



## F.Y. Eye's 2021 Digital Communications Grant Application

### Background:

[F.Y. Eye](#) is a 501(c)(3) nonprofit media agency that works with other nonprofits, community-based organizations and government agencies to connect people in need to the services they deserve. F.Y. Eye's mission is to build public awareness about important social, civic and educational resources, programs and messages by delivering high-quality, low-cost public service announcements throughout NYC and beyond.

F.Y. Eye's signature program is the [PSA Network](#), NYC's first community media cooperative. This platform is a free media distribution channel comprised of over 100 digital screens strategically placed in high-traffic locations across the five boroughs of New York City.

### Program scope:

F.Y. Eye has partnered with over 45 organizations to install high-visibility digital signage, which includes outdoor LED digital billboards, storefront screens, and indoor screens in waiting rooms, lobbies, and cafeterias. This year's Digital Communications Grant Application supports the expansion of our PSA Network to new neighborhoods and community spaces that reach audiences who can benefit most from the social, educational, cultural, civic, legal, financial, and healthcare messages we advertise with other nonprofits. Together, we are building New York's first community media cooperative, a social impact advertising platform that ensures that no good community program or message is lost in the shadows.

### Grantee Qualifications:

Restricted to NYC-based 501(c)(3)-tax-exempt nonprofits who have physical spaces that receive a high number of diverse visitors and have the ability to host indoor and/or outdoor digital screens. You should be committed to sharing important community messages with your constituents. See [here](#) for all requirements.

### Application instructions:

Fill out [this application form](#).

Please direct any questions to [info@fyeye.org](mailto:info@fyeye.org).