

## GRANT CRITERIA

In order to qualify for funding consideration, organizations and their proposed programs should meet the following conditions:

- Priority is given to organizations located in a community where the company has employees.
- The organization should run programs or provide services in one or more of the following areas: Education, Environment, Health & Social Services, Alcohol Responsibility, Diversity, and Arts & Culture. If the program does not focus on one or more of these areas, it will not meet eligibility guidelines for funding consideration.
- Our objective is to work within community development goals to improve the personal, social, and economic health of our communities of operation and to improve the operating context of Brown-Forman. The organizations and programs in which we invest should be catalysts for change that make our communities of operation more sustainable, healthy, and economically vibrant.
- Proposals that address community development goals and that can provide a sound basis of measurement towards those goals will receive preferential consideration.
- The committee meets in January, April, July, and October each year. Proposals must be received by the first day of the preceding month in order to be considered in the next cycle.

Submission Deadline	Review Meeting
May 1	June
July 1	August
October 1	November
February 1	March

On a case-by-case basis, if a proposal requires further clarification, the Brown-Forman Philanthropy Committee may request a onetime re-submittal of the proposal from the organization. All re-submittals must be turned in within five business days.

Before the Committee receives applications, the applications will be screened for completeness by the representative of the Committee. Only completed applications will be forwarded to the Committee.

## GRANT ELIGIBILITY & EVALUATION CRITERIA:

In order to apply for a grant, an organization must meet the following criteria:

- The organization, or the fiscal sponsor, must be tax-exempt under Section 501(c) (3) of the Internal Revenue Code and operated exclusively for charitable, scientific, or educational purposes.
- The following organizations are specifically excluded from receiving grants:

- Religious organizations such as churches and synagogues, or religious activities.
- Political or lobbying organizations or those supporting the candidacy of a particular individual.
- Third parties seeking donations on behalf of non-profit organizations. The donation must be made directly to a non-profit rather than, for example, to the business partner making a request on behalf of a non-profit organization.
- Individuals, public schools (K-12), or group tours.
- Athletic teams or leagues.
- Past grantees that have failed to provide charitable contributions acknowledgement forms or other required documentation.

Proposal Summary - The Committee gives preferential consideration to applications that have provided enough detail so as to not require clarification. The application should include in its summary: reason(s) that the organization is requesting grant, outcomes expected, and use of funds. The Committee, in its discretion, may request additional information or clarification and may request a meeting with applicants in advance of consideration of the application.