

**CITY COUNCIL**

**The City of Orange Township, New Jersey**

DATE June 3, 2020

NUMBER 231-2020

**TITLE:**

**A RESOLUTION TO ACCEPT THE 2019 BILL BELICHICK FOUNDATION GRANT AWARD OF \$10,000.00 FOR A LACROSSE PROGRAM.**

**WHEREAS**, the City of Orange Township made application to the Bill Belichick Foundation prior to June 7, 2019 to secure funds for a Lacrosse program for the children of the City of Orange Township; and

**WHEREAS**, the City of Orange Township recognizes the importance of varied recreational and sport activities for the children and adults residing within the City of Orange Township are a part of the enhancement of living; and

**WHEREAS**, the lacrosse program is a welcome addition to options given to the youth and will increase their health and wellbeing; and

**WHEREAS**, on February 27, 2020 the City of Orange Township was notified of the funding award in the amount of \$10,000.00 for the support of a lacrosse program in the recreation department of the City of Orange Township.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Orange Township, that the City Council has authorized the acceptance of the 2019 Bill Belichick Foundation Grant Award in the amount of \$10,000.00 for the City of Orange lacrosse program.

Adopted:

\_\_\_\_\_  
Joyce L. Lanier  
City Clerk

\_\_\_\_\_  
Tency A. Eason  
Council President

*Wendy Parchment on behalf of  
the City Attorney*  
\_\_\_\_\_  
*[Signature]*



Apply to Acct **Belichick Grant Recipient**

**660883294**

CHASE ONLINE BILL PAYMENT  
PO BOX 15944  
WILMINGTON DE 19850-5944  
(800) 472-6236

BILL BELICHICK FOUNDATION, INC.  
1 PATRIOT PL  
FOXBOROUGH MA 02035-1374

25-3/440

**03-12-2020**

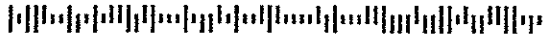
Department of Recreation



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Pay **TEN THOUSAND AND 00/100**

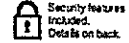
Dollars



**\$10,000.00**

To  
the  
Order  
of

01996 BPC 001 001 20072 - 660883294 1 OF 1  
CITY OF ORANGE TOWNSHIP  
ATTN NILES CLEMENTS  
29 N DAY ST FL 2  
ORANGE NJ 07050-3608



Security features  
included.  
Details on back.  
Check Void After 90 Days

*Kent Smith*

JPMorgan Chase Bank, N.A. Columbus, Ohio

⑈ 660883294 ⑈ ⑆ 044000037 ⑆

658533013 ⑈

## Wendy Sykes

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**From:** Bill Belichick Foundation <info@billbelichickfoundation.org>  
**Sent:** Thursday, February 27, 2020 11:25 AM  
**To:** Wendy Sykes  
**Subject:** \*\*Maybe SPAM\*\* Congratulations 2019 Bill Belichick Foundation Grant Recipient!

Dear City of Orange Township, Department of Recreation,

Congratulations! On behalf of the Bill Belichick Foundation, we are pleased to inform you that City of Orange Township, Department of Recreation has been selected as a recipient of the 2019 Bill Belichick Foundation Grant.

Your organization exemplifies the mission of the Bill Belichick Foundation, which is why we are pleased to award you this one-time \$10,000 grant. The Bill Belichick Foundation strives to provide coaching, mentorship and financial support to individuals, communities and organizations. We seek out those leaders and athletes who embody our family's passion for sport, coaching, teambuilding and excellence – in the classroom and on the field. Thank you for sharing our values and doing your job!

At your earliest convenience, please email Emily Gagnon at [accounting@billbelichickfoundation.org](mailto:accounting@billbelichickfoundation.org), the address that the organization's check should be sent to and your organization's Federal Tax Identification Number.

Your grant total of \$10,000 will be mailed directly to your organization.

Sincerely,



**President**  
**The Bill Belichick Foundation**



[www.billbelichickfoundation.org](http://www.billbelichickfoundation.org) | [Facebook](#) | [Twitter](#) | [Instagram](#) | [YouTube](#)

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City of Orange Township NJ 2019 Bill Belichick Foundation Grant Application

Please type the requested information

Your Name & Title: Wendy Sykes, Director of Community Services

Name of Organization: City of Orange Township, Department of Recreation

Organization Address:

Orange City Hall  
29 North Day Street  
Orange, New Jersey 07050

Telephone: 973-266-4047

Email: [wsykes@ci.orange.nj.us](mailto:wsykes@ci.orange.nj.us) ; [wendymykes@gmail.com](mailto:wendymykes@gmail.com)

Organization's Website: [http://www.ci.orange.nj.us/department\\_of\\_recreation.html](http://www.ci.orange.nj.us/department_of_recreation.html)

Organization's Social Media Handles, if applicable (FB, Twitter, Instagram):

Facebook: @Orange.NJ

Twitter: @CityOfOrangeNJ

Verifications

Date Founded: November 27, 1806

TAX ID # (if applicable): 22-6002178

Current Annual Program Budget: \$9,000

Representative Signature:





Keith Pressey  
Supervisor of Recreation

Is your organization a registered 501(c)3? (circle one): Yes    No

\*\*If yes, please attach a copy of official 501(c)3 letter

References

Please list three references and their contact information below.

Name:	Email:	Phone:
TaQuisha Knight	<a href="mailto:TKnight@orangenj.gov">TKnight@orangenj.gov</a>	973-266-4021
Marty Mayes	<a href="mailto:Mmayes@orangenj.gov">Mmayes@orangenj.gov</a>	973-885-1921
Chris Hartwyk	<a href="mailto:Chartwyk@orangenj.gov">Chartwyk@orangenj.gov</a>	(973) 266-4010

Questions

1. History of organization:

The City of Orange Township in Essex County New Jersey is a 2.2 square mile urban community of about 30,000 residents, located directly outside of the City of Newark, the largest city in New Jersey, and is only about 13 miles east of NYC. This portion of Essex County is extremely built-up and densely populated, and often suffers from the same urban ills of larger cities – environmental threats, limited resources, and notable economic inequality – which has ultimately led to widespread divestment and economic blight throughout Orange. This post-industrial community is a prime example of a community struggling with the effects of poverty and an ever-shrinking municipal budget. Despite these challenges, the City of Orange Township is proud to be of serving one of the most culturally diverse, artistically vibrant, and upward bound municipalities in the State of New Jersey. Our constituency is often characterized as decidedly low income and comprised of racial and ethnic minorities; in fact, the racial



breakdown is: 69.9% Black, 21.7% Latino/Hispanic, 4.5% White, 1.5% Asian and 2.4% other/mixed raced. Furthermore, 24% of the overall community and 38.3% of children fall below poverty line.

Since its inception, the Orange Department of Recreation, operating under the umbrella of the Department of Community Services, has been devoted to one goal: promoting the well-being of children, young adults and the senior community. These works are critical to the inner city, which struggles with the effects of generational poverty, obesity, and criminal activity (often related to violent crime, drug and gang activity). To battle against these challenges, the Rec. Department has played an enduring and vital role of developing and administering programs to enhance the quality of life by promoting good physical and mental health, preventing illness and injury, protecting the environment, and providing recreational services to residents of all ages. Our youth programs are designed to physically and mentally engage the with children, helping them to develop into well rounded and upstanding citizens. This approach helps the city to build stronger families, promote mental and physical health, education, and serves to strengthen the community as a whole.

The Department of Recreation is one of the most active and in-touch departments in the City of Orange Township, and has been successful bridge between the Township administration to the community members. Thus far, the Recreation Department has been able to continuously maintain vibrant sports programming for baseball, soccer, tennis, track, and football throughout the year and enjoys significant community interest and participation. However, the Recreation Department has recognized that the sport of lacrosse is growing nationwide, and would like to introduce lacrosse programming to our residents, as well. Orange has come to realize that children from economically distressed and urban communities like Orange often find themselves drawn to two major sports: basketball and football. This is often because a false narrative is propagated in the inner city, that: football and basketball present clear and multitudinous opportunities for college scholarships, which could potentially lead to wealth in the future. While football and basketball are incredibly worthwhile activities, it is clear that very few individuals will be granted college scholarships, and even fewer will



play either sport professionally. This is specifically why the Township is making its best effort introduce lacrosse to Orange, and to produce first-class programming in all of the sporting activities that will provide diversified recreational and educational experiences and opportunities for our youth.

2. How does your organization benefit the community? Please include any charity work or activities your organization has participated in or hosted.

The Department of Recreation is itself intended to be of service to the community by providing varied opportunities for recreational programming that is affordable to our more than 30,000 residents. In the same vein, the department is tasked with the oversight and operation of a number of Orange Township programs, including: a recreation football program, youth baseball program, youth soccer program, youth tennis program, and youth basketball program; as well as a cheerleading program and a variety of special events operated throughout the year. In addition, the Recreation Department also oversees and runs programming for senior citizens and residents with disabilities.

The Township's demographic data sheds a clearer light on the communities need and dependence on the Recreation Department's high quality and affordable sports programming. Orange's mean family income is \$59,137, less than half of the State of New Jersey mean of \$123,936. Further, the per capita income in the area is \$21,743, just over half of the New Jersey benchmark of \$39,069. Moreover, 22.3% of Orange households rely on SNAP benefits (food stamps) for food assistance versus 9.2% statewide, and as astounding 24% of its individuals live below the poverty line versus 10.7% statewide. These statistics demonstrate the economic reality for Orange's residents, highlighting the need for sustained and expanded recreational offerings. Yet, over the last five years, the City of Orange Township has seen departmental operating budgets cut by as much as 20% across the board. The impact of which has reverberated throughout the department, resulting in incredibly few expenditures. The fact that we are still able to maintain such diverse and successful programs is a testament to the Recreation Department's ability to budget both sparingly and creatively to ensure that we are able to accommodate



as many interested participants as possible. For each sport on Orange's recreational calendar, we aim to keep registration fees low so that they are not burdensome to parents. Each season has a starting fee of \$25 dollars which is hopefully manageable for most parents financially. If not, the township attempts to offer hardship waivers to those youth so that they too can enjoy the game. The township takes on the burden of providing the equipment and supplies using the registration fees and the municipal allotment for each sport offered within the system.

We have witnessed the numerous benefits of our existing sports programming, but hope that the introduction of lacrosse will help to teach our youth essential life skills, including but not limited to: teamwork, leadership, the importance of physical and mental exercise, reliability, and self-confidence. As long as our players are developing some of these principles, the Department of Recreation values its efforts as successful and worth investing the time and resources into pursuing.

#### Essay

Describe how a grant would help this school or community take programming to the next level; include three specific goals.

The City of Orange Township proposes utilizing Bill Belichick Foundation grant funds to implement the Township's first youth lacrosse program, to be overseen by the City of Orange Township Recreation Department. This would be the culmination of an idea that developed from a brief lacrosse introduction clinic that was given to children in Orange for one week in the summer of 2016. The success of that program inspired the City to beginning planning to hold a full lacrosse program in town by making connections to experienced players and advisors on the sport on how to establish a successful program. Unfortunately, the startup costs for a lacrosse program requires more than the City could allot so the idea is begin held off for the time being.

An investment from the Bill Belichick Foundation would give our program just the kickstart we need to begin identifying potential participants; cultivating additional financing (through further grant





proposals and community fundraising); recruiting parents and volunteers to assist with the administration and maintenance of the team, and recruiting and training coaches/officials. As previously stated, the Recreation Department's funding is far too limited to implement a new program on its own, but a grant award would allow for the development and provision of a program that is committed to instilling, growing, and nurturing the love of lacrosse, while also promoting good sportsmanship, loyalty and mutual respect.

If awarded funding through this proposal, Bill Belichick funds would be reserved for the purchase of equipment needed to play the game, once we've recruited and developed our team. This will include the following equipment for each player: complete stick, mouth guard, National Operating Committee on Standards for Athletic Equipment (NOCSAE) approved helmet, arm pads/arm guards, shoulder pads, field player gloves, and rib pads – which are recommended for youth. We will also purchase equipment to outfit youth playing the position of goalie, including: complete stick, chest protector, goalie gloves, throat guards, pelvic protection/goalie pants, arm pads/arm guards, and shoulder pads. We anticipate that the average cost to fully outfit each player with the aforementioned equipment is approximately \$600. The remaining funding will be applied to the cost of uniforms.

Bill Belichick funding would help the City of Orange Township accomplish the following program goals:

1. Introduce the goal of lacrosse to the City of Orange Township, by registering and scheduling program activities in fall/spring of the upcoming year.
2. Purchasing equipment to outfit Orange's inaugural lacrosse team
3. Work with trained coaches so that lacrosse can become a staple in the community
4. Develop a strong program that will allow the youth lacrosse team to begin serving as a feeder program for high school teams and ultimately help players get to college.

The program would be implemented with the following milestones in mind:



1. Organize a summer program during the summer months to get a feel for the level of interest from the community at the current date.
2. Speak to and coordinate with contacts at local universities including Monmouth, Rutgers, and Princeton to get established players to volunteer coach over the summer.
3. Start a spring program with two levels: 3rd/4th grade combined and 5th/6th grade combined.
4. Hire 2 coaches per group for Spring 2020.
5. Reach out to community organizations to help with fundraising. Groups may include but are not limited to: Police Athletic League, lacrosse teams from local universities, Major League Lacrosse, local bars and restaurants, and can shakes (youth fundraising).

If awarded the funding from the Bill Belichick Foundation would be used for specific expenses including purchasing equipment and uniforms for participants. The Recreation Department also anticipates hiring lacrosse coaches because there are no coaches within the City that are experienced in lacrosse. We estimate that the coaches will cost \$25-\$50 dollar per hour during the approximately 8-week season. Though the city will seek additional grant funding to assist with the cost of the professional development for coaches, it is likely that funds will come from the Recreation Department's operating budget. Once the startup expenses have been made the City of Orange Township expects the lacrosse program to be self-sufficient using registration fees. Fees and fundraising activities will help to cover costs associated with transportation, uniforms, balls, pinnies, and other incidentals.

The City of Orange respectfully requests \$10,000 from the Bill Belichick Foundation to accomplish the goals and milestones set above. Thank you for your time and consideration.

*Mail this completed application by June 7, 2019.*



*Applicants from anywhere in the United States are eligible.*

*\*Your application, letter of intent, three references and financial statement should be mailed to the following address\**

The Bill Belichick Foundation  
P.O. Box 812935  
Wellesley, Ma 02482

*Grant recipients will be notified by November 2019.*

For more information or if you have any questions, please email [nicolette@billbelichickfoundation.org](mailto:nicolette@billbelichickfoundation.org)

