



CORPORATE GRANTMAKING GUIDELINES

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OVERVIEW

Since 1976, the General Motors Foundation has donated nearly \$1 billion to U.S. charities, educational organizations and disaster relief efforts worldwide. In 2016, the company began transitioning from a U.S.-focused, foundation-based giving model to a global social impact strategy to promote economic growth around the world. This strategy will advance STEM education, improve vehicle and road safety and build sustainable communities, with a special focus where GM has business units and employee presence around the world.

PURPOSE

Fuel social investments to promote economic growth around the world through STEM education, vehicle and road safety and sustainable communities.

VISION

Smart, safe and sustainable communities around the world.

GUIDING PRINCIPLES

- Support for recognized local, national, regional and global charities that provide unique programming and/or community outreach initiatives
- Seek out broad, strategic partnership opportunities directed toward our giving focus areas
- Work to leverage our commitment to empowering underserved GM communities around the world

REQUESTING SUPPORT – OPEN COMPETITIVE APPLICATION PROCESS

In the United States, GM's philanthropic support is organized in three main areas:

Corporate Giving Grants – support for initiatives that are in line with our giving focus areas and create lasting impacts for communities in which we operate

Community Grants – reserved for nonprofit organizations, invited by GM facilities, to address specific community needs that often vary from city-to-city

Sponsorships/Events – support for select organizations, programs and events that benefit participants and showcase GM and its products

All applications, whether for project support or corporate sponsorships, generally follow the same process and must be submitted through GM's online application portal. Requests submitted by hard copy through any delivery channel, email or phone call or requests received by GM employees will not be accepted.

ELEMENTS OF APPLICATION AND REVIEW PROCESS

1 | Eligibility Quiz

The application process begins with an Eligibility Quiz. The Eligibility Quiz gauges alignment to GM's giving focus areas. An Eligibility Quiz is not required for Community Grants.

2 | Letter of Inquiry

If deemed eligible, the next step requires the submission of an online Letter of Inquiry (LOI), which is accepted on a rolling basis. The LOI is an introduction and summary to the proposed project or program. As part of the LOI review process, GM Global Corporate Giving staff may seek additional information to determine whether or not a Full Proposal will be requested.

3 | Full Proposal

Full Proposals are accepted only from organizations that are invited to apply after review of their LOI. Organizations that are invited to submit a Full Proposal will be contacted by the appropriate Program Officer to complete the Full Proposal and all other requested materials.

In addition to the Full Proposal, organizations must provide supporting documentation including:

- [Project Budget](#)
- [Logic Model](#) (requests \$25K and above)
- Current Board of Directors List

4 | Review and Evaluation

As part of a comprehensive due diligence process, the assigned Program Officer may conduct a site visit to become better acquainted with the organization.

5 | Grant Decisions

Awards are based on staff review and recommendations concerning the proposal's alignment with GM's [Social Outcomes](#) in the three giving focus areas. The grant process will take approximately 12 weeks from submission of an LOI to award notification. A formal notification will be sent to the grantee outlining the [Terms and Conditions](#) with a requested signature from the Director of GM Global Corporate Giving.

6 | Interim and Annual Review

Funded organizations must submit an interim report on progress toward their goals and outcomes. A final [Annual Report](#) must be submitted before the organization is eligible for subsequent funding opportunities.

KEY CRITERIA

Collaboration:

Complex, long-standing problems require creative, multi-disciplinary approaches that are often beyond the capacity of a single organization. GM is most interested in supporting organizations with a track record of collaboration and collaborative groups of agencies working together to address significant community needs.

Financial and Programmatic Capacity:

Successful applicants will show evidence that they are stable, have a solid financial and program management team, a strong balance sheet and program plans that give GM confidence that their work will be sustained beyond the initial investment.

Leadership:

Successful applicants will have strong board and executive leadership that is representative of their communities; collaborative and knowledgeable about the community and the field in which they operate.

Measurable Results:

GM places a high priority on organizations that are able to clearly articulate organizational goals, present a clear plan for achieving results and track outcomes and impact on the people and communities served.

TIPS FOR DRAFTING LETTER OF INQUIRY & FULL PROPOSAL

Provide details:

Numbers are more informative than adjectives. How many people are currently being served and how many more people will be served with grant funding? How does the program contribute to the community, both through numbers served and value of program (quality and depth)?

Budget:

What other funders support this work? How many individual donors do you have?

Be clear and concise:

200 words is about ½ a single-spaced page, which should be long enough to make your case, but not so long as to burden the applicant or the reviewer.

Create a compelling narrative:

Begin with a brief introduction, elaborate on key points and conclude by connecting each point to a statement of impact.

Demonstrate strategic alignment:

Your LOI should demonstrate that your nonprofit's goals and objectives closely match those of GM's key social outcomes.

ELIGIBILITY

Each request for a charitable contribution must satisfy the following criteria:

- 501(c)(3) U.S.-based organizations, non-governmental organizations (NGOs) and non-U.S. based organizations who have proof of a nonprofit designation
- A logic model that supports our desired social outcomes (grants requests of \$25K and above)
- A strategy to accomplish its mission, operate programs that produce positive outcomes and learn from results
- An appropriate level of cash reserves to sustain the organization

Note:

- Organizations that have previously received funding from GM Global Corporate Giving will not be eligible to apply again until all reporting requirements have been met
- A maximum of three (3) years of consecutive funding is allowed for any organization or program
- GM applies the 85/15 rule. No more than 15 percent (not including measurement) can be allocated to overhead expenses

Because of the high volume of applications and GM's accountability for achieving a specific set of key social outcomes, we are unable to fund all of the high-quality requests submitted for consideration.

EXCLUSIONS

GM reserves the right to determine whether any organization is ineligible.

Funds are not available for the following organizations or purposes:

- Organizations that discriminate in the provision of services unlawfully or in a manner inconsistent with GM's policies on the basis of race, religion, color, sex, national origin, age, marital status, mental or physical ability, sexual orientation, gender identity or expression
- Individual requests, such as personal scholarships and vehicle donations
- Direct religious activities
- Political candidates, campaigns or organizations
- Hospitals and medical-related facilities
- Sports and racing teams
- Athletic endeavors or scholarships designated for athletes
- Awards, alumni or other recognition events unless part of a fundraising event that satisfies all other applicable requirements
- Private clubs, memberships, fraternities or sororities
- Private, individual or self-named foundations
- Foundations for building endowment
- A purpose that gives the appearance of impropriety (for example, to obtain or retain business, cause a government official to take action or inaction in an official capacity, or thank the official for any action/inaction)
- An illegal or unethical motive

FUNDING RANGE

GM does not limit the amount of the request and evaluates each request on its own merit. Grant size varies depending on the needs, project type presented by the organization and available funding by GM.

GEOGRAPHIC PRIORITIES

We have a hybrid global corporate giving strategy and in some cases, for selected regions and countries, we provide support through U.S. based intermediary organizations. All international charitable requests (cash and in-kind) must be submitted via email to GivingBack@gm.com.

Global Locations

NORTH AMERICA	SOUTH AMERICA	EUROPE	INTERNATIONAL OPERATIONS	
Canada	Argentina	Austria	Australia	China
Mexico	Brazil	France	Egypt	India
United States	Chile	Germany	Kazakhstan	Kenya
	Colombia	Hungary	South Africa	South Korea
	Ecuador	Poland	Thailand	Ukraine
	Venezuela	Spain	Uzbekistan	Vietnam
		Turkey		

TECHNICAL ASSISTANCE

If you are experiencing technical difficulties, please send an email inquiry to GivingBack@gm.com. We will make every effort to respond to your email within 48 hours. Please note that we will not review or discuss proposed projects, but will be happy to answer questions on how to navigate the online application system. In addition, the GM Global Corporate Giving team will conduct grant application webinars and other grant trainings throughout the year. If you are interested in being invited to these events, please also email GivingBack@gm.com.

[Click here to complete the Eligibility Quiz](#) and begin the grant application process.