



VISION STATEMENT AND GRANTMAKING GUIDELINES

Vision Statement

American Girl's Fund for Children (FFC) is a catalyst for connecting cultural arts and environmental resources with children. The Fund's goal is to create a community in which each Dane County, Wisconsin child, regardless of income, learns to regard all art forms and the environment as an integral part of everyday life and learning. In accomplishing this, our children will grow to become stewards of the County's artistic and natural resources.

Purpose Statement

The purpose of American Girl's Fund For Children is to support innovative programming for children ages 0-18 in Dane County. To that end, the Fund will entertain proposals for programs that:

- Expose children to excellence in arts, culture, entertainment or hands-on education related to arts or the environment;
- Illustrate collaboration with other local organizations and/or schools in Dane County;
- Support or complement classroom curriculum;
- Foster cooperation between children, parents, and educators;
- Serve primarily children in Dane County;
- Indicate that a grant from FFC may be leveraged to secure matching grants from other corporations, foundations, individuals, the County, State, or other funding sources.

What the Fund For Children Is Unable to Fund

The Fund For Children is unable to provide financial support for the following:

- Annual operations;
- Endowments, individuals or scholarships
- Travel funds for staff or volunteers, benefit tickets, or courtesy advertising;
- Capital projects or equipment;
- Health and human services programs;
- Organizations that might in any way pose a conflict with the Fund's goals, as well as American Girl and Mattel initiatives, programs, products, or employees.

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General Information

- The Fund For Children (FFC) entertains grant applications for a minimum of \$5,000 and a maximum of \$10,000 per requesting organization.
- Generally, FFC is not a sole project funding source.
- All applications and evaluations must be submitted in the requested formats.
- Organizations are limited to one application per annual grant cycle.
- When an applicant organization is not a federally registered 501(c)(3), another organization must agree to serve as a fiscal agent. A letter of agreement signed by both parties and a copy of the fiscal agent's 501(c)(3) must accompany the proposal.
- All grant recipients are required to provide the FFC with a final project evaluation, including a budget detailing actual expenses. Previous grant recipients will be excluded from further grant consideration if an evaluation form has not been completed for prior funding. Evaluation forms are provided to grant recipients at the time payment is requested.

Application Deadlines

Application must be received via e-mail by September 15, 2021 at 4:30 p.m.

Application should be sent electronically to:

grants@madisongives.org

- PDF preferred
- Include the organization name in the e-mail subject line ("Org Name" – 2021 AGFC Application)

AND

A physical copy of the application must be postmarked by September 15, 2021.

Application should be sent to:

American Girl Fund for Children
Madison Community Foundation
111 N. Fairchild Street, Suite 260
Madison, WI 53703

- You do not need to send it overnight or 2-day. Regular First-Class mail is fine, it just needs to be postmarked by September 15, 2021

Award decisions will be announced by November 15, 2021.

Fund For Children Description

Since 1987, American Girl has donated its seconds and returned merchandise to Madison Children's Museum. Since 2009, the product donations consist mainly of doll and book items. A group of dedicated community volunteers organize and hold the American Girl Sale each summer. Proceeds from the Sale are allocated between Madison Children's Museum and American Girl's Fund For Children.

Following the American Girl Sale, the proceeds allocation returned to American Girl's Fund For Children is held by the Madison Community Foundation for disbursement through an annual grantmaking process. American Girl's Fund For Children returns 100% of their proceeds allocation to the community.

The Fund For Children board is comprised of seven appointed representatives from American Girl.