

Request for Proposals for Macy's North Region of Macy's East Community Grants

MACY'S COMMUNITY GRANTS

Macy's has a deep-rooted commitment to supporting non-profit organizations in our communities, demonstrated by more than 150 years of giving. The 2008 Store Grant program will award \$165,000 to select key nonprofits. A total of 33 grants, each in the amount of \$5,000, will be awarded.

- Each store, with the exception of Macy's stores located in Chicagoland, the Detroit Metro, and the Twin Cities, will accept its own applications and select a partner organization for the year.
- Metro stores in Chicagoland, the Detroit Metro and Twin Cities will select 2 recipients per metro region.

The partnership will begin with a \$5,000 grant to fund programming at the organization. Throughout the year, store associates will also be available for volunteer activities with the partner organization.

FOCUS AREAS

Macy's is seeking applications from organizations that have current 501(c)(3) tax status or equivalent tax-exempt government entities such as schools and libraries that are serving a diverse population of children and families in the areas of **arts, childhood education and women's and children's health and wellness**. Special consideration will be given to programs that:

- Seek and serve a diverse population.
- Build social, academic, leadership and/or life skills in children/youth.
- Demonstrate a promotion of "love of reading" and reading fundamentals.
- Reach at-risk children in working families.
- Demonstrate innovation and show initial great results/response against a demonstrated need, and would benefit from additional funding to increase scale and broaden impact.

NOTE: These are "special project" grants and are not intended to become ongoing, general operating funds for a program. We invite grantees to re-apply in subsequent years based on program results, although there are no multi-year grant guarantees.

FUNDING GUIDELINES

- 1) Grants will be in the amount of \$5,000.
- 2) Non-profits located in the **Minneapolis, Detroit and Chicago** metro areas may apply, as well as those located in the following communities where Macy's Stores are based:
 - Illinois:** Joliet, Rockford, Bolingbrook, West Dundee
 - Michigan:** Ann Arbor, Flint, Grand Rapids, Grandville, Kalamazoo/Battle Creek, Lansing, Port Huron, Saginaw, Traverse City
 - Minnesota:** Rochester, St. Cloud
 - North Dakota:** Fargo, Grand Forks
 - Ohio:** Toledo
 - South Dakota:** Sioux Falls
 - Wisconsin:** Appleton/Fox River Valley, Eau Claire, La Crosse, Madison, Milwaukee
- 3) Macy's North Region of Macy's East Community Grants will not be awarded for purposes of:
 - General operating costs, including salaries
 - Projects outside of our Community Grants focus areas
 - Programs operating outside of Macy's communities (see above)
 - Conferences, trips or tours
 - Individuals
 - Political or advocacy, or politically or socially controversial, projects or programs
 - Religious organizations when funding is used for religious purposes
 - Endowment funds or capital campaigns
 - Private foundations
 - Fraternal organizations
 - Athletic teams or events
 - Fiscal agents and other "umbrella" organizations that fund other non-profits or orgs that are noted as 509(a)(3)
 - Charities with an international focus or operation

DEADLINE AND ANNOUNCEMENT OF 2008 GRANTS

June 13	Deadline for submission to local store
September	Announcement of grants
November	Funds received by grant recipients

Applications are also available at the Macy's stores in the markets noted above.

Proposal Narrative

Please use the following outline as a guide to your proposal narrative. **Limit all information to no more than four pages.** A cover letter is not necessary but is welcome.

I. Organization Information

- A. Brief summary of organization history, including date your organization was established.
- B. Brief summary of organization mission and goals.
- C. Brief description of organization's current programs or activities, including any service statistics and strengths or accomplishments.
- D. Your organization's relationship with other organizations working with similar missions. What is your organization's role relative to these organizations?
- E. Number of board members, full-time paid staff, part-time paid staff and volunteers.

II. Purpose of Macy's Community Grant

- A. Situation
 1. The opportunity, challenges, issues or need in the community that your program or project addresses.
 2. How your program's or project's focus was determined and who was involved in that decision-making process.
 3. A brief history of your program or project (if not new) and how it has been funded.
- B. Activities
 1. Overall goal(s) regarding the situation described above.
 2. Objectives or ways in which you will meet the goal(s).
 3. Specific activities for which you seek funding.
 4. Who will carry out those activities?
 5. Time frame in which this will take place.
 6. How the proposed activities will benefit the community in which they will occur, being as clear as you can about the impact you expect to have.
 7. Long-term funding strategies (if applicable) for sustaining this effort.

III. Evaluation

- A. Please describe your criteria for success. What do you want to happen as a result of your activities? You may find it helpful to describe both immediate and long-term effects.
- B. How will you measure these changes?
- C. Who will be involved in evaluating this work (staff, board, constituents, community, consultants)?
- D. What will you do with your evaluation results?

Attachments

1. Finances
 - Most recent financial statement from most recently completed year, audited if available, showing actual expenses. This information should include a balance sheet, a statement of activities (or statement of income and expenses) and functional expenses.
 - Organization budget for current year, including income and expenses.
 - Project or Program Budget, including income and expenses.
 - Additional funders: List names of corporations and foundations from which you are requesting funds, with dollar amounts, indicating which sources are committed or pending.
2. List of board members and their affiliations.
3. Brief description of key staff, including qualifications relevant to the specific request.
4. A copy of your current IRS determination letter indicating tax-exempt 501(c)(3) status.
5. If Macy's employees are involved with your organization, list names and involvement.
6. A list of up to three potential group volunteer opportunities the Macy's store associates could have with your organization in the coming year.

Application Submission

Mail or deliver your completed application and required attachments to your local Macy's store, Attention: Store Manager, **by June 13, 2008**. In fairness to all applicants, late or incomplete applications will not be accepted.

For questions, please contact your local Macy's store and ask to speak with the Store Grant Coordinator.

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