assistance for endowment and organizational infrastructure. Support and technical assistance will be tailored to each organization's unique needs. Organizations will take part in a two-year cohort learning experience to assess and build organizational durability.
- Access to drop-in collaboration space in the newly opened Michigan Central Station which will include them in a world-renowned innovative ecosystem that is built on an inclusive and collaborative model between philanthropy, start-ups, businesses, and others in the Michigan Central community.
- What will the relationship look like between the selected organizations and the Children's Foundation beyond the 2 years of the Initiative?
  - The Children's Foundation will continue to manage the endowment established for the benefit of the selected organizations and will work with each organization to ensure that the spendable funds are distributed to the organization according to the endowment agreements.
  - The Children's Foundation will continue to support each of the selected organizations as they work to build their endowment beyond the two-years of targeted technical assistance and support.
  - Support will be catered to the needs of each selected organization.

## **Endowment Agreements, Details around the Matching Component, and other items to come in Phase 2**

Organizations may have specific questions regarding the structure of the endowment agreements including the schedule for matching funds as part of the matching component of this initiative, when the spendable funds generated from the endowment will be available, and other items related to that part of this opportunity. This information will be available to organizations advanced to Phase 2 of the application process. Each organization that advances to Phase 2 will review a draft endowment agreement along with guidelines for the matching component including items like timeline, gifts eligible for matching, and other specific details. If your organization needs clarity on these items before deciding to submit a Phase 1 application, please schedule an office hours appointment or email those questions to: [mcsquestions@yourchildrensfoundation.org](mailto:mcsquestions@yourchildrensfoundation.org)