

America's Most Generous Corporations Announced:

Worth Magazine will announce in its December/January issue the top 50 Corporate Philanthropists. You can check this list at <http://www.worth.com>. These companies are those that donated the most to charity in 1999. Included in the amount granted were cash donations as well as in-kind gifts (goods and services). Worth Media reported that corporate philanthropy is up more than 14% from the previous year. The top corporate donors are:

- Merck \$148,503,530
- DuPont 122,159,880
- Wal-Mart 96,010,618
- Bank of America 95,500,000
- SBC Communications 94,321,081
- Exxon Mobil 92,300,000
- Eli Lilly 88,193,360
- Johnson & Johnson 88,110,000
- Ford Motor 83,908,134

***** Foundations-What do the categories mean and what do they do?

Community Foundations: Funds come from many donors rather than just one. Under the IRS tax code, they are listed as public charities and as such, are governed by different rules and regulations than private foundations. Community foundations give to organizations in their communities. Although they are restricted by locality, they are also more accessible if you live in the community where the foundation resides.

Private Foundations: The majority of these are family sponsored. Depending upon the interests of the Board, giving may also be restricted to a particular community OR interest area.

Corporate Grantmakers: These are company sponsored private foundations that provide direct giving in either grants or in-kind services. Again, many of these are restricted to a particular locality in which the corporation does business.

Resource

Non-profit Guides is another resource on the Internet that can assist you in preparing grant applications. Their web address is: www.npguides.org. On this site you will find sample letters of inquiry, sample cover sheets, budgets and proposals. You can adopt their samples for your own use when submitting grant and foundation proposals.

Abstracts and Executive Summaries

These brief introductions to grant proposals (abstracts are used primarily for government proposals and executive summaries for foundation proposals) are some

of the most important components of the proposal. These are usually completed early in the proposal writing cycle. Besides serving as the introduction to the proposal, they are often circulated to colleagues and collaborators and are especially helpful when soliciting letters of support. A completed abstract or executive summary constitutes a comprehensive outline of the proposal.

Generally these summaries are no more than one page. Because of the brevity of this document, the proposal writer is forced to be succinct. Only the most salient features of the proposal are articulated including statements that demonstrate how the proposal responds to either the RFP or the foundation guidelines. It is recommended that writers spend considerable amounts of time on this part of the proposal. The summary or abstract may be the first document that the funding agency will see. It makes the first impression and sets the tone for the rest of the proposal. In one page, you should be able to explain your mission, the major needs that the proposal is addressing, the broad goals, and the target population. It is a good idea to have several staff review and edit the abstract before it is distributed. Try for perfection because this one document tells your whole story!

Foundation Profile: Dow Chemical Company

Dow's mission is to "constantly improve what is essential to human progress by mastering science and technology". Over \$18 million in grants is awarded annually by this huge, international company. The major giving goals are:

1. Provide hands-on science experience for students below college level.
2. Support post-secondary projects involving science, engineering, business or other related areas to expand the pool of students from which they can obtain future employees.
3. Enhance the environment.

Dow only funds projects that demonstrate a need in a city or community in which the community has a presence. You can check out these communities on the company's web site: www.dow.com. Dow maintains offices in the following states: Georgia, Arkansas, California, Colorado, Connecticut, Illinois, Louisiana, Michigan, Missouri, Ohio and Texas.

Dow will not fund individual requests, trip expenses, and organizations that are not 501C-3. The application for grants is available on-line. The URL for the application is www.dow.com/about/corp/social/request.htm.

Events Calendar

Please email information about your upcoming activities (90 days) to hs-ht@infouse.com.

It will be posted on the HS/HT web site, which is almost complete.

Also, don't forget to send copies of your products (videos, fact sheets, brochures, and training materials) to the InfoUse office (2560 Ninth Street, Suite 216, Berkeley, CA 94710). InfoUse will be cataloging and storing the material for easy retrieval.