

2015-2016 Share the Love Application - RETAIL PARTNERSHIPS

Meals On Wheels America

Project Name*

Name of Project.

Character Limit: 100

About This Grant

Welcome to the Subaru Share the Love grant application tailored specifically to Member programs that participated in the Share the Love Event by 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.

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 "Questions List" link located at the top of this form. For your answers to frequently asked questions, please visit www.mealsonwheelsamerica.org/sharethelove.

Please submit 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 \$1,000,000 annual senior nutrition budget;
- **Medium Programs** with a \$1,000,00-\$2,000,000 annual senior nutrition program 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

As a condition of receiving a Share the Love unrestricted grant award, 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 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 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 (using templates provided);
- 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. A Member's designation as a "Hometown Charity" by a local Subaru retailer will be factored into the grant determinations process as well.

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

2015 Senior Nutrition Budget*

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

File Size Limit: 3 MB

Brief Narrative*

Please describe your efforts to partner with a local Subaru retailer in order to raise awareness for the Share the Love Event in your community.

Character Limit: 4000

Retail Partner(s)*

Please tell us the name of the local Subaru retailer(s) with whom you partnered during the Event.

Character Limit: 100

Hometown Charity*

Was your program selected as a "Hometown Charity" by a local Subaru retailer? (Did your local retailer select your organization as a possible direct recipient of funding from Subaru?)

Choices

Yes

No

Specify Hometown Charity Retailer

If your program was designated as a "Hometown Charity," please specify which retailer gave the designation.

Character Limit: 100

Retail Volunteers*

Did Subaru retailer staff volunteer with your program during the Share the Love Event?

Choices

Yes

No

Retail Volunteer Hours

If Subaru retailer staff volunteered with your program, please specify how many total volunteer hours were given. Please use numbers only.

Character Limit: 7

Media Coverage*

Please describe the publicity garnered through traditional media (print, online, radio, TV) throughout the Share the Love Event.

Character Limit: 2000

Social Media*

Please describe the social media outreach you engaged in throughout the Share the Love Event.

Character Limit: 2000

Community Outreach Channels*

Please describe any additional community outreach done to promote your Share the Love Event activities. (i.e., newsletters, emails, Event tie-ins, partnerships, etc.)

Character Limit: 2000

Overall Community Outreach*

Approximately how many individuals did you reach through all publicity, social media, and community outreach? (This can be determined by tallying circulation numbers, viewership, social media analytics, site views, emails sent, Event attendees, etc.)

Please use numbers only.

Character Limit: 10

Future Partnership*

Is your program continuing a relationship with a Subaru retailer beyond the Share the Love Event?

Choices

Yes

No

Unsure

Description of Future Plans

If your program will continue a relationship with a Subaru retailer beyond the Share the Love Event, please describe future plans.

Character Limit: 2000

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

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 Share the Love 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;
- A video of Share the Love related activities;
- Testimonials from Subaru employees about their experience with your program;
- Photography/Videography releases from any individuals who are identifiable in any pictures of videos submitted to the Association.

Item 1

File Size Limit: 4 MB

Item 2

File Size Limit: 4 MB

Item 3

File Size Limit: 4 MB

Item 4

File Size Limit: 4 MB

Item 5

File Size Limit: 4 MB

Link 1

Character Limit: 2000

Link 2

Character Limit: 2000

Link 3

Character Limit: 2000

Additional Information

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

Character Limit: 4000