1 September 2017

Unit Guidelines & Procedures for Securing Funds

1 September 2017

Development Best Practices Guide

OPR: DEV Distribution: National CAP website

TABLE OF CONTENTS

PREFACE **4**

OVERVIEW **4**

INTRODUCTION **5**

WHY IS THERE LESS FUNDING AVAILABLE FOR CAP? **5**
CAP REGULATIONS/FORMS REQUIRED FOR FUNDING 6
SUBMITTING YOUR FUNDRAISING IDEAS FOR THIS GUIDE 7
HOW TO IDENTIFY, APPROACH, SELL, & MAINTAIN SOURCES OF FUNDING 7

LOCAL, STATE, AND FEDERAL CAMPAIGNS **8**
INTRODUCTION 8
COMBINED FEDERAL CAMPAIGN *9*
WREATHS ACROSS AMERICA *9*

GRANTS **12**
INTRODUCTION 12
MAJOR GRANT SOURCES FOR WINGS, GROUPS, & SQUADRONS 13
COMMUNITY FOUNDATIONS 15

VOLUNTEER HOURS GRANT OPPORTUNITIES **16**
INTRODUCTION 16

MATCHING GIFTS FROM EMPLOYERS **17**
INTRODUCTION 17

CORPORATE DONATIONS **19**

LARGE DONATIONS FROM INDIVIDUALS (INCLUDING ENDOWMENTS) **20**

OTHER FUNDRAISING IDEAS **22**
INTRODUCTION 22
Revenue Sharing Models *22*
MAJOR-EVENT OUTDOOR CLEANUP 23
MAJOR-EVENT PARKING ASSISTANCE 23
CROWDFUNDING APPEALS 24
AMAZONSMILE 24
ADDITIONAL FUNDRAISING IDEAS 24

HOW TO SECURE FUNDS FOR YOUR CAP UNIT **25**
FUNDRAISING, DONATIONS, AND GRANTS 25
TAX EXEMPT STATUS 25
FUNDRAISING REGULATION 25
PREREQUISITE FOR RAISING MONEY 25
GIFT SOURCES 26
SAMPLE LETTERS 27
SAMPLE FUNDING-RAISING LETTER #1 EVENT SPONSORSHIP *28*
SAMPLE FUND-RAISING LETTER #2 SPECIFIC NEEDS (Uniforms) *29*
SAMPLE FUND-RAISING LETTER #3 CORPORATE SPONSOR 1 ..... *30*

SUCCESSFUL GRANT WRITING TIPS (FROM CAP) 31
WHAT IS A GRANT? 31
SOURCES OF GRANTS 32
WHERE TO BEGIN? 32
BEFORE YOU BEGIN 33
WRITING A PROPOSAL 34
ORGANIZATIONS & COMPONENTS 34
CHECKLIST FOR GRANT WRITERS 40
SAMPLE TABLE OF CONTENTS 42
SAMPLE EVALUATION PLAN – FOUNDATION 43

APPENDICES 44
APPENDIX – A: FORMS AND APPLICATIONS 46
APPENDIX – B: MAJOR GRANT-MAKING FOUNDATIONS 49
APPENDIX– C: COMPANIES OFFERING VOLUNTEER HOUR GRANTS 69
APPENDIX – D: COMPANIES OFFERING MATCHING GIFT PROGRAMS 74

Preface

As a federal grant recipient, there are many restrictions on how appropriated dollars can be spent. As such, CAP relies heavily on corporate dollars and, more specifically, fundraising to support our many programs. The CAP Development Team has responded by developing an aggressive plan to leverage Civil Air Patrol's 501(c)3 tax-exempt charitable organization status to generate additional funds. We will help guide you to new and stable revenue streams that will supplement our traditional funding sources and, thus, enhance your ability to continue in accomplishing CAP's three congressionally chartered missions:

Emergency Services

Cadet Programs

Aerospace Education

Overview

This document is intended to be an *evolving, ever-changing guide*. To that end, the CAP Development Team will act as a clearinghouse for fundraising ideas submitted for consideration, vetting new or updated information and then adding it to this guide. Changes will be published periodically and updated electronically on the CAP Development Website and distributed to the following:

- Members of the CAP Development Team
- WING Commanders, Deputy Commanders & Unit Finance Officers
- Squadron Commanders, Deputy Commanders & Squadron Finance Officers
- Any other duty positions or Project Officers involved in fundraising

Fundraising at all levels is intended to be a team effort. Therefore, we strongly encourage the sharing of ideas among all CAP members. The Development Team looks forward to your new and ever-changing ideas for unit fundraising to add to this guide. You can also contact us for additional assistance in implementing any of the best practices contained in this guide.

Please feel free to contact us at:

giving@gocivilairpatrol.org

Introduction

WHY IS THERE LESS FUNDING AVAILABLE FOR CAP?

The general public continues to demand that government at all levels become more efficient, doing more with less. It is therefore prudent for Civil Air Patrol to expect that in coming years, funding received from the Federal government through the U.S. Air Force could decline. Consequently, Civil Air Patrol should anticipate, and plan for, declining U.S. Air Force funding.

The CAP NHQ Development Team has launched a new plan to better use CAP's status as an IRS-recognized charitable organization under Section 501(c)3 of the Internal Revenue Code to supplement our traditional funding sources and enhance our ability to accomplish all three of its congressionally chartered missions. Part of this means making valuable information freely available to all echelons of the Civil Air Patrol.

In fundraising for CAP, we are limited by three very important rules:

1. *You cannot commit fraud (deliberate deceit or deliberate nondisclosure of relevant information) in order to raise funds.*

   Such practices are not only unethical, but illegal and subject to severe criminal and civil penalties. Because they also violate CAP's core value of *Integrity*, they would, in all likelihood, subject a member to severe discipline up to and including dismissal.

2. *You must comply with all state laws applicable to fundraising activities.*

3. *You must also comply with all CAP regulations applicable to fundraising.*

Subject to the above limitations, your fundraising activities are limited only by your motivation, innovation, and knowledge of available funding programs.

As an Example:

Did you know that if you work for a company that has a Volunteer Hours Grants *Program and you are a member of CAP, you may be able to generate Wing or Unit funding based on the hours you serve as a CAP member! Just sign up with your company!* ***(See APPENDIX C Companies Offering Volunteer Hour Grants)***

OR,

Did you know that if you work for a company that has a Matching Gifts *Program, the donations that you or other generous individual donors make to CAP might be eligible for a matching gift from that employer, as long as the gift meets the*

minimum/maximum limits established for such gifts! ***(See APPENDIX D Companies Offering a Matching Gift Program)***

CAP REGULATIONS/FORMS REQUIRED FOR FUNDING

Complete CAP regulations covering CAP fundraising are covered in CAPR 173-4. To access a current copy of CAPR-173-4, go to

https://www.capmembers.com/media/cms/R173_004_3C78BD19C872E.pdf

All CAP units must request Wing approval through the chain-of-command for any fundraising activity or program. Some wings, such as Michigan Wing, have a specialized form for this purpose. (An example of the MIWG Form 173-4, Request for Approval of Unit Fundraising or Dues Assessment is included in **APPENDIX A Forms and Applications**.)

FUNDRAISING EMAILS

When using email to communicate outside of CAP about fundraising – whether soliciting funds or contacting outside organizations about other fundraising opportunities – it is critically important that members not send such messages from dot-gov (.gov) email addresses. CAP is developing appropriate email addresses ending in dot-org (.org) that members can use for fundraising; meanwhile, take care not to originate fundraising emails using dot-gov addresses.

SUBMITTING YOUR FUNDRAISING IDEAS FOR THIS GUIDE

Although the sections that follow are full of great fundraising ideas, the NHQ CAP Development Team knows that there is no way this guide can claim to provide all possible CAP fundraising opportunities that may exist. We hope to keep this guide as a tool to help you develop more reliable revenue sources for your CAP unit, so we welcome and encourage you to help us make it even better by contributing your ideas and experience. Share those ideas with us by completing and submitting an ***Application to List a Fundraising Activity or Program*** found in the ***APPENDIX A Forms and Applications***

HOW TO IDENTIFY, APPROACH, SELL, & MAINTAIN SOURCES OF FUNDING

IDENTIFY YOUR UNIT'S FUNDING SOURCES

Identification of the most appropriate funding sources for your needs depends on:

a. The geographic reach of the echelon level (i.e., Region, Wing, Group, Squadron/Flight) that you are trying to get funding for.

b. The purpose/end use of the funding that you are trying to obtain.

APPROACH YOUR UNIT'S FUNDING SOURCES

The approach used to solicit funding for your Unit's needs depends greatly upon the funding source that you want to approach. For example:

- You approach an individual donor on a personal or networking basis.
- You approach business or corporate donors based on their published social responsibility information and through business networking connections.
- You approach each separate grantmaking foundation in the method(s) that *they specify as an appropriate method by which to approach them*. These methods are usually found on the foundation's website or by a brief letter of inquiry to those who do not have an Internet presence. The NHQ Development Team has paid for access to a subscription for the *Foundation Directory Online* (FDO) and will help any CAP fundraiser at any echelon to find appropriate grantmaking foundations for your stated and well-defined program funding needs.

SELL THE FUNDING SOURCES ON YOUR UNIT'S NEEDS & PROGRAMS

Just like your approach to your potential funding sources, each different type of funding source requires a different type of sales presentation that succinctly explains to them how the program for which you are seeking funds will address the needs of your target market. For example:

- Individual donors are not as impressed by numeric details as they are with

feeling comfortable that your programs align with their goals.

- Businesses and corporations typically want to support efforts that affect the local communities where their employees live and work. Additionally, they will also want their donations to support something that is important to them (for example, efforts to improve STEM education of all school children).

- Grantmaking foundations expect that your application to them for funding will show an easily discernable connection to their specific focus areas. Additionally, virtually all grantmaking foundations will expect you to provide a detailed proposal supported by verifiable information about the target market that you intend to serve.

MAINTAIN YOUR UNIT'S FUNDING SOURCES

It makes no sense to expend all of the effort to identify, approach, and sell potential funding sources on your needs and programs if you don't bother to maintain them! Well-maintained donors and other funding sources are much easier to solicit than having to start the whole process anew with unfamiliar donors.

One of the easiest and simplest ways of maintaining your funding sources is the simple act of saying "Thank you!" for their support, and keeping in contact with them to show them how their funding made a real difference in the success of the programs you offer.

Grants almost always require that a formal grant report be submitted to the grantmaker to demonstrate how their grant funding was used. These can run the gamut from a simple one- or two-page summary report to highly complex reports that ask detailed questions about how the funding was spent and how you measured the success or failure of your program.

Corporate and individual donors always appreciate a written Thank You! If you fail to make this simple gesture, these donors will unfortunately remember you…*in a very negative way!* Odds are you will never be able to solicit another donation from them.

Donors also love seeing actual evidence of their combined donations being put to good use. This can be as simple as sending them (by email or postal mail) a newsletter *with pictures* twice a year to highlight how you used the donors' funding to successfully accomplish program goals.

Local, State, and Federal Campaigns

INTRODUCTION

These large-scale efforts can be local, state or federal and generally take place during a certain time of the year. They can be initiated by individual unit effort or conducted Wing-

wide.

COMBINED FEDERAL CAMPAIGN

NOTE: In 2017, the Federal Office of Personnel Management (OPM) changed participation rules for the Combined Federal Campaign so that CAP and other charities are now required to pay a three-part fee to participate. CAP's cost is about $400 per unit. Due to these changing policies, it may not be cost effective for certain CAP echelons to participate in this fundraising program. To others, the revenues received could far exceed the cost.

NAME OF PROGRAM & FUNDING ENTITY

COMBINED FEDERAL CAMPAIGN ***(CFC)***
U.S. Federal Government - Office of Personnel Management (OPM)
www.opm.gov

TYPE OF PROGRAM

Federal campaign carried out worldwide, but dispersed among dozens of locally led campaigns with varying deadlines and geographic reach.

PURPOSE OF FUNDING

The CFC is the official workplace giving campaign of the Federal government. The mission of the CFC is to promote and support philanthropy through a program that is employee-focused, cost-efficient and effective in providing Federal employees the opportunity to improve the quality of life for all.

POTENTIAL RANGE OF FUNDING AMOUNT

Funding amount is unlimited depending on the participation of the organization.

TIME OF YEAR FOR APPLICATION

Applications begin in February, approval in March and the campaign running annually from October to December.

WREATHS ACROSS AMERICA

NAME OF PROGRAM & FUNDING ENTITY

Wreaths Across America
PO Box 249
Columbia Falls, ME 04623

http://www.wreathsacrossamerica.org/

TYPE OF PROGRAM

This is a nationally recognized program that honors and remembers all deceased veterans.

PURPOSE OF FUNDING

While the primary purpose of the *Wreaths Across America* campaign each holiday season is to honor and remember the service and sacrifice of all deceased veterans, it has also been a source of significant funds for CAP units through promoting wreath sponsorships. Funds received are unrestricted – it is up to each participating unit to determine how they want to spend the $5.00 per wreath they receive for each wreath sponsored by a donor.

POTENTIAL RANGE OF FUNDING AMOUNT

The potential funding amount is virtually unlimited. It depends on the success of the unit in securing donors to sponsor wreaths. Each participating Unit collects a $15 sponsorship for each wreath and remits the funds to Wreaths Across America. A $5 stipend is later disbursed to the Unit on a 30-day reimbursement cycle.

TIME OF YEAR FOR APPLICATION

The program runs from the beginning of the calendar year and officially ends the day after the Thanksgiving holiday. However, any participating Unit can turn in additional wreath sponsorships after such time and those wreath sponsorships will be credited and delivered the following year. Units can apply to participate at any time online. (See Program Application)

PROGRAM DESCRIPTION

On National Wreaths Across America Day each December, volunteers place wreaths on individual veterans' graves in over 1,200 locations throughout the U.S., with ceremonies at sea, and at each of the national cemeteries on foreign soil.

You can **sponsor a wreath at a cemetery near you,** or even **volunteer with or donate to a local fundraising group.**

If you don't see a location near you, Wreaths Across America will support you in becoming a Location Coordinator for a cemetery in your area. There is no cost to become a participating location and host a WAA ceremony this December.

In 2007, Wreaths Across America expanded its program to enable cemeteries all over the United States to place wreaths on individual graves to emulate the Arlington Wreath Program.

The Wreaths Across America Program seeks organizations such as CAP to help the

nation remember and honor its veterans laid to rest all over the country. This is accomplished by raising funds from donors all across the United States to sponsor wreaths. In return, Wreaths Across America sends a stipend $5 for each $15 wreath sponsorship sold back to the local CAP organization to support its ongoing work.

There is also a three-for-two program for Units that only wish to sponsor wreaths and not receive a stipend. For every two wreaths sponsored, a third wreath will be also delivered and placed at the location the Unit chooses to support.

SPECIFIC WAA PROCEDURES:

- Select a cemetery you will raise funds for. It could be Arlington National Cemetery, or a cemetery in your state or local community. A list of participating locations, along with ID numbers, can be found on the Wreaths Across America web site.
- You must register with the Wreaths Across America office by completing the Group Fundraising Registration Form below before you begin fundraising.
- You will be assigned a Wreaths Across America Group ID number. It is important to include this information on all donations remitted to your Wing, along with the participating location ID number of the cemetery that your CAP Unit is sponsoring.
- You will need a Group (Team) Leader. The Group (Team) Leader is responsible for passing along all information and communications from Wreaths Across America™ to the rest of the fundraising Group (Team), for being the main point of contact for Wreaths Across America, and for ensuring remittances are made at least every two weeks.
- Read the Wreaths Across America Reference Guide to get ideas on how to raise funds.
- Wreaths Across America wreath sponsorships are $15 per wreath.

PROGRAM APPLICATION

The application for *Wreaths Across America* must be completed online at:
http://www.wreathsacrossamerica.org/act-now/start-fundraising/

PROGRAM DETAIL

To access the full detail of this program, please go to:
http://www.wreathsacrossamerica.org/

Grants

INTRODUCTION

Grants from company-sponsored foundations, private or independent foundations, local community foundations, and governmental sources are perhaps the most overlooked method of fundraising in CAP. At the same time, grants are probably the most efficient way to generate funds for our important missions.

Grant funding is an agreement where one nonprofit organization, such as a grantmaking foundation, agrees to provide another suitable nonprofit organization, such as CAP, with the funds to conduct a specific program over a specified period of time. Generally the organization hoping to conduct the program initiates the request for funds by making a grant proposal.

The typical grant proposal to a potential grantmaker will contain:

- Details about the organization proposing the program, including:
  - Proof of the organization's nonprofit status as a 501(c)3 or similar entity
  - The organization's Mission Statement
  - Financial data to prove the organization's financial ability to carry out the proposed project
- A description of the target market that the proposed program intends to serve. Frequently, the grantmaking organization will insist on a detailed set of demographics (gender, age distribution. ethnicity, etc.) regarding the target market. There are many sources that can be used to obtain such information, including detailed census data, American Community Survey data, publicly available school student counts and proficiency data, etc. The NHQ Development Section can provide any Unit with assistance in learning how to extract such detailed data appropriate for any proposed grants.
- A detailed description of the problem or unmet need the program will address.
- A detailed description of how the organization's proposed program will address the problem or unmet need. This includes a detailed budget of materials, staffing, and other resources needed to carry out the proposed program. As an all-volunteer program CAP has a distinct advantage in this regard because Units can easily demonstrate that donated dollars won't be used to provide paid employment for staff members.
- A reasonable plan as to how the proposing organization will measure its success or failure at meeting the unmet need or alleviating the previously described problem.

Grant proposals are transmitted to the grantmaking organization in a number of different ways.

These include:

- Via an online grant application website designed to ask the grant applicant all of the

appropriate questions that the grant maker wants addressed in the applicant's proposal. This website will also typically allow the applicant to attach pertinent financial documents, etc., to the applicant's proposal prior to submission.

- Via a customized form available online from the grantmaking organization that allows the applicant ample space to answer the pertinent questions of the grantmaker and may also ask the applicant to attach additional pertinent financial documents, etc., as an integral part of the overall grant application package. Such grant applications are typically forwarded to the grantmaker via email.

- Via a written document wherein the grantmaker describes specific items to be addressed in the grant applicant's proposal and leaves the construction of the proposal up to the creativity of the grant applicant. These grant proposals may be transmitted to the grantmaker by email, if allowed, or sent by postal mail if that is the wish of the grantmaking organization.

Potential grant applicants should read and re-read the grant-makers' published guidelines that will need to be followed in order to be considered.

The grant makers' published guidelines will likely reveal important information about the grant maker; the primary areas where they focus their grant making activities; possible geographical limitations on their grant making activities; financial limits on the size of the grants they award; limitations on when grant applications will be accepted (i.e., windows for grant application acceptance); from what types of nonprofit organizations grant applications will be accepted; and, most importantly, restrictions on how the awarded funds can be used.

MAJOR GRANT SOURCES FOR WINGS, GROUPS, & SQUADRONS

The following table contains examples of several major grant-makers that can fund local projects.

Detailed information regarding the grant-making activities and requirements for each of the Foundations below can be found in **APPENDIX-B Major Grant-Making Foundations**

GRANTMAKER NAME	GEOGRAPHIC AREAS FUNDED
Walmart Foundation Local Facility Grants and Sam's Club Community Grants (See APPENDIX-B)	The Foundation serves organizations located in an area that is within the normal geographic service area of the Walmart Facility selected (i.e., approximately twenty-five miles.)
Best Buy Foundation Community Grants (See APPENDIX-B)	The Foundation serves organizations within fifty miles (50 Miles) of a Best Buy Store or other Best Buy Facilities.
The Costco Foundation	The Foundation serves organizations located in an area served by a Costco

(See APPENDIX-B)	Facility and the proposed program must serve residents in those same areas.
The Shopko Foundation (See APPENDIX-B)	The Foundation serves organizations located within twenty-five miles (25 Miles) of a Shopko facility and the proposed program should also serve that same community located within twenty-five miles (25 Miles) of a Shopko facility.
The Bank of America Foundation (See APPENDIX-B)	The Foundation serves organizations located in areas served by this company *and* which propose similarly located program(s) for funding.
Wells Fargo Bank (See APPENDIX-B)	The Company's grant making serves organizations located in communities that are served by one or more Wells Fargo Banks.

The NHQ Development Team also is creating a listing of well-known statewide grant makers in each state whose focus areas align with one or more of CAP's three stated missions. The goal is to implement an easy to use on-line tool that will allow local CAP members to quickly search for such grant-makers their respective state database. This will allow members to identify local sources that may be available online.

COMMUNITY FOUNDATIONS

The NHQ Development Team is in the process of creating a means to access listings of Community Foundations in each state. This will allow the user to research online the listing of identified community foundations in their respective states for those Foundations whose focus areas might align with one or more of CAP's three missions.

One of the most overlooked sources of potential funding for local units' programs is local Community Foundations. They exist all over the United States and are designed to serve needs within their communities. Use the following web site to locate Community Foundations in your state:

https://www.cof.org/community-foundation-locator

By using your state's website, you can easily locate and view the necessary contact and website information for several Community Foundations in your state, Try it, it is **very easy**!

Volunteer Hours Grant Opportunities

INTRODUCTION

NOTE: A listing of some major companies offering Volunteer Hours Grants can be found in **Appendix-C Companies Offering Volunteer Hour Grants.** The NHQ Development Team can also help you learn how to use online resources such as HEPDATA and Foundation Directory Online (FDO) to identify companies offering either Volunteer Hours Grants or Matching Gifts or, in some cases, both.

Volunteer Hours Grants are not true grants like those described previously. Instead, they are donations used by many companies to encourage their employees (and sometimes even their retirees!) to perform volunteer service that benefits the local community. Employers establish their own policies and program guidelines, defining:

- What type of 501(c)3 or similar charitable organization(s) can benefit,
- Which employees (and sometimes retirees!) are eligible to participate,
- How much the eligible 501(c)3 or other eligible organization will receive for volunteer hours completed during eligible activities of the organization. Policies vary among employers and follow no set rules. The structure of the program is completely at the discretion of the company.

In all likelihood, an eligible CAP member employee's or retiree's attendance at any scheduled CAP meeting or other CAP activity will count toward the required volunteer service time, so long as the Unit's documentation for those hours satisfies the employer. In one example, a local CAP squadron with members working for Consumers Energy can receive a direct contribution of several hundred dollars simply by tracking those members' participation in CAP meetings and activities. If any CAP member works for, or has retired from, a company with a Volunteer Hour Grant program, it's vital that Units take advantage of these simple and generous programs. The NHQ Development Team can help you find these opportunities.

Matching Gifts From Employers

INTRODUCTION

Matching an individual donor's charitable cash contribution with matching gift funds from their employer is a very powerful way to improve the value of a donor's cash contributions to CAP, and often they do not have to be CAP members.

Generally donations of any individual who works for a company offering a Matching Gift Program are eligible for matched funds as long as the gift meets the minimum established for such gifts. Ask your donor if he or she is aware of any Matching Gift program for which they might be eligible, and if the donor doesn't know it never hurts to ask politely if they would mind if you followed up using the HEPdata and FDO resources to see if their employer participates. Again, the NHQ Development Team can help you with these resources.

Companies offering matching gifts usually cover full-time employees *and* their spouses, and in many cases even permit part-time employees and qualified retirees to participate in their program.

Rules for **Matching Gift Programs** differ greatly from employer to employer. A prospective donor should obtain a copy of the written rules and the necessary forms directly from the employer's human resources department before or shortly after making a charitable contribution to any level of CAP.

There is always paperwork to be completed and signed by the donor to make the Unit eligible to receive the matching gift from the donor's employer, and likewise there is paperwork to be completed by the Unit to certify the donation. Missing either of these steps or completing them incorrectly will delay issuing the donation check to the Unit and could even lead to the employer denying the matching gift.

This table provides an easy summary of the major **Matching Gift Program Rules** of typical companies.

EMPLOYER'S RULE	**Potential Responses**
Who is Eligible?	Full Time Employees – Always FT Employee Spouse – Always Part Time Employees – Sometimes Retiree – Sometimes
Minimum Amount for Matching Gift	As Low as $10 As High as $250
Maximum Amount Matched	As Low as $250 As High as $25,000!! However, more typically, the limit is about $5000.
Employer's Match Ratio (Company Match: Donor Amount)	Almost always 1:1 Have observed as low as 0.50:1 Have observed as high as 3:1 The Match Ratio occasionally declines above certain gift levels that are still under the maximum gift level limit.
Be aware that in some cases certain companies will only provide a matching gift to bona fide educational organizations (or exclude such organizations as K-12 schools) or will provide a matching gift only to certain nonprofit organizations that focus on specific interest areas that the company wishes to support. If a company does not include a category of interest areas to which CAP might conceivably belong, then CAP will probably NOT be eligible for that company's Matching Gift Program.	

A listing of some major companies offering a Matching Gift Program can be found in **Appendix-D Companies Offering a CAP-Compatible Matching Gift Program**.

To search for ALL employers offering Matching Gifts go to www.gocivilairpatrol.org, click Support CAP, and then select Matching Gift Employers on the right-hand side of the screen.

Alternatively, you can also check with the NHQ Development Team for assistance in using this tool or to identify Matching Gift Opportunities.

Corporate Donations

It is important here to distinguish corporate donations from company-sponsored foundation grants. Many well-known large corporations have set up company-sponsored foundations to handle their philanthropic activities so that they only need to allocate a single large donation each year to meet their desired philanthropic goal. Thus, it's appropriate to only approach the company-sponsored foundation of one of these companies for a grant, not the corporate HQ or one of its local facilities in your community for a separate cash donation.

The following information pertains only to those companies that do ***not*** have a company-sponsored foundation that handles its philanthropic activities.

Corporate donations can come in all sizes from a few hundred dollars up to donations in six figures or more. It is all up to the generosity of the potential corporate donors, their current financial health, and what type of programs at CAP they deem valuable to their local community and their current/future needs.

Small local corporations generally donate to promote goodwill in their community, where which helps to generate business. Many times, larger corporations with multiple locations across a state or in several states will limit their corporate donations to the communities where their employees live and work. These corporations generally donate to satisfy management's and shareholders' desires to see the enterprise act as a good corporate citizen in the community.

Corporate donations do not always have to take the form of cash. Many times, a corporation replacing older items would rather donate usable items to a qualified nonprofit organization than scrap them. These items, however, might still have some real value to a CAP Unit. Carefully evaluate the usability of any proposed non-cash donation, and if it helps to avoid spending cash on the same item in the near future, then it may be worthwhile to consider accepting the items.

Similarly, a corporation might also be ready and able to make a cash donation to a CAP program that it deems worthy. Even if that CAP program seems to be well-funded without the donation, it is always best to accept such a donation even if it is restricted to a specific use, rather than to try to persuade the willing corporation to make the donation unrestricted or to restrict its use for other programs in which the donor has shown no interest.

And, most importantly, it is critical that each and every corporate donation be followed up with a heartfelt thank-you and later by a summary report to the donor that shows how the company's generous donation was put to good use! Failing to follow up with these two simple actions will likely discourage that corporate donor from making future donations.

Large Donations From Individuals (Including Endowments)

Donations come in all sizes. Sometimes they come from individuals you have known for a long time like family, close friends and business associates. Sometimes a previously unknown donor seeks you out. The propensity of individuals to make charitable contributions to deserving charitable organizations varies widely from zip code to zip code. Please check your own zip code for a comprehensive set of demographics about charitable giving right in your own neighborhood using the following website and directions below:

https://philanthropy.com/interactives/how-america-gives#search

Use the drop-down box in the left side of the rectangle in the upper left corner of the screen to choose a map view by Zip Code, County, Metropolitan Statistical Area (MSA) or State. When you click on the map location after making your selection, the right side of the screen will show the details of how charitable (or not!) people are in the area you chose!

Most importantly, do not forget to ask the generous individual donor to ask his/her employer (or, if a retiree, former employer) if they have a Matching Gift Program available and if Civil Air Patrol as a tax exempt 501(c)3 charitable organization will qualify. If you fail to make such an inquiry, you might be giving up the opportunity to double the donation of your generous donor at no additional cost to them.

Once in a great while, a charitable organization is fortunate enough to be the recipient of a very substantial donation from an individual (or possibly from an individual's estate). If the donor places no special conditions on how the money can be spent, then the charitable donation is considered to be unrestricted funds and can be spent to pay any incurred expense. However, if the donor places conditions on what the donor's gift will be used for, then these funds are considered to be restricted and can only be used to pay the specific expenses that the donor has pre-authorized by appropriate paperwork accompanying the gift.

Again, do not forget to ask the individual donor if his/her employer or former employer has a matching gift program and if Civil Air Patrol, as a tax-exempt 501(c)3 charitable organization, will qualify as a recipient. Here, too, failing to ask could mean giving up the opportunity to double the amount of a possibly large donation.

Rarely, a donor (or his/her estate) might make a very substantial gift to the organization but place an endowment restriction on the donated funds. This endowment restriction will either permanently, or for a specified period, prevent the recipient organization from spending the original donated amount (called the corpus) for any expenses. The corpus is then invested and the organization has either unrestricted authority to spend the income

earned by the investment or it might have additional restrictions on just what the investment income can be spent to fund.

If your Unit has an opportunity to receive such a large donation from an individual or his/her estate, please contact the CAP National Development Team for assistance in preparation. Regulations demand it, but also the Team can help to ensure that your Unit gets the full benefit of such a generous gift and remains compliant with any restrictions placed on the gift by the donor or his/her estate.

Other Fundraising Ideas

INTRODUCTION

In fundraising for CAP, you are limited by three very important rules:

1. You cannot commit fraud (deliberate deceit or deliberate nondisclosure of relevant information) in order to raise funds.

   Such practices are not only unethical, but illegal and subject to severe criminal and civil penalties. Because they also violate CAP's core value of *Integrity*, they would, in all likelihood, subject a member to severe discipline up to and including dismissal.

2. You must comply with all state laws applicable to fundraising activities.

3. You must also comply with all CAP regulations applicable to fundraising. Subject to the above limitations, your fundraising activities are limited only by your motivation and innovation!

SOME INNOVATIVE IDEAS TO BE CONSIDERED

If your local unit is seeking some innovative ideas to raise unrestricted revenues that can pay any expenses of the unit, then consider some of the following ideas:

Revenue Sharing Models

There are at least two basic types of revenue sharing fundraising models, as follows:

- **Gross Revenue Sharing Models**

In this fundraising model, a business, often a restaurant, partners with a nonprofit organization to promote having members visit and patronize the business's establishments at one or more locations on a specific day(s). The members do not receive any special discount, but the owner of the business shares a portion of the revenues generated by those patrons with the nonprofit organization. Sometimes this model is modified to include non-member patrons who have been given an identifying coupon or card by a member of the nonprofit organization. A business owner might also share revenues generated over a specified period of time if the local CAP members act as guest servers for the patrons of that business. In any of these scenarios, both the business benefits by having a rush of new customers that they probably would not have had without the promotion, AND the nonprofit organization benefits by sharing in the revenues generated by the promotion. For example, the national restaurant chain Buffalo Wild

Wings offers these programs to 501(c)3 organizations like CAP, as do many local or regional chains such as Culver's or Foster's Grille.

- **Customer Discount Models**

  In this fundraising model, a business offers its regular customers the opportunity to take a dollar-for-dollar discount off their bill in exchange for making a direct contribution to the nonprofit organization. This typically works best with service-based professional businesses like attorneys and accountants. In this model, the dollar value of the discount is limited to a specified portion of the overall bill to the customer.

Major-Event Outdoor Cleanup

A Michigan Wing unit discovered a lucrative opportunity right in their local community. In return for donating about eight person-hours of its members' time to clean up the grounds of trash and returnable containers after each weekly major outdoor event (in this case, a venue for local stock car and sprint car auto racing), the unit kept all returnable containers and collected the ten-cent state deposit for each container, averaging about $100.00 per clean-up session.

Major-Event Parking Assistance

Many major event venues will gladly cede all or a substantial portion of their revenue earned from permitting patrons to park in their expansive parking lots if they can turn that responsibility over to a reliable nonprofit organization to do the job efficiently. There are safety considerations and Units should assess their ability to assist using ORM principles; however, all units should investigate these potential fundraising opportunities in their local communities. In all instances, if using cadets, cadets may only direct drivers to an available parking spot and may not coerce a driver to use only a directed spot.

Crowdfunding Appeals

On 5-Jul-2017, CAP issued a memorandum providing guidance that applies to all crowdfunding appeals. All CAP members must follow the instructions detailed in that memorandum. A PDF copy of that memorandum can be found on the CAP NHQ web site at the address below:

https://www.capmembers.com/media/cms/CAP_CC_Memorandum_Crowdfunding_Guid_12776638A6524.pdf

AmazonSmile

The *AmazonSmile* program is an opportunity that everyone (even non CAP members) can use to direct a small percentage of their online shopping with Amazon to their favorite 501(c)3 charitable organization, including Civil Air Patrol. This program is completely free and costs the customer nothing.

The online shopper simply does the following when ordering with Amazon:

1. Sign up to use the *AmazonSmile.com* portal (this portal is different than the regular Amazon portal) when they do their online Amazon shopping,
2. Designate CAP as the recipient of all of the charitable donations generated by their use of the *AmazonSmile*.com portal when shopping.

All Amazon donated proceeds received from the *AmazonSmile* program will be designated to go to the National Cadet Scholarship Fund. Individual echelons below NHQ are ***not*** authorized to set up separate *AmazonSmile* accounts to fund their own respective initiatives. Civil Air Patrol has only a single EIN that identifies CAP in the *AmazonSmile* program. As such, neither Amazon nor NHQ have the ability to track the sources of every individual donation that accumulate in the CAP *AmazonSmile* account.

Additional Fundraising Ideas

1. Operation of concession booths at airshows, state fairs, sporting events, etc.
2. Sales of sponsorships in your Unit newspaper or other publication
3. Car and aircraft washes
4. Bake sales
5. Sales of items with a portion of the proceeds going to the Unit. For example, holiday items or tickets to a local event

How To Secure Funds for your CAP Unit

FUNDRAISING, DONATIONS, AND GRANTS

Attracting donations of money and/or property can greatly supplement operating funds for CAP units. *The keys to the success of these programs are CAP's federal tax exempt status and the public's awareness of CAP's volunteer public service.*

TAX EXEMPT STATUS

An important part of soliciting donations or conducting fundraising activities is CAP's federal tax exempt status. The IRS has ruled that CAP and its subordinate units are exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code. This makes donations to CAP eligible for deductions from income by donors as charitable contributions. For verification of CAP's tax exempt status, refer to the Tax-Exempt Letter under APPENDIX-A Forms and Applications.

FUNDRAISING REGULATION

Before launching any fund-raising effort, become thoroughly familiar with CAPR 173-4, *Fundraising/Donations.* This regulation provides a brief overview of acceptable fund-raising practices and policies within CAP. Also, remember that CAPR 173-4 requires that the Wing Commander approve all fundraising activities conducted by the Wing or any of its subordinate units. Check with your respective Wing.

PREREQUISITE FOR RAISING MONEY

Raising money from the local community is not difficult if you have done your job in the public relations area. People will give to an organization whose good deeds are continually published in the newspaper and seen on television. However, if you have to tell them who you are and what your missions are, your sale will be far more difficult. Good positive public relations and fund raising are very closely related.

The American people are very generous. Each year in the United States more than $150 billion is given to charitable organizations. More than 80 percent of this comes from individual donations from people like you and your neighbors. When asked why they have not given to a specific charity, most people respond with the same answer: "because

I wasn't asked." Once you have established a good public relations program in the community, you must get out and ask for the donation.

GIFT SOURCES

All philanthropic funds originate in general areas of the economy referred to as gift sources or markets. The five gift sources for fundraising activities are individuals, corporations, foundations, associations, and government. To some extent, each organization has potential supporters among these markets. To tap these sources, you must first identify those most likely to respond to an appeal from your unit.

This will require you to properly plan your fundraising effort. The information in the next chapter on writing a grant, gives you some fundamentals on developing a plan. These fundamentals can be applied to grant writing, direct mail, telemarketing, or any other medium you may choose to use to raise money. The secret is developing the plan, and then executing the plan.

A very important facet of your plan is identifying your gift sources. Who will you ask for the donations? This will require some research to establish. You must understand that preferences and perceptions of the gift source and what they may require in the manner of a value exchange. What are their philanthropic interests? You need to establish the source's interests, ability and willingness to give. You must first separate your donor suspects from donor prospects. Fundraising professionals agree that seldom, if ever, will you secure a donation from a suspect. This is where a concept known as the **L-A-I Principle** comes into play to help you sort prospects from suspects.

L-A-I PRINCIPLE: Fundraising research and donor development practiced by veteran fundraising practitioners:

> ***L = LINKAGE*.** A linkage relates to a contact, a bridge, or an access through a peer to the potential donor. If there is access to the gift source, then this link to the prospect makes it possible to arrange an appointment to discuss the potential of a gift. Or if the linkage is strong enough, it can sometimes be done through the mail or over the telephone.
>
> ***A = ABILITY*.** Through research, it can be determined that the potential gift source has sufficient discretionary funds to justify a gift solicitation at the appropriate asking level.
>
> ***I = INTEREST*.** If the potential contributor has no interest in the organization or little knowledge about its work, then the person will be prone to make a small gift or none at all. Interest in the organization and an understanding of

its mission and accomplishments are imperative in the identification of valid donor prospects.

Most experts agree that all three L-A-I criteria must appear when separating prospects from suspects during the evaluation of gift potential. The absence of even one of the three criteria demotes your gift candidate from prospect to suspect.

SAMPLE LETTERS

There are a number of ways that every squadron can use to secure donations, i.e., cadet uniforms and activities, equipment needs, buildings, general operating expenses. Four sample solicitation letters are included in this chapter to help you craft a request for funds. Each letter is personal and specific information about the squadron is given. In every case, you will also note that a specific amount is requested. Never solicit a donation without telling the person how much you want and how you will use the donation. It's also worthwhile to reach out with a funding request only after establishing a relationship with the potential donor.

Be sure to type your letters according to CAPR 10-1 Preparing Official Correspondence. Remember the very generous U.S. public is going to give their discretionary income to some worthy organization…it might as well be your Unit! But you must ask for it to receive it.

SAMPLE FUNDING-RAISING LETTER #1 EVENT SPONSORSHIP

(Use Squadron or Wing Letterhead)

20 January 2017

Mr. Lewis P. Smith, President
Smith Office Supplies
123 North Main Street
Daleville, CA 45678

Dear Mr. Smith:

I am writing to invite your participation as a sponsor of our upcoming Emergency Services Training weekend. The Daleville Composite Squadron of Civil Air Patrol will be conducting this annual event on 14-16 April 2017 at Bankhead National Forest. We would be honored if Smith Office Supplies would consider underwriting the program expenses associated with this important training opportunity for our local community's youth. Your fully tax-deductible contribution of $500 will go directly to cover the costs of training materials and emergency services equipment needed to conduct the training.

Approximately 30 Civil Air Patrol members from throughout the metro area will attend. They will learn the latest methods and techniques associated with air and ground search and rescue of missing persons and downed aircraft. They will study communications and first aid and they will learn mobilization skills for effective disaster relief. In coordination with law enforcement agencies, the American Red Cross, FEMA, the U.S. Air Force and others, Civil Air Patrol is called on to perform hundreds of missions each year. Truly every American citizen benefits from the work of Civil Air Patrol. When the Daleville Composite Squadron is called on to assist city, county, state and federal agencies with any local emergency service, we want to be ready. That is why your $500 sponsorship is so important. It will help prepare our volunteer members to meet the future emergency service needs of this community and state.

I will call your office next Thursday, January 27, for an appointment to visit with you. At your convenience, I would like to discuss your sponsorship. In the meantime, please feel free to call me if you have any questions at (234) 567-8901. I look forward to meeting with you and discussing the benefits of your participation.

Sincerely,
Milton A. Turner, 2Lt, CAP
Emergency Services Officer

SAMPLE FUND-RAISING LETTER #2 SPECIFIC NEEDS (Uniforms)

(Use squadron or wing letterhead)

10 January 2017

Ms. Alice S. Strong
Director, Community Relations
Auto Locks, Inc.
#3 Industrial Parkway
Gladville, IL 67890

Dear Ms. Strong:

The City of Gladville is very fortunate to have an outstanding Civil Air Patrol Cadet Squadron with more than 40 active members. You may have noticed a recent newspaper article *(see enclosed)* about our color guard that has won numerous competitions and was selected to lead the city's 2017 Christmas parade. All of the young men and women that make up our cadet squadron are proud to be members and they are a joy to work with.

The Civil Air Patrol is a uniformed organization and our uniform instills respect and pride in everyone who wears it. The uniform also helps a young person develop their self-esteem. Most of our cadets, however, come from low-income families and struggle to afford to purchase CAP uniforms. Therefore, I am writing to request financial assistance from your company so that every member of the Gladville Cadet Squadron can proudly wear our distinctive uniform. It will cost $125 to purchase a basic uniform for each cadet and we have 18 cadets who come from low-income families *(household income below the poverty level).* Because Auto Locks, Inc., is one of the largest employers in our city, I am respectfully requesting that your company consider making a tax-deductible contribution of $2,000 toward the purchase of these needed CAP uniforms. You might be interested in knowing that the cadets conducted a car wash this past October to raise money for uniforms and earned over $100. Also, the parents of some of our cadets who could afford to help out have donated another $200 to our uniform fund. To date we have raised $312 but we are a long way from the $4,250 needed.

I will call your office next Tuesday, January 18, for an appointment to visit with you. At your convenience, I would like to discuss a contribution we hope you would consider. In the meantime, please feel free to call me if you have any questions at (333)-333-3333. I look forward to meeting with you and telling you about the difference that CAP has been making in the lives of young men and women.

Sincerely
Harrison G. Fox, 1Lt, CAP
Squadron Commander

SAMPLE FUND-RAISING LETTER #3 CORPORATE SPONSOR 1

(Use squadron or wing letterhead)
31 January 2017

Lt Col John Q. Longworth, USAF (Ret)
Plant Manager
Orion Technologies, Inc.
1400 Falcon Road
Alexander, FL 23456

Dear Mr. Longworth:

Thank you for attending our Civil Air Patrol squadron meeting this past Monday. All of our members enjoyed hearing about your years as a CAP cadet in this squadron during the 1960s, and how that led to a distinguished 12-year career in the United States Air Force. Your presentation on Orion Technologies, Inc., was extremely impressive and we congratulate you on the phenomenal growth the company has experienced under your leadership.

Following your presentation on Monday night, I shared with you that our squadron needed a corporate sponsor to cover some of our annual operating expenses. You suggested that your company might be interested in serving as our corporate sponsor, and that I should submit a written request so you could present the proposal to your company president. I have enclosed a copy of a three-page Sponsorship Proposal calling for an annual tax-deductible contribution of $5,000. The proposal details how the annual sponsorship would be used to buy much-needed training materials, communications and emergency services equipment, uniforms for underprivileged cadets, routine operating expenses and maintenance of our squadron building, etc. The proposal also includes several ways which our squadron can publicly recognize Orion Technologies, Inc., as our official sponsor. Please review the proposal and let me know if I need to make revisions prior to you presenting it to your company president.

Over the 40-year history of our local CAP squadron, local, state and national agencies have called on us numerous times to perform air and ground search and rescue missions, conduct counterdrug flights and even provide disaster relief manpower, as well as aerial reconnaissance following two hurricanes. Truly every citizen of central Florida has benefited from the volunteer service and missions of our local CAP squadron. With Orion Technologies Inc. as our corporate sponsor, the Alexander Composite Squadron will always be prepared to meet the future emergency service needs of this community and state.

Please feel free to call me if you have any questions at (333) 333-4444. I look forward to hearing from you.

Sincerely,
Steven C. Turner, Maj, CAP
Squadron Commander

Successful Grant Writing Tips (From CAP)

Anyone can learn to write a successful grant with the appropriate tools and a basic knowledge of grant writing. Writing competitive grants means being a little better than the rest in researching formatting, and writing your proposal. If you're willing to invest the time and energy necessary in learning how to do it right and follow the tips provided in this chapter, you'll find that your grant proposals will almost always be read. Not always awarded, but at least you'll know they were read and that alone will put you one step ahead of most of the competition.

There is no way every aspect of creating a grant proposal can be covered in a single chapter. The information presented in this chapter is designed as a guide and as a reference tool for novice grant writers.

WHAT IS A GRANT?

A very simple definition is a grant is a source of funds that an organization or corporation wishes to donate for a worthy cause. Virtually all grants are awarded for specific programs, activities, or projects. Very few grantmakers will award grants for personal needs of the requesting organization's volunteers or for non-program operating costs of the requester.

Funding organizations are much more likely to fund small grants of $3,000 to $5,000 than large ones. However, grant awards can and do go into the millions of dollars. One important point to remember as you begin your fund-raising activities into the area of grants is: don't get greedy; state your needs as accurately as possible.

There are several types of grant proposals. The requirements for each may differ somewhat:

Program Proposal – To provide one or more services to individuals, families, groups, or communities.

Research Proposal – To study a problem, group of people or organization, or to evaluate a service or program.

Training Proposal – To offer training and educational programs to individuals, groups organizations, or communities.

Planning Proposal – To provide planning, coordination, and networking in connection with a problem or among a group of organizations or programs.

Technical Assistance Proposal – To provide assistance to groups, agencies, and organizations in developing, implementing, and managing programs, studies, or other

activities.

Capital improvement proposal – To build or remodel buildings and acquire equipment.

There are other types of grant proposals. However, these six are the major types.

SOURCES OF GRANTS

Government – Total funding available: $100+ Billion annually. Unfortunately, many of these grants come with a mound of required reporting paper work that makes these grants technically unfeasible for all but the largest requesting organizations.

Foundations – Approximately 100,000+ funding sources, including Company Sponsored Foundations, Private Foundations, and Community Foundations.

WHERE TO BEGIN?

DECIDE WHAT YOU WANT TO FUND
Perhaps you need funding for:

- Training programs
- A building for your squadron

IDENTIFY FOUNDATIONS AND COMPANY-SPONSORED FOUNDATIONS WHO'S STATED MISSION AND GIVING PATTERNS ALIGN WITH WHAT YOU WANT TO FUND.

The NHQ Development Team can help. Contact the NHQ Grants Specialist to assist you in refining your project/program needs, geographic scope, and aligning such with the stated mission and preferred funding areas of potential grantmaking sources.

Locate potential grantmaking foundations in your general area (or state) that traditionally fund activities similar to yours. Always pick four or five sources (at the very least) to apply for funding. To only pick one would drastically reduce your chances of securing funding. *Submitting grants to several sources is better than having one grant application go to only one source and be rejected.* The odds are in your favor. However, do not inundate the foundation/corporation world with dozens of different proposals. Pick a specific need and stick with it until you get funded.

CLUE: It may be a while before you hear any response, but DO NOT call them, they'll notify you one way or the other.

The NHQ Grants Specialist can research the FDO database and provide you with the information you should need to prepare an effective grant proposal. Most FDO sources

of Information will list:

- Name of the foundation/corporation.
- Areas of interest.
- Type of projects funded.
- Eligibility requirements.
- Geographic restrictions.
- Award amounts.
- Projects previously funded.
- Application procedure.
- Contact name and position *(It is always a good idea before submitting your grant proposal to call the foundation office and confirm the name and position of the contact person and the address)*
- Dates to submit application.

BEFORE YOU BEGIN

You should know that a grant proposal serves four main functions: A Program Plan, a Request, a Promise, and Instrument of Persuasion.

A Program Plan
A written statement that represents a particular program or project an organization would like to undertake. For you, it represents a set of guidelines for implementing the program. To the fund administrator, it is an indication of your program planning ability. Therefore, it's important that the proposal clearly indicate all the major activities that will be carried out and how they will be organized and implemented.

A Request
The second function of a proposal is that it represents a request for the allocations of financial resources from the funding source which means that the proposal should clearly indicate the exact amount of money being requested, what specific items the money will be spent for, and a justification of the need for each major item.

A Promise
The third part of your proposal is a promise. You will make a commitment to the fund administrator that certain things will be done during a specified time period at a specific cost.

Persuasion
The fourth function of a proposal is that it is an instrument of persuasion. Through the proposal, you will seek to persuade some person or organization to support the proposed activity by allocating funds to it. In addition to providing money, the funding source normally lends its name to the project, helping to legitimize the project. Money and legitimation are not easily disbursed, so the fund administrators need to be convinced that their support should be granted.

WRITING A PROPOSAL

The average person's span of attention when reading is estimated to be about ten (10) minutes. After that he/she will begin to scan the document, picking up key words, and may miss an important point. You must grab the reader's attention if you want your message to get across. Here's what you can do to make sure that your writing captures and keeps your reader's attention:

- Use **Boldface,** UPPERCASE, <u>underline</u>, or *italicized* type for key words, phrases, or sections.
- Use double spacing and wide margins for all sides.
- Use bullets to list key points.
- Use Graphics…lots of them.

ORGANIZATIONS & COMPONENTS

NOTE: If the grantmaker requires that you develop and submit your proposal through their online grant application portal use their online grant portal and follow its requirements to the letter! If you fail to follow the requirements of the grant-makers online grant application portal, you conclusively demonstrate to them that your organization can not be trusted to follow through on your grant proposal as described and assuredly run the high risk of not receiving the grant.

ON THE OTHER HAND, IF THE GRANTMAKER REQUIRES THAT YOU SUBMIT A TYPEWRITTEN PROPOSAL:

Select a Name for the Project
A tried and true fact: the project name will serve as a driving force to help you in writing your grant proposal. It should be brief, suggestive of purpose, and memorable.

Two Orders of Organizing:
- Writing Order
- Final Project Order

Use the **Writing Order** when composing your grant proposal. Use the **Final Project Order** when organizing your grant proposal.

The Writing Order:
1. Introduction
2. Statement of Need
3. Plan of Operation
4. Evaluation
5. Key Personnel
6. Commitment and Capacity
7. Budget
8. Bibliography (if applicable)
9. Definitions
10. Abstract (Summary)
11. Table of Contents
12. Cover Page
13. Cover Letter

Final Project Order:
1. **COVER LETTER**: Loose, not attached to the proposal.

2. **COVER PAGE:** Also, known as the title page.
3. **TABLE OF CONTENTS:** Preferably if your proposal is over 10 pages in total.
4. **ABSTRACT or SUMMARY:** Again, generally if the proposal is over 10 pages long
5. **DEFINITIONS:** Only if you use a lot of jargon or abbreviations (i.e., CAP Acronyms!).
6. **INTRODUCTION:** The Who, What and Where.
7. **STATEMENT OF NEED:** What is the problem?
8. **PLAN of OPERATION:** Detailed Solution.
9. **EVALUATION:** How will you measure your organization's effectiveness in meeting your goals.
10. **KEY PERSONNEL:** Team members responsible for the project.
11. **COMMITMENT & CAPACITY:** What resources are already available to you?
12. **BUDGET:** Try to tie each dollar requested to an objective. Ask yourself, does the money required match the request?
13. **ENDNOTES:** Use endnotes (notes placed at the end of the text), rather than footnotes.
14. **ATTACHMENTS:** Letters of support, audit statement, IRS nonprofit status letter, and other supplementary documentation.

TIPS: When writing a government grant proposal, you will have numerous forms to fill out, as well as a detailed proposal narrative. Specific guidelines will be required. They can be quite long. A length of 40 pages is not unusual. However, most foundations do not provide specific guidelines. You will be expected as an experienced grant writer to demonstrate how thorough you can be in as few words as possible. Less is always better.

Format for Foundations
Three primary elements:

- Cover Letter
- Introduction
- Additional Materials

<u>THE COVER LETTER</u>
Your cover letter will determine if your grant proposal will be read by the funding body. It will be your primary motivator in determining if you are indeed better than the competition. So, give attention to the following points closely, it could determine success or rejection. Your letter should

…be brief (one page)
…proclaim the urgency of the problem you propose to address.
…cite dramatic need or unique quality.
…highlight outstanding endorsements.
…name linkage persons.
…offer to provide additional information/clarification/answers to questions.

Finally, show evidence of organizational commitment to your proposal through the cover letter. Commitment by the appropriate level of CAP Command may be required by some funding sources. In most cases, the commitment letter should be signed by a top

authoritative figure within the organization.

THE PROPOSAL

Introduction. Be different. Make your proposal stand out from the rest. Your introduction is the Who, What and Where of CAP and your squadron/wing…a mental trip through Civil Air Patrol. Your introduction should be no more than two double-spaced pages. Use factual information in describing your organization.

- Introduce the organization.
- State where the organization is located.
- Describe the purpose of the organization.
- Use legal name of organization.
- Include address, city, and state of your location.
- Note interesting information about your area.
- Demographics (unemployment, average income, population, etc.), what is unique about your county, city, squadron, etc.
- Date the organization was founded.
- Circumstances leading up to the organization's establishment (CAP has an interesting and exciting beginning. *Be excited about it)*
- Your organization's mission.
- Population you serve, type and size.
- Unique qualities of your squadron/wing.
- Niche. State organization's/squadron's/wing's niche or area of expertise, awards, or recognition.

STATEMENT OF NEED

ALWAYS provide a transition statement from one section of your proposal to the next. Example: At the end of the Introduction, you might write, The purpose of this request is to enlist (garner, elicit, encourage, seek) your support for Project (name of project). Use a Thesaurus. Everyone doesn't have the vocabulary of *Webster.* Your introduction will establish your credibility. Your Statement of Need will demonstrate your ability to plan a good program. Grant-seekers should never cite lack of money as the need. Everyone understands you are asking for money. It is a given.

In this section, only describe and document the situation that will be dealt with if you are awarded the grant funding. DO NOT go into the method you will use to deal with the situation. Save that for later.

In this section, you should:

…use the most dramatic, effective, but *accurate*, language in your entire grant.
…use factual terms supported by statistics.
…use quotes from authorities.
…make a case for the problem/project on a local level.
…use hard-hitting language and information.
…provide heart-wrenching picture of your need, if possible.

CLUE: Give careful consideration to your presentation in this section. This is not the area to project hope or a solution…that will come later. Avoid using the phrase a lack of anything. To do so denotes a lack of method.

PLAN OF OPERATION: (OR METHODS AND PROCEDURES)

Now is your opportunity to tell how you plan to accomplish the goals you set in your proposal. Your Plan of Operation is your vision, in detail, of a solution to your problem.

PRIMARY COMPONENTS

Necessary components of your Plan of Operation are:
A clear statement of the purpose of your project (the opening paragraph)

Attainable goals, listed in rank order, with objectives following each goal. Think each goal through carefully. Make certain it is measurable and fits the definition listed below:

1. **Goals & Outcomes:** What you want your project to accomplish by the end of the funding period
2. **Objectives:** Measurable steps your project will take to achieve the related goal and address the problem introduced in the Needs Statement.
3. **A Timetable:** should be included to indicate when you intend to accomplish the project objectives. Don't underestimate the time it will take to accomplish your goals, just because you think it sounds good in your proposal. Do not use specific dates in this section. You do not know when funds will be awarded. Use *month 1, month 2.*
4. **A Flowchart:** tracking the flow of each activity (objective) is helpful, but takes more time to develop. Various software programs can lessen preparation time. Include your methods to accomplish the objectives. The methods should flow from the objectives. Make them understandable and include a detailed explanation. Always include alternative methods, if applicable, for reaching the objectives. Often you can incorporate methods used by other organizations in this section. This is not the section to skimp on. The keep it short and simple rule does not apply in your Plan of Operation, unless the guidelines provided by the foundation state a one page Plan of Operation. *Always follow the guidelines provided.*

EVALUATION

The evaluation portion of your proposal will have two components:

1. **Outcome Evaluation:** measures the results of your program. Did the program (1) achieve its stated objectives, and, (2) show how this accomplishment can be attributed to the program.

2. **Process Evaluation:** determines whether it has been conducted in a manner consistent with the proposal's plan, and the relationship and impact that other CAP programs had on the project's success. If you do not include an evaluation plan, the foundation will use its own plan and it may be much more critical of the program than if you provide your own plan.

   Provide a brief paragraph stating who will conduct the evaluation. Sometimes an outside evaluator will do the evaluation. You can provide for the cost of the evaluation in your budget. Identify what you hope to learn from the results of the project evaluation. For example, list problem areas, areas of strength, areas to

improve, and ways to redirect your efforts. A sample evaluation plan is included at the end of this chapter.

BUDGET

Make sure that budget you submit is well thought-out and a well-researched estimate of what your project will cost. Offer a detailed narrative on each final line-item in your budget. Include specifics on personnel costs, fringe benefits, travel costs, equipment, supplies, contracted services, construction, and other expenses. You may want to break out your budget into categories:

1. **Personnel Costs:** will include a listing of all full and part-time staff in the proposed program. Even if the staff is a volunteer, show the time the volunteer(s) will be spending and assign a value to that. Funding bodies often require the organization to donate from 20% to 25% of the grant amount. Volunteer time can account for this.

2. **Non-personnel Costs:** will include space costs (facilities), rental, lease or purchase of equipment, supplies, travel, and other costs. Other costs include items like dues, printing, tuition, etc.

3. **Indirect Costs:** are defined by the federal government as those costs of an institution which are not readily identifiable with a particular project or activity, but nevertheless, are necessary to the general operation of the institution and the conduct of the activities it performs. This could include operating and maintaining buildings and equipment, depreciation, general telephone expenses, etc.

CHECKLIST FOR GRANT WRITERS

These tips are invaluable. Read them before you begin your writing and again when you feel you have finished:

- ✓ **Be Clear.** Before starting the application process, be clear about what you want to accomplish. Draw up a long-range plan that projects goals at least five (5) years ahead.
- ✓ **Research** your potential funders thoroughly. Taking a cursory look through the FDO Information that the NHQ Development Team provides to you isn't good enough. Then apply what you've learned. *Don't ignore a fund administrator's guidelines in the hopes of fitting your proposal into their niche.*
- ✓ **Preview** successful applications from grant-seekers whose projects are like yours. You'll not only get some good ideas but also gain a better understanding of the competition for the grantmakers' dollars.
- ✓ **Verify** the availability of the funding, divide your efforts into three further phases: writing the proposal, marketing, and management.
- ✓ **Gauge your time.** Writing the proposal should take only about 40% of your time. Try to get program officials to review a 3-5-page summary of your plan first, to make sure you're on the right track.
- ✓ **Basic rules of proposal writing.** Don't ask for more than you need; take your time writing the proposal; never lie; never use the same application twice; be upfront about asking for money; and don't waste time getting to the point
- ✓ **Don't overlook marketing.** It should take at least 10% of your time. Make sure your organization will appeal to a potential fund giver. Be professional and involve key community figures, where possible.
- ✓ **Management is vital.** You must be able to demonstrate that you have the management skills and experience that can deliver success.
- ✓ **Know the fund administrator.** Your chances of success improve by as much as 300% when you make contact with the fund administrator before and during the proposal-writing process. Don't ask for hidden agendas, but do find out about general trends or new ideas the fund administrator is currently interested in.
- ✓ **Stick to your timetable.** Make sure you have enough time to complete the application so it meets the fund administrator's deadlines. If you don't have time to do it properly, don't compete for the grant at all.
- ✓ **Consider cooperation.** Many fund administrators, particularly federal agencies, like applications where more than one organization is involved. If you submit a cooperative proposal, remember to make sure that there is both a formal and informal relationship between proposed grantees. When dealing with any fund administrator, but especially federal agencies, remember to read the instructions closely and carefully before applying.
- ✓ **Provide proof.** Don't just tell the fund administrator about the existence of the problem you intend to solve but prove it with statistics, case studies, testimony, and any other measurable data.
- ✓ **Know your budget.** It's probably the first thing a fund administrator will look at in your proposal. It needs to be realistic and give credibility to your entire proposal.

Present the budget separately from the rest of the application, make sure the figures are correct, and that the budget accurately reflects your needs. Keep a record of how you arrived at your costs.

WRITING TIPS

- Avoid filling your proposal with jargon
- Begin each section with a strong, clear sentence
- Don't go overboard, but do try to make your proposal interesting to read
- Check with the fund administrator to see if there is a desired format, type-style, etc.
- If your proposal doesn't win support, keep calm. Never berate funding officials or grant reviewers. Instead, try to get more information and ask whether it would be worth resubmitting your proposal.

SAMPLE TABLE OF CONTENTS

TABLE OF CONTENTS

Statement of Need …….. 1-5
Plan of Operation ……6-13
Quality of Key Personnel ……... 14
Budget and Cost Effectiveness…….. 15
Evaluation Plan …… 16
Adequacy of Resources ……. 16
Appendix A
Appendix B
Appendix C
Appendix D
Appendix E
Appendix F
Assurances

SAMPLE EVALUATION PLAN – FOUNDATION

GOAL 1: TO INCREASE LEARNING OPTIONS FOR CHILDREN AND YOUTH AT-RISK IN ORANGE AND SAN MARCOS COUNTIES.

Objectives:
At-risk and other elementary students in Orange and San Marcos counties will show significant gains in achievement, motivation, and performance of basic skills in participating classrooms.

At-risk and other elementary students will show significant gains in self-esteem, communication, and other important social skills in participating elementary classrooms.

Measurement:
As measured by teacher and parent observation and standardized tests used in the participating districts.

As measured by teacher and parent observation and our self-concept assessment. Inventory and other selected effective measurement devices as per requirements of participating district.

GOAL 2: TO INCREASE WELLNESS OPINIONS FOR CHILDREN AND YOUR AT-RISK IN ORANGE AND SAN MARCOS COUNTIES.

Objectives*:*
At-risk and other elementary students will show significant improvement in knowledge, attitude and skills, allowing them to choose healthier life-styles regarding nutrition, physical fitness, substance abuse, and stress management.

At-risk and other elementary students will sow significant gains in participation in activities that enhance healthy lifelong habits in the areas of nutrition, physical fitness, substance abuse, and stress management.

Measurement:
As measured by the pre/post screening using surveys from the statewide Health in Education Project, the Ohio State Youth Fitness Test, and teacher and parent observation.

As measured by project logs showing participation levels in support groups.

GOAL 3: TO SUPPORT AND MODEL HEALTH BEHAVIOR AND INCREASE THE EFFECTIVENESS OF PARENTS AND COMMUNITY MEMBERS WHO WORK WITH AT-RISK CHILDREN AND YOUTH IN THE ORANGE AND SAN MARCOS COUNTIES.

Objectives:
Parents and community members who work with at-risk and other children and youth will increase model health behaviors through project activities.

Parent and community members who work with at-risk and other children and youth will increase their effectiveness through project activities.

Measurement:
As measured by pre/post surveys of parents/community members involved in project activities.

As measured by project logs and parent/community member evaluations as part of project activities.

GOAL 4: TO SUPPORT MODEL HEALTH BEHAVIOR AND INCREASE THE EFFECTIVENESS OF MIDDLE AND HIGH SCHOOL YOUTH WHO WORK WITH AT-RISK CHILDREN IN ORANGE AND SAN MARCOS COUNTIES.

Objectives:
Middle and high school students who work with at-risk and other elementary students will increase model health behaviors through project activities.

Middle and high school students who work with at-risk and other elementary students who work with at-risk and other elementary students will increase their effectiveness through project activities.

Measurement:
As measured by pre/post surveys of middle and high school youth involved in project activities.

As measured by project logs and middle and high school youth evaluations as part of project activities.

Interpretation of findings:
When young people who are educationally and socially at-risk are introduced to learning and wellness options, their life-style changes to a more positive mode. Thus, this is the beginning of generational life-style changes.

Appendices

APPENDIX–A Forms & Applications

APPENDIX–B Major Grant-Making Foundations
APPENDIX–C Companies Offering Volunteer Hour Grants
APPENDIX–D Companies Offering a CAP-Compatible Matching Gift Program

Appendix – A: Forms and Applications

Example: MIWG Form 173-4 Approval of Unit Fundraising/Dues Assessment

HEADQUARTERS
CIVIL AIR PATROL MICHIGAN WING
43401 North Jefferson, Bldg 825, Rm 317
PO Box 450048
Selfridge ANGB, MI 48045-4918

Request For Approval of Unit Fund Raising or Dues Assessment

Unit Requesting:		**Charter #:**		**Date of Request**	

I. Fund Raising Approval

Under the provision of CAPR 173-4 dated 26 December 2012 Section A, para 3a, subordinate units must obtain prior written approval from the wing commander or designee before initiating a fundraising project.

A. Type

B. Purpose

C. Inclusive Dates:

II. Dues Approval

Per CAPR 39-2 dated 04 Sept 2013, para 2-3 and 3-4, Group and squadron dues may also be levied with the approval of the wing commander. Group and squadron dues are not forwarded to National Headquarters.

A. Request to establish dues in the amount of	
B. Explanation of assessment	

III. Unit Commander e-Signature e//

FOR WING HEADQUARTERS USE ONLY

	Approved	**Disapproved**
Fund Raising Request	☐	☐
Dues Approval Request	☐	☐

	Group Commander	**Date**
e-Signature		
	Wing Commander	**Date**
Signature		

MIWGF 173-4 October 2014 - Previous versions are obsolete and will not be used.

Example: MIWG Application to List a Fundraising Activity/Program (cont.)

Instructions for completing MIWG Form 173-4
Request for Approval of Unit Fund Raising or Dues Assessment

Use
This form is to be completed per CAPR 173-4. If you have any questions on how to complete this form, please contact the Wing Finance Officer.

Purpose
The purpose of this form is to have permission to participate in fundraising activities for your unit.

How
Top Section. Place the unit name, unit number and date at top of page.
Section I. A. Type is the Type of fund raising participating in. (Example: selling water at fly-in; selling cookies at bake sale, etc.)
B. Purpose is the reason for the fundraiser, such as obtaining funds for trip to Air Force Museum, etc.
C. Inclusive dates is for the beginning and ending dates of fundraising activity.
Section III. To be signed by Unit Commander

When
This form is to be completed for each fund raising activity by unit. **This form MUST be submitted to Wing Commander for approval prior to the fund raising activity. Allow enough time for Wing Commander to review request.**

Submit
This form must be completed and submitted ***at least 2 weeks prior to fundraising activity*** by email to Curtis@airadvantage.net and copy to: wa104@miwg.comcastbiz.net

Example: The IRS Tax Exempt Letter

IRS Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248464840
Nov. 14, 2012 LTR 4168C EO
75-6037853 000000 00
00018265
BODC: TE

CIVIL AIR PATROL
% OFFICE OF GENERAL COUNSEL
105 S HANSELL ST
MAXWELL AFB AL 36112-5937

020353

Employer Identification Number: 75-6037853
Person to Contact: Mrs. Dudley
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Nov. 02, 2012, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(03) of the Internal Revenue Code in a determination letter issued in AUGUST 1947.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

Sincerely yours,

Doris P. Kenwright

Doris Kenwright, Operation Mgr.
Accounts Management Operations 1

Application To List A Fundraising Activity/Program

Listing a fundraising activity or program in the ***Guidelines and Procedures for Securing Funds*** manual should be uniformly formatted so that all programs read with the same structure and familiarity throughout the document. It will also assist when receiving new fundraising ideas to assure that the required information is complete. Please follow the following format:

1. **NAME OF PROGRAM & FUNDING ENTITY**

2. **TYPE OF PROGRAM / ACTIVITY**
   Local - State or Federal Campaign, Grant, Corporate Donation, Local Business Donation, Individual Donation, Employer Matching Gifts, Volunteer Grants Opportunity, Small Business Partnership, Small Business Membership, Endowment, Other (Explain)

3. **PURPOSE OF FUNDING**
   Types of organizations the funder is looking for and specific activities/assets they are interested in funding, if any. Are the funds unrestricted, meaning no particular purpose or requirement of the funds. Are the funds restricted and what is/are the funder's target market and/or unmet need(s) they wish to fund?

4. **POTENTIAL RANGE OF FUNDING AMOUNT**

5. **TIME OF YEAR FOR APPLICATION**

6. **PROGRAM DESCRIPTION**

7. **PROGRAM APPLICATION**

8. **PROGRAM DETAILS**

Appendix – B: Major Grant-Making Foundations

THE WALMART FOUNDATION

1. Name of Program and Web Site (if Available)

WALMART LOCAL FACILITY GIVING GRANTS
http://foundation.walmart.com/apply-for-grants/local-giving

SAM'S CLUB COMMUNITY GRANTS
http://foundation.walmart.com/apply-for-grants/sams-club-giving- program

2. Type of Program

Grant Funding – Restricted Funds

3. Purpose of Funding

To fund local programs in Walmart Foundation's main focus areas, namely, *Hunger Relief & Healthy Eating, Sustainability, Women's Economic Empowerment and Career Opportunity*.

However, Walmart Foundation's ***Local Facility Giving Grants*** currently stated guidelines also clearly mention that they will also consider funding areas that are geared toward strengthening the local communities, for example:

- local organizations providing health and dental screenings
- support for local police and fire departments
- **local school-based initiatives**

Additionally, ***Sam's Club Community Grants*** also include additional areas of local focus that may include:

- **Education**
- **Youth Success**

4. Potential Range of Funding Amount

Minimum Grant Funding Amount	**$ 250**
Maximum Grant Funding Amount	**$ 2,500**
Website does not disclose an expected range of grant amounts.	

5. Timing of Application Request

The Walmart Foundation's application window for each annual grant cycle opens on February 1st of each year. The application window for each annual grant cycle officially closes on December 31st.

Since Walmart Foundation allocates a fixed amount of annual funding for each Walmart Facility (Walmart Stores and Sam's Clubs) at the beginning of each grant cycle, a particular Walmart Facility may exhaust its allocation at

any time during the grant cycle. When such happens, that Walmart Facility can no longer accept or award grants until its funding allocation is restored at the beginning of the next annual grant cycle.

Therefore, each MI Wing CAP Squadron/Flight is strongly advised to plan and to make its funding requests for a WALMART LOCAL FACILITY GIVING GRANT as soon as possible after the annual cycle's grant application window opens on February 1st.

6. Program Description

Grant Applicants should limit the number of pending grant applications to separate Walmart facilities to no more than twenty-five (25).

Please note that any application not approved by the facility manager will be declined on the dates listed below:

- **May 1**
- **July 31**
- **Oct. 31**
- **January 31**

7. Program Application – Who Should Apply

Walmart Foundation's **WALMART LOCAL FACILITY GIVING GRANTS** and **SAM'S CLUB COMMUNITY GRANTS** are highly appropriate for funding at Squadrons/Flights for:

- External AE/STEM projects in local schools (as Education or as a Local School-based initiative)
- External CAP-sponsored Education-related Afterschool programs at local schools (as Education or as a Local School-based initiative)
- External CAP-sponsored DDR programs at local schools (as a Youth Success program)
- CAP CyberPatriot teams (either as a STEM project or Career Opportunity)

Since the eligibility for these grants is based on a reasonable proximity of the applicant to the local Walmart or Sam's Club facility to which the application(s) is (are) directed, it is strongly encouraged that only local CAP Squadrons/Flights utilizes this grant source.

CAP Units should not apply directly for these grants as their geographic scope is too large. Instead, CAP Wing and Group Commanders should strongly encourage their component squadrons/flights to apply for grants to fund their specific programs and other needs.

8. Program Details

All applications are submitted to Walmart Foundation via its online grant application portal. Enter the online grant portal to apply for a grant at:

http://foundation.walmart.com/apply-for-grants/local-giving

ELIGIBILITY CHECKLIST

Funds must benefit the facility's service area. Therefore, potential grantees should be nonprofit organizations with programs that benefit communities within the service area of the Walmart store, Sam's Club or Logistics facility from which they are requesting funds (i.e., within approximately 25 miles of the Local Walmart Facility.)

Walmart and the Walmart Foundation have identified four core focus areas of giving:

- ***Hunger Relief***
- ***Healthy Eating***
- ***Women's Economic Empowerment***
- ***Career Opportunity***

Programs that do not align with these four focus areas *may* also be given consideration. These include programs that are geared toward strengthening the local communities, support for local police and fire departments, ***and local school-based initiatives.***

If you are applying for funding through a Sam's Club location, additional focus areas may also be considered.

ORGANIZATIONAL ELIGIBILITY

Organizations applying ***must*** meet the one of following criteria:

- An organization holding a current tax-exempt status under ***Section 501(c)(3)***, (4), (6) or (19) of the Internal Revenue Code;

- A recognized government entity: state, county, or city agency, including law enforcement or fire departments, that are requesting funds exclusively for public purposes;

- A K-12 public or private school, charter school, community/junior college, state/private college or university; or

- A church or other faith-based organization with a proposed project that benefits the community at large.

SELECTION AND AWARD PROCESS

Management at the facility to which you are applying will review the application and make initial funding recommendations to the Walmart Foundation on all submitted requests.

Organizations will be notified of any decision via e-mail. All funding decisions are final.

If an organization is approved, grant checks will be mailed directly to the recipient organization's address listed in the grant application. Please allow two to four weeks for delivery of any grant award checks.

In the event of an organization being awarded a grant, the organization should contact their local facility from which funds were awarded to schedule a formal recognition event.

FUNDING EXCLUSIONS

- Advertising, film or video project.
- Athletic sponsorships (teams/events)
- Capital campaigns and endowments (defined as any plans to raise funds for a significant purchase or expense, such as new construction, major renovations or to help fund normal budgetary items).
- Contests or pageants.
- Fundraising events (walks, races, tournaments, dinners etc.)
- In-kind donation requests, including requests for gift cards.
- Nationally-sponsored organizations: American Cancer Society, American Diabetes Association, American Heart Association, Children's Miracle Network and United Way.
- Memberships, including association/chamber memberships.
- Organizations that deny service, membership or other involvement on the basis of race, religion, color, sex, sexual orientation, age national origin, ancestry, citizenship, veteran, or disability status.
- Organizations or programs that do not benefit the communities within the facility's service area.
- Organizations who apply to a large number of facilities outside of the primary area.
- Organizations whose programming or policies may position Walmart or the Foundation in a negative light.

- Organizations whose services do not benefit the community at large.
- Political causes, candidates, organizations or campaigns.
- Projects that send products or people to foreign countries or on domestic travel.
- Registration fees.
- Requests made on behalf of another organization or by an unauthorized representative of the recipient organization.
- Request made solely to benefit one person or family.
- Research
- Salaries, stipends, tips and rewards.
- Scholarships (tuition, room, board, other expenses for attendance at any college/university/vocational school).
- Third-party giving, including funds re-allocated to fiscally sponsored organizations of the applicant organization.
- Tickets for contests, raffles or any other activity with prizes.

THE BEST BUY FOUNDATION

1. Name of Program and Web Site (if Available)

BEST BUY FOUNDATION COMMUNITY GRANTS

https://corporate.bestbuy.com/best-buy-foundation-national-partnership-request-for-proposals-2015/

2. Type of Program

Grant Funding – Restricted Funds

3. Purpose of Funding

Best Buy Foundation's Statement of the Purpose of its Funding:

For decades' people have turned to Best Buy for answers to their technology questions. As a company, we aim to ignite human potential. To support these efforts, the Best Buy Foundation provides underserved teens with access to technology to build 21st century skills and bridge the digital divide. **As technology becomes more ingrained in our society, it is critical for youth to develop the necessary skills for future college and career success.**

4. Potential Range of Funding Amount

Minimum Grant Funding Amount	**None Stated**
Maximum Grant Funding Amount	**$10,000**
The web site discloses the average grant is about $4,000 - $6,000.	

5. Timing of Application Request

The 2015 applications will be accepted from June 1st through June 28th. Notifications of grant awards will occur by September 15th, 2015.

Please take note that the opening date and closing date of the grant application window changes every year.

6. Program Description

Best Buy Foundation will donate up to $2 million in Community Grants to local and regional nonprofit partners that create hands-on learning opportunities for underserved teens to engage them in learning, experimenting, and interacting with the latest technologies to build 21st century skills. The overall goal is to provide youth with access to new technologies and help them become interested and fluent in digital learning while developing skills to help better prepare them for future education and career success.

Programs should help teens build 21st century skills by utilizing cutting-edge

technology such as computers, digital cameras, video cameras and professional software in a wide range of areas including (but not limited to):

- Audio production (including music mixing & recording)
- Coding/3D printing
- Computer maintenance and repair
- Digital photography/graphic design
- Filmmaking & videography
- Maker Faires/hack-a-thons
- Mobile & game app development
- Programming
- Robotics
- Web site design

Community Grants are designed to support local efforts and are reviewed for consideration by Best Buy teams across the United States. The average grant amount is $5,000 and will not exceed $10,000.

Grantee Overview

Best Buy is searching for local organizations with a demonstrated track record for building skill proficiency in technology through out-of-school time (I.e., Afterschool programs)

The primary responsibilities of the nonprofit organization include:

- Providing staff and curriculum for the out-of-school time programming. May include volunteer instructors.
- Where the opportunity exists, working with schools and other community-based organizations to build awareness of the program to drive teen participation.
- Ensuring access to youth from underserved communities.
- Developing financial and community support to help sustain the program beyond the grant funding from Best Buy.
- Submitting an annual report on program components such as participant engagement, program activities, desired outcomes, challenges, successes, and participant survey results.
- Where possible, enabling participation of Best Buy employees to serve as volunteers.

7. Program Application – Who Should Apply

Best Buy invites out-of-school time programs that have a fundamental commitment to youth, ages 13-18, to apply for funding. Minimum eligibility criteria include:

- Eligible nonprofits may be a public or nonprofit community-based organizations (e.g., community center, school, or library) with existing local or regional out-of-school time program and a proven track record of serving youth ages 13-18.

  CAP local squadrons/flights can work in partnership with such organizations to implement programs that meet the required element of building 21st century skills in youth in the target age range.
- The proposed program must be part of a recognized nonprofit organization that has the ability to target teens in underserved communities.
- The proposed program must operate within 50 miles of a Best Buy store or other Best Buy center of operations (e.g., warehouse, corporate headquarters, Geek Squad Service Center, etc.) to allow for Best Buy employee volunteer participation (if appropriate).
- The nonprofit organization must exhibit a commitment to diversity and inclusion.
- Organizations that have engaged Best Buy employee volunteers to assist in their proposed program will receive special consideration.

Previous Best Buy Foundation grantees from this must submit their required grant reporting before applying for subsequent funding.

8. Program Details

Required Elements of the Proposal -- Include in your online submission

Proposals will be evaluated and competitively ranked by a local review committee from Best Buy. The review committee may contact you with additional questions as part of the selection process. The overall comprehensiveness, quality and clarity of the proposal will be taken into consideration.

Please submit proposal online via:

https://www.easymatch.com/bestbuygrant

Make sure to address each requirement below in the section that corresponds to the online application. The grant will be to support the operation of the program for one-year. Grant recipients will be eligible to apply the following year for additional funds. However, there are no guarantees of renewed funding.

Organization Mission

- Statement of nonprofit organization's mission and strategic direction.

Define Children Served

- Describe how your organization reaches and supports young people. Include number of youth served, related demographic data (e.g., ages served, gender mix, ethnicity, % on free and reduced lunch program), hours of operation, and schedule of activities.
- Specifically, describe successful engagement with economically disadvantaged and diverse populations.

Geographic Area

- Describe the geographic area served by your organization/program.

Program Goals, Objectives, & Impact

- Describe how a grant from Best Buy can help achieve your current and future objectives.
- Describe how a grant would support the development of youth – increasing 21st century skills and bridging the digital divide.

Program Description

- Describe experience with informal learning environments.
- Describe your experience with using technology as a learning tool for teens.
- Give examples of prior experience with program evaluation.

Implementation Plan

- Describe leadership opportunities for youth, as well as the role of youth in planning and implementing programs and activities.
- Include examples of any collaboration with organizations in the community.
- Outline any proposed or existing Best Buy employee volunteer activities.

Sustainability

- Describe your volunteerism program.
- Describe your reputation in the community and give examples of a demonstrated history of success.

Measurement

- Outline, in a bulleted format, the specific metrics used to track program success in areas of developing 21st century skills and bridging the digital divide (e.g., types of skills and level of proficiency, amount of interest in digital learning, technology access provided to underserved youth).
- Provide a brief explanation of your program evaluation process.

Brief Narrative of Organization's Budget

- List corporate funders, levels of support and any funding received from Best Buy previously.

Brief Narrative of Program's Budget

- Include total program budget, identifying how funds from Best Buy would be used.

Other Funding Sources

- List of other funders of the program and levels of support, for which you're requesting funds.

Proposal Deadline and Administrative Information

Grant Awards: Program grants (no general operating or product requests) typically range from $4,000 to $6,000 and will not exceed $10,000.

Grant Period: Up to one year of funding

Application Site Opens: At 8 a.m. EDT on **Monday, June 1, 2015**

Proposal Due Date: Proposal must be submitted no later than 8 a.m. EDT on **Monday, June 29, 2015**

Final Submissions: https://easymatch.com/bestbuygrants

Proposal Requirements and Information: Proposals must be submitted **electronically**, please contact the Application Site Contact with any systems questions during the stated hours below.

Notification Date: **September 15, 2015**

Additional Information: https://corporate.bestbuy.com/community-grants-page/

Contact: Community.Relations@bestbuy.com

Application Site Contact: bestbuygrant@easymatch.com or 866-625-4350 – Hours of operation are 8 a.m. to 6 p.m. EDT, Monday through Friday.

COSTCO WHOLESALE

1. Name of Program and Web Site (if Available)

COSTCO WHOLESALE GRANT PROGRAM

http://www.costco.com/charitable-giving.html

2. Type of Program

Grant Funding – Restricted Funds

3. Purpose of Funding

In keeping with Costco Wholesale's giving guidelines, our warehouses and regional offices specifically support programs focusing on children, ***education and health and human services.***

4. Potential Range of Funding Amount

Minimum Grant Funding Amount	**$ None**
Maximum Grant Funding Amount	**No more than 10% of Program Annual Budget**
The web site does not disclose an expected range of grant amounts.	

5. Timing of Application Request

Costco accepts grant applications throughout its fiscal year (September – August) . Please allow a lead time of at least 90 days to give Costco ample time to consider your request.

6. Program Description

Costco Wholesale focuses on charitable programs and community activities in the markets where they do business. ***In Michigan, these areas include Grand Rapids, Kalamazoo, Ann Arbor, Brighton, Livonia, West Bloomfield, Auburn Hills, and Madison Heights.***

7. Program Application – Who Should Apply

Since CAP is a fully qualified 501(c)3 tax exempt organization, local CAP units are eligible to apply for grants from Costco Wholesale if they are located in or within a reasonable distance from one of the Costco market areas described above.

8. Program Details

ELIGIBILITY CHECKLIST

Costco Wholesale will only consider grant applications from appropriately documented 501(c)3 Organizations with an IRS Tax Exemption letter.

FUNDING EXCLUSIONS

Examples of support which Costco Wholesale does not provide funding:

- *Individuals*
- *Capital campaigns, building projects, or equipment*
- *Transportation and travel expenses*
- *Political organizations*
- *Religious organizations for religious purposes*
- *Salaries*
- *Government agencies*
- *Loans or investments*
- *Research studies*
- *Athletic teams, events, or sponsorships*
- *Animal related programs, including shelters*
- *Merchandise for fundraisers and auctions*
- *Symposiums, conferences, conventions, professional association meetings*
- *Individual primary and secondary schools*
- *Merchandise promotions, partnerships or advertising*
- *General awareness campaigns*
- *Development or production of books, films, videos, television programs, or websites*
- *Parties, celebrations, parades, festivals and raffles*
- *Deficit funding*

THE SHOPKO FOUNDATION

1. Name of Program and Web Site (if Available)

SHOPKO COMMUNITY CHARITABLE GRANT PROGRAM

http://www.shopko.com/thumbnail/Company/Community-Giving/Shopko-Foundation/pc/2176/c/2181/2185.uts#

2. Type of Program

Grant Funding – Restricted Funds

3. Purpose of Funding

The Shopko Foundation is proud of Shopko's roots as a retail health and optical care provider. To maximize its impact, the Foundation has a narrow focus on areas of giving that support the health of Shopko customers, teammates and communities. The Foundation also recognizes that education is fundamental to an individual's health and functionality in society.

To achieve its vision, the Shopko Foundation believes in supporting community projects that may be accessed by, and our contribution made well known to, customers and teammates of Shopko. Funds will support established non-profit organizations with a proven record of success in maintaining solid, critical programs or innovative new organizations and programs supported by established non-profits or successful leadership. Consideration will be given to grant proposals that:

- help citizens of all ages maintain or improve their physical health; and,
- help students succeed in school and become self-sufficient adults.

4. Potential Range of Funding Amount

Minimum Grant Funding Amount	None Stated
Maximum Grant Funding Amount	$ 1,000
The web site does not disclose an expected range of grant amounts.	

5. Timing of Application Request

Shopko Foundation accepts online grant applications throughout its fiscal year (January 1 –December 31)

6. Program Description

The Foundation views each community where Shopko has operations as our hometown. We appreciate the opportunity to do business in these

communities and strive to strengthen them through support of charitable events and activities which promote healthy lifestyles and **educational opportunities for residents.**

7. Program Application – Who Should Apply

This grant program is suitable for CAP Squadrons/Flights located within 25 miles of a Shopko location.

8. Program Details

ELIGIBILITY CHECKLIST

The United States Internal Revenue Service under section 501(c) (3) must recognize an organization/institution as a charitable tax-exempt organization. Grants to accredited publicly/privately funded schools, colleges, and universities will be also considered. ***We recommend the organization is located within 25 miles of a Shopko store.***

Grant requests must contain all required information and be submitted at least 45 days prior to the date of the scheduled event to ensure sufficient time for review. Requests should be related to a specific program or project, rather than related to general fundraising.

Each organization is limited to one application per grant cycle (January 1st – December 31st). If more than one application is received from the same organization in the same grant cycle, only one application will be considered.

Organization/institutions must be approved by the Foundation and confirm compliance with program criteria to participate in the Community Charitable Grant Request program.

INFORMATION NEEDED FOR THE SHOPKO ONLINE APPLICATION

Once you have determined that your organization is eligible to apply for a grant, you can log in or create an account. The following information will be required on the application:

- Tax ID Number: You will be asked to enter the organization's Federal Tax ID to verify its 501(c)(3) status with information in the IRS database.
- Eligibility Evaluation: You will be asked to respond to an eligibility question to determine if your organization meets the criteria for a grant.
- Organization, Contact, and Grant Information: Please read and follow directions carefully as you complete the required fields

- Attachments: You will be asked to attach the following documents:
  - Organization Budget
  - Project Budget
  - Tax Exempt/Accreditation Status (Required)
  - Additional Supporting Material

FUNDING EXCLUSIONS

In general, the Shopko Foundation does not support the following:

- Programs or events that do not support the Foundation's mission
- Programs or events outside of Shopko communities
- Sponsorship of cultural exhibits
- Events which provide assistance to a specific individual
- Advertising in event programs or yearbooks
- Religious organizations (however gifts designated for, and restricted to, human services or humanitarian purposes may be eligible)
- Political or fraternal organizations
- Events with multiple or competing business sponsors
- Organizations that discriminate on the basis of sex, creed, national origin or religion
- Charitable requests in support of raffle, auctions, benefits or similar fundraising events

THE BANK OF AMERICA FOUNDATION

1. Name of Program and Web Site (if Available)

THE BANK OF AMERICA FOUNDATION COMMUNITY GRANTS

http://about.bankofamerica.com/en-us/global-impact/find-grants-sponsorships.html#fbid=1i-gPttsW99

2. Type of Program

Grant Funding – Restricted Funds

3. Purpose of Funding

At Bank of America, we're working to connect communities to better economic futures by responding to fundamental issues related to jobs, housing and basic human services. These focus areas allow us to take a comprehensive approach to a wide range of needs related to workforce development and ***education***, community development, and basic human services. As a financial institution, we respond in two ways—by helping to address the immediate need as well as longer term solutions for economic self-sufficiency. And we're investing $2 billion over ten years in this effort.

4. Potential Range of Funding Amount

Minimum Grant Funding Amount	$ None Stated
Maximum Grant Funding Amount	$ None Stated
The web site does not disclose an expected range of grant amounts.	

5. Timing of Application Request

Based on the Bank of America Foundation's 2017 RFP information, it appears that its RFP for Education and Workforce Development will be open from mid-January 2017 through mid-February 2017. (This will be confirmed as the date for response to the RFP draws closer.)

6. Program Description

Today's national median income is lower than in 2011, the poverty rate is rising, and youth unemployment is consistently double the national average of unemployment. So we're supporting workforce development and education opportunities including financial support to nonprofits, business initiatives to establish employment pathways, and employee volunteerism such as mentoring and teaching better money habits.

The Bank of America Foundation focuses our giving to connect individuals and young adults to employment and improve education and training for our workforce.

To that end, the Bank of America Foundation funds opportunities that connect young people/teens to first time work opportunities and recognizing service as a pathway to gaining employment and leadership skills.
Examples:

- **High school and college matriculation and graduation:** opportune-eities that help students move from middle to high school and high school to post-secondary success (including at the community college level)
- **Skill development and job training:** programs that provide soft and hard skill training coupled with opportunities for cross-sector career exposure including social enterprise jobs, service and community engagement opportunities, internships and apprenticeships

7. Program Application – Who Should Apply

This is a program may geographically limited only to use in specific communities around the country. Depending on the size of the grant request, the grant application might be applicable to funding for a large local unit, a group, or even a state (wing) in those communities.

8. Program Details

ORGANIZATIONAL ELIGIBILITY

To be considered for a local grant, your organization:

- Must be tax-exempt under section 501(c)(3) of the Internal Revenue Code and not classified as a private foundation
- Must be based and serve communities defined by the foundation
- Should be aligned with our funding priorities of community development, ***education*** and workforce development and critical needs.

FUNDING EXCLUSIONS

The following organizations are not eligible for funding:

- Organizations that deny service to a potential client or beneficiary on the basis of race, religion, color, sex, sexual orientation, age, national origin, ancestry, citizenship, veteran, or disability status
- Individuals, including those seeking scholarships or fellowship assistance
- Political, labor, fraternal organizations, or civic clubs
- Religious organizations (for example, churches and synagogues). Some secular community service programs such as soup kitchens, shelters for the homeless, and job banks are eligible, even when sponsored by religious groups.
- Individual pre-K-12 schools (public or private)
- Sports, athletic events, or athletic programs
- Travel-related events, including student trips or tours
- Development or production of books, films, videos, or television programs
- Memorial campaigns

WELLS FARGO BANK

1. Name of Program and Web Site (if Available)

WELLS FARGO BANK – CORPORATE GIVING

https://www.wellsfargo.com/about/charitable/

2. Type of Program

Grant Funding – Restricted Funds

3. Purpose of Funding

Wells Fargo is proud to support organizations that work to strengthen our communities. We look for projects that keep our communities strong, diverse, and vibrant. Our first priority is to support programs and organizations whose chief purpose is to benefit low and moderate-income individuals and families.

4. Potential Range of Funding Amount

Minimum Grant Funding Amount	$ None Stated
Maximum Grant Funding Amount	$ None Stated
The web site does not disclose an expected range of grant amounts.	

5. Timing of Application Request

If a local CAP Unit in a community served by a Wells Fargo Bank has a proposed project that meets Wells Fargo's eligibility requirements and fits the Wells Fargo Bank giving priorities, we encourage you to proceed with our online application. ***Applications are accepted throughout the year.***

6. Program Description

In communities served by a Wells Fargo Bank, their priority is to support projects involving Community Development, ***Education***, Human Services, Arts & Culture, and the Environment.

Education

Wells Fargo accepts requests for financial support of nonprofits whose primary focus is to help educational institutions. The primary focus of grant requests should be to promote academic achievement for low- and moderate-income students. We will also consider requests that provide GED and ESL programs.

7. Program Application – Who Should Apply

The programs of the Wells Fargo Bank are currently limited only to communities served by them.

8. Program Details

ORGANIZATIONAL ELIGIBILITY

Wells Fargo makes contributions to organizations with tax-exempt status under Section 501(c)(3) of the U.S. Internal Revenue Code, as well as qualified tribal and governmental agencies.

FUNDING EXCLUSIONS

Please note that Wells Fargo is unable to consider grants for the following:

- Advertising and promotional items
- Animal related causes
- Capital campaigns
- Endowments
- For-profit entities including start-up businesses
- Hospitals
- Individual higher education institutions
- Individuals, including scholarship or fellowship assistance
- International organizations
- Marketing activities
- Political, labor, religious or fraternal activities
- Publications, films or production underwriting
- Purchase of tables/tickets to fundraising events
- Recreational programs
- Single disease issues
- Sports/athletic group activities
- Start-up funding for new organizations
- Travel, including student trips
- Vehicles
- Video or film production, including documentaries

Appendix– C: Companies Offering Volunteer Hour Grants

COMPANY NAME	Volunteer Hour Grant Description
AAA	Minimum 30 Hours All Employees Eligible for $ 300 Non-Mgr. Brd Mbr Eligible for $ 500 Mgr. Brd Mbr Eligible for $ 1000
Aetna Insurance	Minimum 20 Hours All Employees Eligible for $ 300 Qualified Retirees are also Eligible
Allstate Insurance Company	Minimum: 25 hours Agency Owners: Eligible for $1000 Employees: Eligible for $ 500
Altria (Phillip Morris)	Minimum 25 Hours Full Time Employees Only
Bank of America	Minimum: 50 Hours For 50 Hours: Eligible for $250 For 100 Hours: Eligible for $500
Entergy	<u>Individual Grants</u> For 50 Hours Volunteer Service $ 100 For 100 Hours Volunteer Service $ 250 <u>Team Grants</u> For 150 Hours Volunteer Service $ 250 For 300+ Hours Volunteer Service $ 500
GAP Corporation	For every 15 hours that you volunteer within one year with an eligible nonprofit, GAP Corporation will donate $150 to the organization. The volunteer has 120 days from the date of the volunteer activity to apply for a *Money for Time* Volunteer Grant.
General Motors	Individual Minimum 50 Hours

	Team Minimum 50 Hours Each eligible employee can apply for a maximum of one (1) individual grant of $250, and participate in one (1) team grant application of $250, per calendar year.
GM Financial (aka Ally Bank)	Minimum 3 Hours Maximum 10 Hours The Volunteer Hours Grant is paid at the rate of $25/hr. up to a maximum of $250
HJ Heinz Company	Minimum 50 Hours For 50 Hours Volunteer Service $ 250 For 100 Hours Volunteer Service $ 500
Harley-Davidson	Minimum 20 Hours Maximum 250 Hours The Volunteer Hours Grant is paid at the rate of $5/hr. up to a maximum of $1000
Honda of America Manufacturing	Minimum 50 Hours All Employees Eligible for $ 250 Qualified Retirees are also Eligible *Spouse Volunteer Hours are also Eligible*
JC Penney	Minimum 15 Hours 15 -100 Volunteer Hours $ 50 101 – 250 Volunteer Hours $125 251 – 200 Volunteer Hours $250 501 + Volunteer Hours $500
Kellogg Company	Minimum 10 Hours Maximum 50 Hours All Employees and Qualified Retirees Volunteer Hours are paid at the rate of $10/hr. up to a maximum of $500.
JP Morgan Chase & Co.	Minimum: 15 Hours Individuals who volunteer on a regular basis are eligible to request a volunteer hours grant to eligible nonprofit

	organizations on the following scale: 15 – 24 volunteer hours $ 150 25 – 49 volunteer hours $ 250 50 – 74 volunteer hours $ 500 75 – 99 volunteer hours $ 750 100+ volunteer hours $1000
Macy's	Minimum: 15 Hours / Calendar Yr. Open to participation in the service to the nonprofit entity by the Macy's employee, *retirees, the employee's spouse, and minor children over the age of 14.* *The Volunteer Grant for such participation by individuals is $250. Each Macy's Family can request a maximum of two (2) such $250 grants during a calendar year*
Pfizer Inc.	Minimum 36 Hours Maximum 72 Hours For 36 Volunteer Service Hours $ 500 For 72 Volunteer Service Hours $1000 All Employees and Qualified Retirees are Eligible.
PNC Financial Services Group	Minimum: 40 Hours There are two very interesting opportunities to earn Volunteer Hours Grants (as an Individual or as a Team) of $1000 (Individual) or $3000 (Team) Please refer questions to PNC Financial Services Group Human Resources.
Sprint Nextel Corporation	Minimum: 40 Hours For 40 Volunteer Service Hours $ 250
State Farm Insurance	Minimum: 40 Hours *Note: There is a requirement that the Volunteer Service Hours be performed on a regular basis.*

	For 40 Volunteer Service Hours $ 500 All Employees, Qualified Retirees, and State Farm Agents can participate.
Toyota Motor Corporation	Minimum: 50 Hours *Note: There is a requirement that the Volunteer Service Hours be performed on a regular basis.* For 50 Volunteer Service Hours $ 250 For 100 Volunteer Service Hours $ 500
Verizon	Minimum: 50 Hours For 50 Volunteer Service Hours $ 750 Employee can do two organizations/yr.
Walmart / Sam's Club	Minimum: 25 Hours <u>Individual VAP Volunteer Grants</u> 25 hours with a single entity earns $250. The employee may earn up to two (2) such grant for a single nonprofit organization per year. Additionally, the employee may do so as described above for a maximum of two separate nonprofit organizations annually. <u>Team/Group VAP Volunteer Grants</u> Groups of two or more employees who volunteer together are eligible to request Team VAP Grants that can range from $500 to $5000 depending on the number of employees who volunteer together at the same nonprofit organization.

Appendix – D: Companies Offering Matching Gift Programs

COMPANY NAME	Matching Gift Program Description
AAA	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 2500 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employee
American Electric Power (AEP)	Minimum Qualifying Amount $ 250 Maximum Qualifying Amount $ 1000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse Qualified Retirees
Aetna Insurance	Minimum Qualifying Amount $ 24 Maximum Qualifying Amount $ 500 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employee Qualified Retirees
Allstate Insurance Company	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 5000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employee Qualified Retirees
Altria (Phillip Morris)	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 25000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee Only
Asplundh Tree Expert Company	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 5000

	Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employees
Astrazeneca PLC	Minimum Qualifying Amount $ 50 Maximum Qualifying Amount $ 2500 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employee Qualified Retirees
AutoTrader.com	Minimum Qualifying Amount $ 10 Maximum Qualifying Amount $ 1000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employees
ADP (Automatic Data Processing)	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 3000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employees
AutoZone, Inc.	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 500 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employees
AXA Equitable Financial Services Co.	Minimum Qualifying Amount $ 50 Maximum Qualifying Amount $ 2000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employee Qualified Retirees

Bank of America / Merrill Lynch	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 5000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employees
BASF Corporation	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 5000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employees
Bridgestone / Firestone	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 5000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employee Qualified Retirees
Costco Wholesale Corporation	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 10000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse (Salaried only)
Denso International	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 2000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse
Farmers Insurance Group	Minimum Qualifying Amount $ 50 Maximum Qualifying Amount $ 500 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse
GAP Corporation	The GAP Corporation has a very complex **Matching Gift Program**. Please consult the website below for additional details:

	https://www.bewhatspossible.com/give
Geico Insurance	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 500 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employee Qualified Retirees
General Electric	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 25000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employee Qualified Retirees
GM Financial aka Ally Bank	Minimum Qualifying Amount $ 1 Maximum Qualifying Amount $ 250 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employees
HJ Heinz Company	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 5000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employee Qualified Retirees
Home Depot	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 1000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employees
John Deere	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 1000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employees

JP Morgan Chase & Co.	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 1000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employees
La-Z-Boy	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 1500 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employees
Macy's	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $15000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employees
Nissan Motor Company	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 2000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse
Pfizer Inc.	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $15000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employee <u>For Qualified Retirees Only:</u> Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 5000 Match Ratio is .5 to 1
PNC Financial Services Group	Minimum Qualifying Amount $ 50 Maximum Qualifying Amount $ 2500 Match Ratio is 1 to 1 Employee Eligibility includes:

	FT Employee & Spouse
Progressive Insurance	Minimum Qualifying Amount $ 20 Maximum Qualifying Amount $ 2500 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employee
Raymond James	Minimum Qualifying Amount $ 50 Maximum Qualifying Amount $ 5000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employee
Sprint Nextel Corporation	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 5000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employee Qualified Retiree
Verizon	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 1000 Match Ratio is 1 to 1 Employee Eligibility includes: FT Employee & Spouse PT Employee Qualified Retiree
W. W. Grainger Company	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 2500 ***Match Ratio is 3 to 1*** Employee Eligibility includes: FT Employee *but not Spouse* PT Employee Qualified Retiree
Xerox Corporation	Minimum Qualifying Amount $ 25 Maximum Qualifying Amount $ 1000 Match Ratio is 1 to 1

	Employee Eligibility includes: FT Employee & Spouse PT Employee Qualified Retiree