

## All About Grants:

- ❖ **Best Use:** Grants can be used for wreath sponsorships or to help cover the costs associated with holding a wreath-laying ceremony at a participating location.
  - The WAA Grants Team can submit a grant application for this purpose when requested.
  - Groups cannot use WAA's Tax ID number and must apply for the grant using their own Tax ID number.
  - The group(s) must supply the following information:
    - List the services they are looking to cover, along with a budget that explains the expenses.
    - Grantor information (website, contact information, code – if required) and the amount they are seeking.
- ❖ **How to Find Grants:** There are many nationwide companies that support the Wreaths Across America mission and have supported local efforts with grants!
  - Walmart, Sam's Club, Walmart Distribution Centers, Dominion Energy, Costco Wholesale, H.E.B., and Bass Pro Shops are great starting points for your outreach efforts.
  - Start by making a list of local businesses, specifically those known to support veteran organizations, families, and community-based projects.
    - If they have one, go to their website and look for a link on community involvement.
    - Physically go to the store and speak to the manager.
- ❖ **When to Apply:** Start early! It's best to start looking before companies set their budget early in the year. However, many companies process grants all year.
  - Do your research and ensure you meet the eligibility requirements before submitting your request.
- ❖ **WAA Volunteer Responsibility:**
  - Make initial contact with the company to find the grant
  - If you choose to fill out their grant application (do NOT sign it)
  - Send the grant application to WAA Grants Team to fill out or finalize by completing the Grant Notification Form on the [Volunteer Resource Page](#)
  - For additional support, email [grants@wreathscrossamerica.org](mailto:grants@wreathscrossamerica.org)
- ❖ **WAA Grants Team Responsibility:**
  - Fill out if requested or review the grant application for the volunteer
  - Make any needed corrections to the grant application
  - Sign the grant application and submit it to the company
- ❖ **Timeframe for Approval:**
  - Processing times vary from grant to grant to actual payout – for some, 6 months is not an unusual amount of time – review dates and award dates are set by the grantor. Once approved, payout usually occurs within 4-6 weeks.

## More About Grants:

- ❖ **Additional Requirements:** Some grants require additional information after the event, including photos. You may be requested to send this information to the WAA Grants Team to satisfy your grantor's requests.
  - Be prepared to provide a list of other grants you have been awarded for the year.
  - Be prepared to provide a budget for your group/location along with a brief overview of your fundraising efforts conducted throughout the year.
- ❖ **What Happens Upon Approval:** The requestor will be notified if the request has been approved or denied via email.
  - If approved, there is generally a 4-6 week waiting period for the actual check to be received at WAA-HQ.
  - Upon receipt, it is matched to the Grant Notification Form, and the funds are applied to the Group and/or Location that was provided.
- ❖ **How To Get Help:** Reach out to the WAA Grants Team at any time for more information or assistance. They can be contacted at [grants@wreathsacrossamerica.org](mailto:grants@wreathsacrossamerica.org)

## Helpful Responses to Grant Questions:

- ❖ **Mission Statement**
  - Remember the fallen, Honor those who serve, Teach the next generation the value of freedom
- ❖ **List of Board Members**
  - <https://wreathsacrossamerica.org/About/OurBoard>
- ❖ **Project Description**
  - Wreaths Across America (WAA) and millions of volunteers sponsor wreaths to be placed at the headstones of American military members across the United States. When each wreath is placed, the servicemember's name is spoken out loud. The year-long mission of WAA is to Remember the fallen, Honor those who serve, and Teach the next generation the value of freedom. This mission is carried out throughout the year by sharing stories of service, partnering with like-minded organizations, teaching through community engagement and lesson plans that have stemmed from the yearly wreath placement.
- ❖ **Relevance to the Foundation/Company**
  - Wreaths Across America is an employee, family, network and community engagement experience that takes place at over 4,000 cemeteries worldwide to remember the sacrifices military members and their families have put forth for our freedoms. WAA is a corporate responsibility experience.
- ❖ **How to Measure Success**
  - Wreaths Across America finds success in telling stories of service, remembering and honoring military members through the placement of wreaths and saying the names out loud. Success is measured by how many volunteers take the time to join the mission each year.

## Types of Grant Funding Requests:

- ❖ **Grant:** a fund given by a person or organization, often a public body, charitable foundation, a specialized grant-making institution, or in some cases a business with a corporate social responsibility mission, to an individual or another entity, usually a non-profit organization, sometimes a business or a local government body, for a specific purpose linked to public benefit.
  - Requires you to complete an application, typically submitted online or mailed.
  - May have specific eligibility requirements, which WAA-HQ will provide.
    - Require budgets by a specific project/location or by the organization.
    - Typically want to know if there are other sources of funding.
    - May require a follow-up impact report.
    - May have requirements that need to be assured/certified in writing.
  - Have deadlines and specific times they disburse funds for current & future years.
  - Processing times vary from grant to actual payout – for some 6 months is not an unusual amount of time – review dates and award dates are set by the grantor.
- ❖ **Employee Matching:** a popular corporate giving strategy where a company matches the charitable donations made by their employees. 9 out of 10 companies offer a donation matching program via a charitable platform.
  - **Benevity**
    - Maximizes impact through fundraising, payroll giving and automated corporate matching.
  - **Fidelity Charitable**
    - Allows you to support the same charities you do now.
    - Streamlines tax recordkeeping in one convenient location.
    - Donate cash stocks, private business interests and more.
    - Grow your donation with investing throughout the year.
    - To learn more, visit <https://www.fidelitycharitable.org>
  - **Your Cause**
    - Gives employees options when it comes to giving. Donation methods include:
      - Log offline donations
      - Credit Card Giving, Apple Pay
      - Company Matching Gifts
      - Payroll Giving, one-time or recurring
      - Dollars for Doers
      - Incentives, Cause Card
  - **Front Door**
    - Provides access for administrators on their payment console to review details of payments from all companies made to Wreaths Across America.
    - Access to review and confirm pending donations for Wreaths Across America.

- Apply for grants – this is the platform used by Walmart to submit WAA grants.
- **In-Kind Donations**
  - Contact may be verbal, phone, email, mail or other. Usually, only basic information is needed and may need an invoice, purchase order or other for payment.
  - Requests may be “in kind” donations for your location/cleanup event (dumpsters/supplies). These are generally handled by groups/locations at the local level.
- ❖ **Corporate Requests:** The WAA Corporate Team is always working with existing and new partners to gather funding for participating locations.
  - These types of funds will be applied to participating Locations but not Sponsorship Groups.
  - Locations and Groups should never reach out to these Corporate Partners asking them to change their funding to a specific group, as they have typically already run it through a corporate group, and that creates confusion, potentially jeopardizing the Corporate Partnership.