



GRANT APPLICATION GUIDELINES

Overview

Since its founding in 1953, the Campbell Soup Foundation has provided financial resources to local champions who inspire change in the communities throughout the United States where Campbell Soup Company employees live and work.

The Foundation gives particular emphasis to the city of Camden, New Jersey, birthplace of Campbell's flagship soup business and home of our World Headquarters. Expanding opportunities for the residents of Camden, particularly the children, is among our top priorities.

Eligible Institutions

The Foundation limits grants to nonprofit organizations which are tax-exempt under Section 501(c) (3) of the Internal Revenue Code. Grants are only made to institutions which are serving Camden, New Jersey, and locations where we have plant facilities in the US:

- Maxton, NC
- Napoleon, OH
- Paris, TX
- Sacramento, CA
- Everett, WA
- Norwalk, CT
- Davis, CA
- Marshall, MI
- Milwaukee, WI
- South Plainfield, NJ
- Stockton, CA
- Wauseon, OH
- Bloomfield, CT
- Aiken, SC
- Denver, PA
- Downer's Grove, IL
- Downingtown, PA
- Lakeland, FL
- Willard, OH
- Richmond, UT

Organizations do not need to be located in these areas in order to qualify for funding. Programs requesting funding just need to be serving these specific communities.

The Foundation only considers applications that meet the following criteria:

- The proposal must fit one of the key focus areas outlined below.
- The organization must display strong and effective leadership.
- The proposed plan must be clear and compelling, with measurable commitments expressed in terms of real results.
- The proposed activity must be sufficiently visible to leverage additional support from other funding sources.

Ineligible Institutions

Grants are not made to the following:

- Organizations who are based outside the United States and its territories
- Individuals
- Organizations which limit their services to members of one religious group and those whose services propagate religious faith or creed
- Political organizations and those having the primary purpose of influencing legislation of/or promoting a particular ideological point of view
- Units of government
- Events and sponsorships
- Sports related events, activities and sponsorships

Key Areas of Focus

The Campbell Soup Foundation focuses its giving on four key areas:

1. *Hunger relief*
2. *Wellness*
3. *Education*
4. *Community revitalization*

Geographic focus includes:

1. *Camden, New Jersey* – The Foundation invests in Camden programming that not only brings positive change to the people they serve, but also improves the quality of life for the entire Camden, New Jersey, community.
2. *Plant Communities* – The Foundation supports the communities where Campbell Soup Company has facilities by funding programs that provide tangible results for local residents.

Application Procedures

Submission – Proposals must be submitted electronically via email to community_relations@campbellsoup.com. Proposals submitted via mail will not be reviewed.

Style - Proposals should be prepared in concise, narrative form, without extensive documentation.

Deadline - There is no formal deadline. Proposals are accepted and reviewed on a rolling basis.

Additional Documentation – Each grant request must be submitted with *current* documentation verifying the organization's eligibility under the Internal Revenue Code Section 501(c)(3). Proposals from organizations with a pending status will not be reviewed.

Organizations may not submit the same or similar proposals more than once in a Foundation fiscal year (July 1 – June 30).

Review and Decision Process

All submitted proposals are screened by the Foundation's staff to determine whether the requests fall in the defined focus areas and meet the evaluation criteria.

Proposals meeting the criteria are reviewed in detail. Qualifying proposals are then presented to the Board of Trustees for final determination.

The review process for restricted grants may take up to three months. If longer, the applicant will be notified.

Applicants receive written notice after a decision has been reached.



SUMMARY GRANT PROPOSAL FORM

Please fill out this form in full. Proposals need to be accompanied by *current* documentation verifying the organization's eligibility under the Internal Revenue Code Section 501(c)(3).

1. Organization name and address
2. Name, phone number and email address of contact person
3. Under which geographic focus area is the request being made?

<input type="checkbox"/> Camden, NJ	<input type="checkbox"/> Maxton, NC	<input type="checkbox"/> Napoleon, OH
<input type="checkbox"/> Paris, TX	<input type="checkbox"/> Sacramento, CA	<input type="checkbox"/> Everett, WA
<input type="checkbox"/> Norwalk, CT	<input type="checkbox"/> Davis, CA	<input type="checkbox"/> Marshall, MI
<input type="checkbox"/> Milwaukee, WI	<input type="checkbox"/> South Plainfield, NJ	<input type="checkbox"/> Stockton, CA
<input type="checkbox"/> Wauseon, OH	<input type="checkbox"/> Bloomfield, CT	<input type="checkbox"/> Aiken, SC
<input type="checkbox"/> Denver, PA	<input type="checkbox"/> Downer's Grove, IL	<input type="checkbox"/> Downingtown, PA
<input type="checkbox"/> Lakeland, FL	<input type="checkbox"/> Willard, OH	<input type="checkbox"/> Richmond, UT
4. Under which key focus area is the request being made?

<input type="checkbox"/> Hunger relief	<input type="checkbox"/> Wellness	<input type="checkbox"/> Education	<input type="checkbox"/> Community Revitalization
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5. Does your organization qualify under Internal Revenue Code Section 501(c)(3) and is it a public charity under 509(a)(1,2) or (3)? Please provide documentation.

<input type="checkbox"/> Yes	<input type="checkbox"/> No
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6. Summary of proposal
7. Requested amount vs. total program cost
8. How specifically will Campbell Soup Foundation dollars be spent?
9. How will this grant help your organization receive additional funding/resources from other sources?
10. What specific metrics will your organization utilize to determine the success of the program?
11. What makes this project especially promising?
12. What media attention and public awareness will occur for this grant and specific project?