

# 2015-2016 Share the Love Application - PROMO ONLY

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*Meals On Wheels America*

## **Project Name\***

Name of Project.

*Character Limit: 100*

## *About This Grant*

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Welcome to the Subaru Share the Love grant application tailored specifically to Member programs that promoted the Share the Love Event without partnering with a local Subaru retailer. Meals on Wheels America (the "Association") is excited to review your program's Share the Love Event involvement for grant consideration. While we know you did not form an official partnership with a local Subaru retailer, the questions we ask below are to help us measure your outreach efforts and the subsequent impact on the overall success of the campaign.

You do not need to complete this application in one sitting; you may save your work and continue at a later time. When you are ready to submit your final application, click the "Submit Form" button below. Please note that you will not be able to edit or change any information once your application has been formally submitted. To print a copy of this application for your records, please use the "Question List" link located at the top of this form. For answers to frequently asked questions, please visit [www.mealsonwheelsamerica.org/sharethelove](http://www.mealsonwheelsamerica.org/sharethelove).

Please complete this application in full and follow all directions. This application must be completed and submitted in final by **11:59pm EST, January 15, 2016**. Completion of this application does not guarantee funding. Meals on Wheels America will award Share the Love grants, including three of \$20,000, three of \$10,000 and three of \$5,000, one set of prizes for each sized category of organization listed below:

- **Small Programs** with less than a \$1,000,000 annual senior nutrition budget;
- **Medium Programs** with a \$1,000,000-\$2,000,000 annual senior nutrition budget; and
- **Large Programs** with a \$2,000,000+ annual senior nutrition budget.

Awards are only eligible to Meals on Wheels programs that participate actively and fully utilize this national partnership to fight senior isolation and hunger in your local community.

## *Eligibility Criteria/Terms and Conditions*

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As a condition of receiving a Share the Love unrestricted grant, recipients must be Members of the Association in good standing as of Thursday, November 19, 2015, remaining so throughout the entire Event and grant award process.

### **Eligibility:**

- Complete the grant application in full;
- Have registered your proposed Share the Love Event participation online no later than Friday, November 27, 2015. This process acts as an "indication of intent," enabling the Association and Subaru of America to track our collective progress, promote your Events on social media and remain a helpful resource throughout the Event; and
- Submit all reports and supporting documentation through this grant application. All reports and documentation submitted to the Association shall become the property of the Association. Please be certain that you have obtained valid photography/videography releases from any individuals whose images are identifiable in such photographs or videos.

In addition, upon receiving a Share the Love grant, recipients must:

- Submit any supplemental information requested by the Association;
- Send a press release locally to announce the receipt of a grant;
- Translate the funds received into number of additional meals that could be served; and
- Send an acknowledgement letter to Subaru of America in a manner as designated by the Association.

Grant award decisions will be made based on a variety of criteria, including, but not limited to: creativity, effectiveness/impact, level of volunteer and community engagement, media/social media activities and outreach, and other related factors. Grant awards will also be made according to a state sales formula that reflects the number of new Subaru vehicles sold or leased during the Share the Love event in each state.

All decisions made by the Association regarding whether or not to award a grant, and the amount of such grant, are final.

### **Agreement\***

Do you agree with the terms and conditions?

#### **Choices**

Yes, I agree with the terms and conditions.

## Grant Application

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### 2015 Senior Nutrition Budget\*

Please upload a copy of your 2015 Senior Nutrition Budget (revenue and expenses).

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### Brief Narrative\*

Please describe your efforts to raise awareness for the Share the Love Event in your community.

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### Retailer Outreach\*

While we know that you were unable to partner with a local Subaru retailer, please describe your efforts to partner and please specify why a partnership did not come to fruition.

*Character Limit: 2000*

### Nearest Retailers\*

Please list the closest Subaru retailers (no more than 3) within a 75 mile radius of your program. (Use the ["Find a Retailer" tool](#) on Subaru's website.)

*Character Limit: 2000*

### Community Outreach Channels\*

Specifically which channels did you use to spread the word about the Subaru Share the Love Event? (Check all that apply)

#### Choices

Social Media  
Print Media  
Online Media  
TV  
Radio  
Community Events  
Newsletter  
Email  
Other

### Other Channel

If you selected "Other," please describe.

*Character Limit: 1000*

### Overall Community Outreach\*

Approximately how many individuals did you reach through the channels you specified above? (This can be determined by tallying circulation numbers, viewership, social media analytics, site views, emails sent, event attendees, etc.)

Please use numbers, only.

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### **Community Partnerships\***

If you partnered with other local entities in your community as part of Share the Love, please select them from the list below.

#### **Choices**

Local Businesses  
Food Banks  
Nonprofit Partners  
Schools  
Churches  
Other  
N/A

### **Other Community Partnerships**

If you selected "Other," please describe.

*Character Limit: 1000*

## ***Documentation***

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Please submit pictures, links, video and/or press coverage demonstrating your participation in the Share the Love Event. You can provide up to five file uploads and three links below. Submitted items may include, but are not limited to:

- Copies of print and online articles related to your participation in the Event;
- A link to photos uploaded to a free photo sharing website (Meals on Wheels America recommends Flickr). You can create your free account by visiting [www.flickr.com](http://www.flickr.com);
- A video of Share the Love-related activities; and
- Photography/Videography releases from any individuals who are identifiable in any pictures or videos submitted to the Association.

### **Item 1**

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### **Item 2**

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### **Item 3**

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### **Item 4**

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## **Item 5**

*File Size Limit: 4 MB*

### **Link 1**

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### **Link 2**

*Character Limit: 2000*

### **Link 3**

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## **Additional Information**

Please enter any additional relevant information you would like to include.

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