



## 2025 Nike Community Impact Fund – Toronto Area Guidelines

### Guidelines:

Nike believes in the power of sport to change the world. We know that sport is inspiring, unifying and creates opportunities for individuals and communities to realize their full potential. The Nike Community Impact Fund (NCIF) takes a collaborative approach to grant making by partnering with Nike employees to participate in the grant-making process and directly impact the local communities where they live and work. NCIF helps local organizations bring the benefits of sport to their communities, giving kids an opportunity to enjoy the benefits of quality play and active lives, and creating stronger communities where sports and physical activity are a highly valued part of everyday life.

### Timeline:

- Application process opens: January 9, 2025, 12:00AM EST
- Application process closes: February 15, 2025, 11:59PM EST
- Grantees contacted by May 23, 2025
- Grant payments disbursed: May 30, 2025

2025 NCIF – Toronto Guidelines	
<b>Funding Priorities</b>	100% of grant awards support projects that promote sport or physical activity in the community
<b>Grant Amount</b>	\$5,000-\$15,000
<b>Geographic Focus</b>	Toronto Neighbourhood Improvement Areas (see <i>FSA list below</i> )
Please note: Priority will be given to organizations operating projects and programming within Toronto’s Neighbourhood Improvement Areas (NIA). Organizations operating outside of the defined NIA list will be considered based on capacity, location and programming details.	M1B M1C M1E M1G M1H M1J M1K M1L M1M M1S M1T M3C M3H M3J M3K M3L M3M M3N M4A M4B



	M4C
	M4G
	M4H
	M5A
	M6A
	M6B
	M6K
	M6L
	M6M
	M6N
	M8V
	M9L
	M9M
	M9N
	M9R
	M9V
	M9W

**Organizational Requirements:**

Applications are accepted from organizations classified as a Qualified Donee by the Canadian Revenue Agency (*registered charity, registered Ontario amateur athletic association, registered housing corporation in Ontario, registered Ontario municipality, Metis, Inuit or First Nation community/Band*) in Toronto.

Organizations that do NOT have a Qualified Donee status are still eligible to apply in partnership with a Trustee Organization who has Qualified Donee Status.

**Strong Proposals:**

- Intentionally serve communities of color with a board and staff who are representative of those communities.
- Employ a creative approach to, or a proven method for, addressing local needs.
- Reflect careful planning, clear goals, and a plan for sustainability.
- Include a project budget that is reasonable.
- Articulate a clear need.
- Receive support from a variety of sources that may include dollars, in-kind donations, or partnerships.
- Request an amount proportionate to the likely impact of the community.
- Funding priority will be given to organizations who have not received a Nike grant in the past 36 months.

**Requests Not Funded:**

- Organizations that discriminate based on age, ethnicity/race, political affiliation, religion, sexual orientation, gender, gender identity, physical or other disability, or national origin.
- Individual support (including scholarships, stipends, fellowships, and personal assistance)
- Group or individual travel.
- Research projects.
- Sponsorship of fundraising events.
- Support for elite or private sports camps, programs, or teams.



- One day events, unless the focus of the project is on program(s) leading up to a culminating event.
- Endowments, memorials, budget deficits, or fundraising activities.
- Religious organizations whose programs do not have a secular and community focus.
- Lobbying, political, or fraternal activities.
- Capital projects unless Nike's award would be the final funding needed.
- Projects and events that occur prior to the Nike grant award (refer to grant disbursement date).

**Customer Service:**

For questions regarding the grant request form or NCIF program, please e-mail:  
[grant@jamaalmagloirefoundation.com](mailto:grant@jamaalmagloirefoundation.com). Please allow two working days for a response.

For questions about this grant platform or any technical issues, please e-mail:  
[grant@jamaalmagloirefoundation.com](mailto:grant@jamaalmagloirefoundation.com). Please allow two working days for a response.