

# WELCOME to the WOODWARD COMMUNICATIONS FOUNDATION

Established in 1956 as a private 501(c)(3) foundation, the underlying tenet of the Foundation is to financially support and give back to the communities where Woodward Communications, Inc. (WCI) businesses are located. The Foundation's goal is to improve the quality of life in those communities by making grants to a wide range of organizations. Since its inception, the Foundation has made gifts exceeding \$8 million.

For decades, the Foundation's funding sources included Woodward family members and WCI. Currently, the Foundation's sole funding source is WCI, at the discretion of its Board of Directors. Grants are awarded by the Woodward Communications Foundation Board, whose members include: Tom Woodward, President and Director; Steve Larson, Treasurer and Director; Amy Wagner, Secretary and Director; John Geffers, Director; Beth Lutgen, Director; and Bob Woodward, Director.

## HOW TO APPLY

The Foundation strives to communicate openly with grant seekers and grant recipients. This material is intended to increase the useful information for grant seekers and grantees. There are three separate processes to facilitate communication and save time for grant applicants. These processes are **screening**, **application**, and **application review**.

If you need further assistance, please email [wcifoundation@wcinet.com](mailto:wcifoundation@wcinet.com) or call our office at 563-588-5685.

### STEP 1 - SCREENING

Please review:

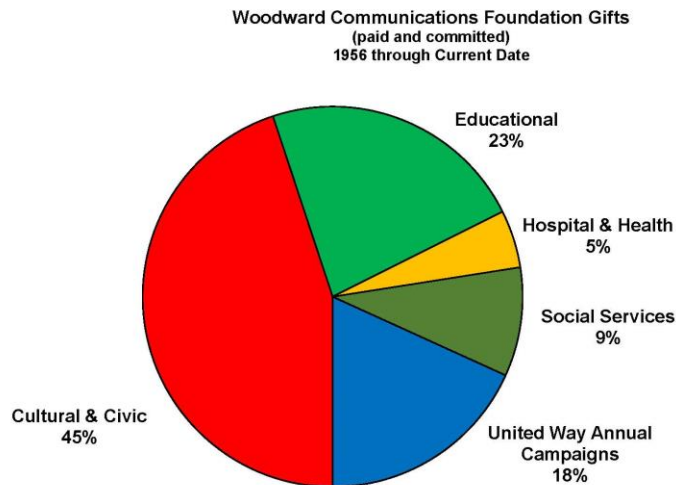
#### 1. WHERE WE GIVE

The Foundation sets a priority on funding projects serving communities where Woodward Communications businesses are located.

- Greater Dubuque (IA) and Tri-State Area (approximately 45 miles from Dubuque, including Prairie du Chien and Richland Center, WI)
- Appleton, Green Bay, (WI) Fox Valley Area
- Madison, WI and Providence, RI

## 2. WHAT WE SUPPORT

The Woodward Communications Foundation supports the culture, education, and health of the people in the communities we serve. Preference is given to capital projects, challenge grants, and collaborative partnerships of non-profit organizations. Generally, the Foundation does not consider operational requests. Requesting organizations must have a 501(c)(3) designation.



## 3. ELIGIBILITY QUESTIONS

1. Are you a 501(c)(3) nonprofit organization?
2. Is your organization located in an area where a Woodward Communications business is located? (See “Where we give” section.)
3. Has it been at least two years since you have applied for and/or received funding from the Woodward Communications Foundation?
4. Is your grant request for funds other than operating?
5. Is your grant request related to education, culture, health, or social services?

If you have answered “yes” to ALL ELIGIBILITY QUESTIONS, and your organization **HAS NOT** received funds from the Woodward Communications Foundation within the past two years, please proceed to **STEP 2**.

## STEP 2 – APPLICATION PROCESS

Congratulations! Your organization’s proposal has met all Woodward Communications Foundation’s screening components successfully. (If you have not gone through the screening process, please do so before moving on to this STEP.) Please follow the **Grant Application Guidelines**.

### Grant Application Guidelines

The purpose of the grant application is to provide **sufficient, but succinct, information** to the Woodward Communications Foundation so a determination can be made about awards. The complete application **should not exceed twelve (12) pages** in length. The process is the same for all grant applicants.

### Format

#### 1. Cover Letter (one page)

- a. The cover letter should be on the organization’s letterhead, which includes the name of the organization and contact information. The letter should briefly introduce the **intent of the request** and the **amount of the request**. Your organization’s director or contact person should sign it.

#### 2. Grant Application (not to exceed six pages)

The body of the application should concisely summarize the intent of the request including the following grant specifics:

- a. Organization’s story: history, mission, and vision
- b. What percentage, if any, of your organization's income does it receive from a city, state or federal taxing agency?
- c. Geographic area served
- d. Number and demographics of persons served
- e. Does your organization support Diversity & Inclusion? How and to what degree?
- f. Projected impact of project
- g. Grant request, including timeline, total budget of project and fundraising status (% complete)
- h. Naming opportunities
- i. Has your organization received funding from United Way? If yes, to what degree on an annual basis?
- j. Would funds from a Woodward Communications Foundation award be used as matching funds for an existing or potential grant?

### **3. Attachments**

- a. List of Board Members
- b. 501(c)(3) Document
- c. IRS Form 990 for the two most recently completed years (page 1 only)
- d. Project financial budget
- e. Brochures (Optional)

### **Proposal Deadline**

- August 1st for September consideration

### **Mailing Directions**

The preference is to have Grant Applications submitted via **email** to:  
[wcifoundation@wcinet.com](mailto:wcifoundation@wcinet.com)

### **STEP 3 – APPLICATION REVIEW**

The Foundation will review all invited grant applications and respond to each according to the Foundation's interests and priorities.