

Overview

A coalition of funders, practitioners, stakeholders and thought leaders have come together to establish a 5-year initiative called the MOVE Fund. The MOVE Fund supports efforts to advance collective action, and systems change at the regional and local levels focused on youth sports, play and movement to create more opportunities for young people across the U.S.

Of particular focus is youth from communities that have been historically marginalized due to race, ethnicity, gender identity, sexual orientation, culture, socio-economic status, or disability and as a result have been underserved, under resourced and lacked access. The Fund is built on the premise that sport, play, and movement are fundamental to positive youth development and that providing access to sport, play, and movement for all requires systems-level change at the local, regional, state, and national levels.

The Play Equity Fund (PEF) manages and administers the MOVE Fund. The Play Equity Fund is focused on bringing the transformational power of sport and play to all children regardless of race, gender, zip code or socioeconomic status.

Nationally the goals of the MOVE Fund are to:

- Increase Opportunities: Increase the number of high-quality youth sports opportunities.
- Increase Investment: Increase the amount of investment (both public and private) in community organizations using sports as a vehicle for positive youth development.
- Strengthen Infrastructure: Increase organizational staff and coach capacity to strengthen and sustain high-quality youth experiences.
- Strengthen Cohesion: increase collaboration and partnerships among and between local organizations and across cities and regions.
- Unified Strategy: Unify efforts to establish a national youth sports agenda

By the end of five years the MOVE Fund will support up to 25 innovative efforts to advance collective action, and systems change at the regional and local level focused on youth sports, play and movement to improve the health and well-being of young people.

Grants will be awarded to coalitions and/or collectives that are:

- Increasing access and participation, particularly for underserved and historically marginalized communities.
- Developing systems, policies and increasing opportunities for youth sports through collective action to achieve systems change.
- Improving quality of sports by working towards adopting standards of training or certifying coaches in youth development best practices
- Focusing on youth sports in their efforts to catalyze and change systems.

- Advancing efforts that are scalable and measurable.
- Centering sports-based youth development organizations directly to initiate action, organize, develop campaigns and/or advance policies.

More information on systems change and collective impact can be found [here](#).

Application Process

The Play Equity Fund invites applications from coalitions and collectives that align with these goals and include local leaders, community members and other stakeholders, and are:

- advocating for public and private investment in sport and play
- working to build capacity of direct service sport-based youth development organizations
- working to create a local sports system that is equitable, positive, and inclusive in their regions.

Only one application per collaborative/collective can be submitted. Collectives/collaboratives must apply through one lead organization that must have 501(c) (3) nonprofit status designation. Grants will be two years in length and range between \$40,000 - \$150,000.

Coalitions or collaboratives that are at various stages of development and align with the priorities and meet the criteria outlined below will be considered.

NOTE: Coalitions funded in 2025 are not eligible for consideration for funding this year

Criteria

This is a competitive process with priority given to coalitions that:

- Prioritize youth that are historically disadvantaged, underserved or overlooked with a particular focus on youth that have been marginalized due to race, ethnicity, socioeconomic status, gender identity, sexual orientation, disability, or culture.
- Collaborate, and engage the local sports-based youth development ecosystem.
- Build coalition or member organization capacity through training and technical assistance.
- Demonstrate impact through policy wins or losses **and/or** coalition member engagement. Policy wins can include legislative or administrative changes, or an increase in public or private funding.
- Have been in existence for at least one year, and have a regular cadence of meetings, have a leadership or steering committee structure in place; and have a geographic focus within a community or region.
- Have a minimum of five organizations committed to the collaborative efforts.
- Have made progress in increasing opportunities, investment, organizing community and increased stakeholder engagement.

The application will ask for the following information:

- Overview of the applicant organization, mission, and programming
- Description of the landscape in the region. Include demographics, sport, and play ecosystem.
- Description of the coalition/collective including a comprehensive list of participating organizations. This will include the name of the coalition if there is one.
- The demographics and number of coaches involved and engaged by coalition organizations.
- The demographics and number of youth served by coalition organizations.
- Description of history and milestones. Milestones can include policy victories, growth in membership, funding growth in the region.
- Description of challenges encountered in efforts to advance systems change.
- Description of how the coalition operates, including leadership structures, decision making processes, etc.
- How this funding will advance the work of the coalition or collaborative.
- Evaluation measures and plan for gathering both qualitative and quantitative information. Those awarded that do not have an evaluation plan in place must work with the evaluator to establish an evaluation plan.
- Guidestar update and profile for lead or applicant organization.
- Organizational budget for applicant organization
- Budget for coalition/collaborative for the proposed period. This will need to include expenses, and sources of revenue.
- List of current and pending funders and amounts for this effort.

Funds can be used for operating costs such as:

- Any expenses associated with advancing the work of the coalition or collaborative.
- Any expenses that will support the growth of the coalition or collaborative.
- Research to advance policy or systems change goals, including baseline or formative research on the region's needs.
- Staffing costs to manage, support and/or advance the efforts of the coalition.
- Convening costs associated with the coalition efforts.

This funding is not intended to be a pass through to local sports-based youth development organizations.

Estimated Number of grants to be awarded in year two: 5-10 grants.

[Access the grant portal to apply here](#) (Use code "MF2026" to access the MOVE Fund application)