

Brown-Forman Corporation Application Outline

APPLICANT INFORMATION

- Provide a brief summary of your organization's mission.
- Provide your organization's adopted non-discrimination policy.

ENGAGEMENT

- Are there Brown-Forman employees who currently serve on your board or actively volunteer for your organization?
 - o If yes, list Brown-Forman employees who currently serve on your board or actively volunteer for your organization and specify each employee's involvement.
- Over the past two fiscal years, has your organization received contributions and/or coordinated any volunteer projects that engaged Brown-Forman employees?
 - o If yes, list contributions your organization has received from Brown-Forman or our brands over the past two fiscal years and/or any volunteer projects that engaged Brown-Forman employees.

ATTACHMENTS

- o List of the organization's leadership team and Board of Directors
- o Copy of the IRS determination letter confirming your organization's status as a 501(c)(3) organization that is also a public charity
- o W-9 Request for Taxpayer Identification Number and Certification completed within the same year as the application
- o A complete copy of the most recently filed IRS Form 990 tax return
- o Organization budget for current year, including income and expenses
- o Detailed project budget, including income and expenses
- o List of other corporations/foundations from which you are requesting funds
- o If this request includes event sponsorship, attach sponsorship levels
- o Audited financial statement from the most recently completed year, if available

GRANT REQUEST

- Provide a description of the program for which you are requesting funds. If you are including multiple requests, you must indicate a dollar amount for each.
- Event details, if request includes a sponsorship request:
 - o Event Name
 - o Event Location
 - o Event Start Date
 - o Event Time
 - o Person Honored (if applicable)
 - o Expected Attendance

IMPACT

- Explain how your request aligns with one or more of the Foundation's strategic focus areas: Enhance Arts and Cultural Living, Ensure Essential Living Standards, and Empower Responsible and Sustainable Living.
- Describe how your organization is leveraging diverse thinking and problem solving by partnering with other community organizations.
- Select all populations expected to be served by this request.
- Number of individuals expected to be served by this request
- Describe the demographic and geographic makeup of the population(s) served by this request.
- List up to three objectives and expected outcomes for your request. How do you plan to measure your progress toward meeting each of the objectives and outcomes?

FINANCIAL INFORMATION

- Total Revenue
- Total Expenses
- In accordance with the Better Business Bureau Wise Giving Alliance guidelines, Brown-Forman requires the following information:
 - o Percent of total expenses used to provide programs/services (=Total Program Service Expenses/Total Expenses)
 - o Percent of total amount raised spent on fundraising expenses (=Total Program Fundraising Expenses/Total Related Contributions)
- Discuss plans for sustainable funding in the years beyond this request.