

# Bowerman Track Renovation Program

## *Guidelines*

### Introduction

In 1971, Bill Bowerman stared into his breakfast waffles and saw a better way to make running shoes. As he poured rubber into his wife's waffle iron he started the running revolution. What drove him to ingenuity was to give his runners an edge. Heading up the track team at the University of Oregon from 1949-72, Bowerman led Oregon to four NCAA team championships, coached 44 All-Americans and 19 Olympians. No other coach has had a greater impact on American track and field than Bill Bowerman.

Bowerman once determined that every ounce shaved off a miler's shoe was 200 fewer pounds lifted in a race. With that in mind, he began creating special shoes for his athletes. In 1964, he teamed up with former Oregon student and runner Phil Knight, to form Blue Ribbon Sports, the forerunner of Nike, Inc. Bowerman's innovative designs and Knight's business acumen were the perfect fit. By the time BRS became Nike in 1972, sales were already approaching \$2 million.

In June 1999, Bowerman stepped down as a member on the Nike board of directors, a post he has held since 1968. In honor of Bowerman's lifetime contributions to the sport of running, Nike has established the Bowerman Track Renovation Program. Beginning in 1999 and continuing through May 2009, Nike is contributing a \$2 million (U.S.) to the Bowerman Track Renovation Program for the refurbishment or construction of youth-oriented track and field facilities around the world.

### The Program

The Bowerman Track Renovation Program provides matching cash grants to community-based, youth-oriented organizations that seek to refurbish or construct running tracks.

This ten-year, \$2 million program, administered by Global Community Affairs at Nike, provides matching funds of up to \$50,000 to youth-oriented nonprofit organizations anywhere in the world. These organizations will demonstrate a need for running track refurbishment or construction and in turn will provide track access to neighboring communities. The program will distribute approximately \$200,000 in matching grants each year. Bowerman Track Renovation Program funds must be matched in some amount by other contributors by an agreed upon deadline.

## Eligibility and Selection Criteria

The program welcomes inquiries and proposals from organizations worldwide.

U.S. applicants should be exempt from income taxes under Section 501(c)(3) or 509(a) of the Internal Revenue Code and be defined as a public charity or a unit of government. Athletic booster clubs, schools and school districts are considered public charities and are eligible to apply.

Applicants outside the United States should be charitable in purpose and nongovernmental organizations (NGOs).

In order to be eligible for the program, organizations submitting applications must:

- Be a community-based, nonprofit or nongovernmental organization (NGO) organization serving youth;
- Employ at least one full-time staff person;
- Maintain a viable track program serving boys and girls, ages 14-18;
- Consider Nike Grind as the material used for track refurbishment or construction (see Nike Grind section for more information);
- Demonstrate that the track is available in all or most weather conditions and open to and used by members of the community for organized meets and other events;
- Provide evidence of or an ability to secure matching funds from other organizations by an agreed upon deadline for the completion of track refurbishment or construction;
- Accommodate a site visit by Nike representatives if necessary;
- Mount at the track, at Nike's expense, a plaque commemorating Bill Bowerman;
- Demonstrate a solid commitment to quality construction standards, track maintenance and safety; and
- Indemnify and hold harmless Nike, Inc., its vendors and partners.

Other factors that will be considered in evaluating proposals are:

- Feasibility of proposed project;
- Evidence of long-term financial viability and appropriate infrastructure in place to properly implement track project and maintain track and corresponding programming;
- Existence of ties or relationships with local athletic heroes or track athletes and their corresponding involvement in track programming;
- Demonstrate how track improvement will benefit adults and youth in the greater community;
- Agree to place one Nike logo or trademark on each surface;
- Agreement to partner with a Nike Grind approved vendor for track construction or refurbishment; and
- Locations where Nike employees live, work and play.

Special consideration will be given to:

- Existing running tracks in need of repair or refurbishment; and
- Tracks located in low and moderate-income communities.

### Inquiries and Applications

Inquiries about the program and those interested in applying for a grant should be addressed to:

Manager  
Bowerman Track Renovation Program  
Global Community Affairs  
Nike, Inc.  
One Bowerman Drive  
Beaverton, OR 97005-6453  
USA

Telephone: 01+503-671-6453

## How to Apply

A proposal should contain:

### A. COVER SHEET (maximum of two pages)

Include, in this order:

- Date
- Name and address of organization
- Contact person(s)
- Phone and fax numbers of organization and contact person(s)
- A statement summarizing the purpose and activities of the organization
- A statement summarizing the proposal
- The relationship of the proposal to the organization's mission statement
- The total annual organizational budget and fiscal year
- The total project budget
- The dollar amount being requested
- Previous support from Nike, Inc. or Nike Foundation
- The period the grant will cover (e.g., January 1, 2000 - December 31, 2000)

### B. NARRATIVE (maximum of 10 double-spaced pages)

#### 1. Organization Information.

- Brief summary of organization's history.
- Brief statement of organization's mission and goals.
- Description of current programs, activities, and accomplishments.
- Description of neighborhood and greater community where track is located.
- Description of existing ties or relationships with local athletic heroes or track athletes and their corresponding involvement in track programming.
- Overview of organizational structure, including board, staff, and volunteer involvement.
- Description of income level of students, including percentage that qualify for federal lunch programs (in USA).

## 2. Purpose of Grant (Goals, Objectives and Activities)

- Statement of needs/problems to be addressed; description of target population and how they will benefit.
- Description of project goals, objectives and activities and a statement as to whether this is a new or ongoing part of sponsoring organization.
- Plans to accomplish the goals and objectives.
- Timetable for track refurbishment or construction.
- Description of how track improvement will benefit adults and youth in the greater community.
- Other organizations, if any, participating in the project and their roles.
- List of names, qualifications (or resume), and job description of key staff and/or volunteers responsible for the project.
- Strategies for matching Nike funding contributed to this project and timetable.

## 3. Evaluation (Outcomes and Assessment Methods)

- Plans for evaluation including how success will be defined and measured.

## C. FINANCES

1. A detailed project budget and bid that includes scope of work, projects costs, surface system, from at least one vendor.
2. Organization's previous and current annual operating budget.
3. Most recent annual financial statement (audited, if available).
4. List and amount requested of other foundations, corporations and other funding sources to which this proposal has been submitted.

## D. ATTACHMENTS

1. A copy of the current U.S. Internal Revenue Service determination letter indicating 501(c)(3) or 506(a) tax-exempt status or equivalent.
2. A list of Board of Directors including professional and related community affiliations.
3. A few current, relevant articles or reviews about the organization's program if available.
4. Letters of support (maximum of four) from neighborhood and/or partner organizations.
5. Photographs of existing track facility or proposed site.

### Timetable

Proposals are accepted on an ongoing basis through May 31, 2009.

A committee of Nike representatives meets to review eligible, completed proposals in January, March, June and September. Decisions are shared with applicants approximately forty-five (45) days following committee meetings.

Projects that have been declined are not eligible for re-submission until the next fiscal year.

## Nike Grind

### **Sharing a Commitment to the Environment: Nike Grind**

Nike has made a commitment to reducing our impact on the environment. We are working to create innovative ways to reduce waste, reuse resources and recycle products. The Reuse-A-Shoe Program is one way Nike seeks to more closely align the product lifecycle with natural cycles.

With the assistance of retail collection partners around the U.S., Nike collects old and defective athletic shoes of any kind (not just Nike). Nike then slices and grinds the shoes with the end result being Nike Grind materials. Today, our strategic alliances with Atlas Track & Tennis and other sport surface companies allow us to incorporate Nike Grind materials in innovative sport surfaces that benefit both the environment and local communities. In essence, Nike is taking old shoes that no one wants and recycles them into something that everyone wants—running tracks, football/soccer fields, tennis/ basketball courts and playground surfaces.

### **Nike Grind Partner: Atlas Track & Tennis**

Stride across an Atlas synthetic track and you'll experience a revolutionary athletic surface. Atlas' all-weather surfaces are composed of Nike Grind rubber granules and recycled tires for a quality product that performs in any weather condition.

Organizations applying for a Bowerman Track Renovation grant are encouraged, but not required to use Nike Grind technology to resurface their track. To date, six Bowerman track projects have used the state-of-the-art surfaces each consisting of approximately 75,000 recycled athletic shoes. Nike and Atlas together are committed to the environment and helping increase sports opportunities for kids everywhere.

If you would like more information about Atlas and Nike Grind go to [www.atlastrack-tennis.com](http://www.atlastrack-tennis.com) or call 800-423-5875.