

Nickelodeon's Big Green Grants Program

Providing resources to schools and community-based organizations to support environmentally friendly projects that educate and inspire kids to (1) take care of the environment; (2) be active and live healthily; and/or (3) engage in community service.

Big Green Grants Program Overview

- Nickelodeon's Big Green Grants Program is a unique funding initiative that teams up kids and adults to bring resources to their community.
- Adults complete the application. Kids include essays and/or artwork explaining why this project is important to them and their school, club, after-school program or community.
- Between April 22 and December 31, 2009, eligible schools and community-based organizations can apply for one of two funding opportunities.
 1. A \$2,500 grant for an environmentally-friendly project.
 2. A \$5,000 grant for an environmentally-friendly project. To request \$5,000, applicants must provide a 1-to-1 dollar-to-dollar match (\$10,000+ total project budget).
- Verification/documentation/proof of match from another sponsor/funding source must be submitted in the application.
- To be considered for the program, applicants must explain how the proposed project will benefit or enhance the learning experience of kids, as well as its relevance to the environment, being active and living healthy, and/or community service.
- Applications with creative vision are a plus!
- Applications are accepted and reviewed on a rolling basis throughout the year with a particular focus around Earth Day (April 22, 2009) and Nickelodeon's Worldwide Day of Play (September 26, 2009).
- Funds must be used to support the proposed project outlined in the application.
- If selected to receive a grant, Nickelodeon will contact the appropriate point person with notification.
- Nickelodeon's Big Green Grants Program is committed to reaching a broad and diverse group of candidates. Applications from urban, rural/suburban areas, and from small and large community-based organizations serving all ethnicities are encouraged to apply.
- Deadline for all applications is December 31st, 2009.

Who is Eligible?

- Elementary and middle schools including grades K-9 (public and private not-for-profit) and after-school community-based organizations with 501(c)(3) status serving kids age 5-15.
- Eligibility Period: April 1 - December 31, 2009
- Within the parameters of the funding guidelines, projects of all non-profit organizations are considered for funding without regard to race, gender, disability, religion, ethnicity, age, or sexual orientation.

In addition to the criteria above, please note grant applicants that hosted a Big Green Help Earth Day event or a Worldwide Day of Play event will be given special consideration in the judging process. Applicants must provide tangible documentation of the activities. Documentation must come in the form of video, photographs or drawings. Supporting documentation, such as press clippings, letters/proclamations from mayors, administrators or other elected officials are welcome!

What is The Big Green Help?

The Big Green Help is Nickelodeon's environmental initiative created to educate, inspire and empower youth to take care of the Earth. Built around five key environmental themes, The Big Green Help translates complex environmental issues into something simple, tangible and actionable.

What is Worldwide Day of Play?

Saturday, September 26, 2009 marked Nickelodeon's 6th annual Worldwide Day of Play. Together in partnership with signature partner Boys & Girls Clubs of America, the National Environmental Education Foundation, the US Forest Service and the National Football League, Nickelodeon helped hundreds of schools and community-based organizations throughout the world host their very own Worldwide Day of Play events and encouraged kids to be active and live healthy. To celebrate the occasion, Nickelodeon went dark for three hours on Worldwide Day of Play to deliver one simple message: Turn the television off, get up, get outside and go play!

Judging Criteria:

- Creativity
- Feasibility
- Educational experience
- Direct impact on student/members and/or the environment
- Short and long term projected outcomes
- Project efficiency

Ideas for Projects:

- Clean your local park/waterway
- Eco fieldtrip to a national park or zoo
- Tree-planting project
- Planting a community garden
- Environmentally-friendly playground build
- Nature walking path
- Field trip to a farmers market/organic farm
- Bike Clubs
- Field Day
- City-Wide Play Day
- Game Hour

Applications for the following funding requests will not be considered:

- Individual needs, including scholarships, sponsorships or personal financial aid/assistance
- Fund-raising activities, such as benefits, charitable dinners or galas
- Goodwill advertising, souvenir journals or dinner programs
- Political causes, candidates organizations or campaigns
- Books, magazines or articles in professional journals

Contact Us

For questions or more information on Nickelodeon's Big Green Grants, The Big Green Help or Worldwide Day of Play, call or email Nickelodeon Public Affairs at publicaffairs@nick.com or (212) 846-4333.