



Guidelines For Grant Requests

The PRSA Foundation is committed to funding programs that support its mission, namely:

To fuel the passion, dreams and futures of a diverse range of ambitious and promising students by supporting programs that attract them to public relations and develop their capacity to bring the PR perspective to the organizations they serve and to society.

Each year, the Foundation will proactively seek out projects or partners for initiatives that it deems to be of value to its mission and will accept requests from groups that meet our criteria as described in this document.

As a guide to parties seeking grants, below are the criteria and procedures for grant requests. Parties seeking grants should be aware that the Foundation's philosophy is to fund a few significant initiatives rather than a larger number of small projects.

Eligibility Requirements

To be eligible for funding consideration, programs must:

- Not duplicate or significantly overlap with other current Foundation activities;
- Be prepared to keep detailed financial records and submit periodic financial reports on how funds are being spent;
- Comply with all applicable laws regarding registration and reporting; and,
- Observe the highest standards of business conduct.

The Foundation does not provide funding to or for any of the following:

- Individuals
- Political parties, causes including PACs
- Lobbying or influencing legislation

Program Criteria

To be considered for funding from the Foundation, projects must meet the following criteria:

- The objectives and expected outcomes of the work must align with and further the priorities of the PRSA Foundation Strategic Plan; and,
- The program must have national or international implications and have the potential to positively impact the Foundation's mission.

Preference will be given to projects that represent partnerships with significant organizations (e.g., professional associations, industry thought leader groups, universities, practitioner-academic joint projects).

Procedural Guidelines

Each grant request must be accompanied by a proposal that articulates the following:

1. Project title
2. Purpose, including target audiences, and impact on the “public good” of the project
3. Deliverables: Specific timelines and deadlines, work product and spending update to be provided at each deadline and at conclusion of project
4. Project goals, strategies and tactics
5. How the project will be staffed – number of staff, hours, compensation.
6. Timeline for execution, analysis and reporting of results and expenses.
7. Communication – methods of communication planned in support of the project and announcement of the results and expected impact
8. Measurement – analysis planned and expected impact in terms of number of people directly impacted by the program
9. Detailed budget and portion of budget requested from PRSA Foundation. Specific items/activities that will be funded by the PRSA Foundation grant need to be identified, and spending of

PRSA funds *must* be tracked to those items. Expenses incurred for activities that are not approved as part of the grant will not be reimbursed. Funds for staffing should reflect hours and rate of pay per hour, and staff time/payments should also be tracked.

10. Other funding sources and/or partners in the effort
11. Specific deliverables and timetable for release of funds based on completion of deliverables
12. Commitment to specific progress report dates tied to release of funds
13. CV or resumes of the individuals who will be conducting the effort and identification of any assistants who will be involved with specification of their roles
14. Contact information

Submissions must be no longer than **ten pages double-spaced** excluding CVs.

Timing

The Foundation will seek out opportunities and will review other proposals submitted on a continuous basis throughout the year, as long as funds are available.

The Foundation will note on its website when all available funds have been committed for a given year. Potential applicants should check the website before submitting proposals.

How to apply

Send your proposals to info@prsafoundation.org. Receipt will be acknowledged via email.

Applicants will be notified via email of the decision whether to fund their project within 90 days of PRSA Foundation's receipt of the proposal.

For approved grants, a written agreement between PRSA Foundation and the grantee regarding the nature and timing of deliverables and the schedule for payment will be required prior to release of funds.

Organizational Certifications

All applicants must certify the following:

- *Organization Accuracy Certification* -- All application information (including the Legal Name, Address, and certifications) is accurate and complete as of today's date. We acknowledge that any information that is found to be inaccurate or incomplete could possibly delay or disqualify any funding that this organization might receive.
- *Religious Proselytizing Restriction* -- The program described in this proposal is solely engaged in direct service provision. Exposure, adherence, or conversion to any religious doctrine is not required of the programs beneficiaries. If a grant is awarded, the organization will not use it for the purposes of religious proselytizing in any way.
- *Non-Violence and Anti-Terrorism Certification* -- The organization (as well as any partners, re-grantees, or subsidiary or affiliated organizations) does not support, directly or indirectly, any terrorist activities or violence of any kind, nor does it employ or deal with any entities or individuals known to support terrorism. The organization certifies that it takes reasonable steps to ensure that grant funds are not ultimately distributed to terrorist organizations or for violent purposes; and takes reasonable steps to ensure that staff, board, and other volunteers have no dealings whatsoever with known terrorists or terrorist organizations.
- *Lobbying and Political Use Restrictions* -- The organization will not knowingly use the grant, directly or indirectly, to influence legislation, to influence the outcome of any specific election for candidates to public office, to carry on any voter registration drive, to induce or encourage violations of law or public policy, to cause any improper private benefit to occur, or to make any grant to an individual other than as a part of the charitable activities in support of this project, nor to undertake any activity not in support of the project for which funding is requested.
- *Use of Funds* -- The organization will use the grant only for the purposes and activities specified in the grant application. If the organization is dissolved, or if it is otherwise unable to use the grant for the specified project, the organization will promptly return any unexpended grant funds to the PRSA Foundation. If any portion of the grant is used for purposes other than the requested project, the organization will promptly correct the error. If the misuse is not promptly corrected, PRSA Foundation may demand the return of the entire grant, and the organization will return the grant to the Foundation. If the organization concludes that it is necessary to modify the plans for project in order to comply with requirements of any law or regulation affecting its responsibilities under this grant, or it becomes

aware of facts or circumstances affecting its ability to implement the project or the propriety of such implementation, the organization will promptly notify the PRSA Foundation in writing, and together we will take the steps necessary to resolve the situation.

- *Confirmation of Charitable Intent* -- We further certify that none of the proposed grant funds will be used to provide any direct benefit to any PRSA Foundation employee or any employee's family member (except in the provision of charitable services or education available to the public at large), or to any staff member, board member, or donor to the organization. No goods or services have been offered or promised in consideration for this charitable contribution. We further certify that to the best of our knowledge, information, and belief, the purpose of this grant is charitable and for the good of the community, and is not intended to fulfill business purposes or obligations of any kind including but not limited to offset, sales, or procurement commitments.
- *Acceptance of Review* -- We understand that all applicants are subject to review of their representations in this application and (for grantees) their compliance with the grant agreement. We understand that the organization we represent may be required to return any granted assets and forfeit future funding eligibility if: (1) the review reveals any significant inaccuracies or violations of the policies stated above or (2) the organization does not cooperate with the review.
- *Board Review and Approval of this Application* -- At least one officer of our organization's board or an executive of our organization has reviewed this application, and the entire board has knowledge of and supports its submission.
- *Grant Accuracy Certification* -- We certify that: (1) the information provided in our application is complete and accurate, (2) the organization complies fully with the policies stated in the PRSA Foundation criteria and guidelines and (3) any assets awarded will be used only in the manner specified in this application.