

Corporate Matching Gift and Grant Programs

Of the 25 largest employers in Huntsville/Madison County, at least 7 of them offer matching grants or volunteer grant programs. These often unlooked sources of revenue can offer tremendous benefits to non-profits if tapped into correctly.

Each company's program has its own set of rules and regulations. Some programs are very limiting on the types of organizations they will match funds to. Others are far more open in working with their employees to maximize donations. It can be challenging to find out the specific nuances for each program because often the program details can only be accessed by their own employees on internal databases. Therefore, finding a parent advocate at each of these corporations is very important to start the dialogue, and parents that are employees of these companies must be diligent in submitting matching paperwork for the match to be made.

Most organizations make grant payments on a quarterly basis. Some have set yearly dates by which matching gift paperwork must be submitted.

There are two main types of programs: Matching Gift Programs and Volunteer Grant Programs.

Matching Gift Programs are programs where the company will match a certain percentage of an employee's donation to a non-profit. Minimum and maximum amounts vary (between \$20 and \$100 minimum; \$1,000 and \$20,000 maximum) as do the match ratio (normally 1:1) and the status of the employee (some companies only match donations for full time employees, others will match for part time and even retired employees – think grandparents). Typically a donation check written by a husband or wife of someone employed by the corporation will be matched. (For example, my husband works for Boeing, not me. But if I write the check and my husband fills out the paperwork, Boeing will still match.)

Volunteer Grant Programs are designed for a corporation to donate money to a non-profit once their employee has volunteered a minimum number of hours for a non-profit. Most require a minimum number of volunteer hours (10 to 50) and will then send a check to the non-profit for an amount ranging between \$250 and \$6,000. These grants are usually restricted directly to the employee. So Boeing will only match if my husband, their employee, is the one volunteering, not me.

Most corporations will match donations to schools, I have been unable to ascertain if PTAs are considered "schools" by the various corporations. But an initial overview of the paperwork indicates we might be. To be considered for a match, typically an employee of the company needs to submit a form to their business asking that said 501-c3 organization is a non-profit that they would like a match for. In some cases the non-profit will already be approved and in

the corporate database, then the process is started. In other cases the employee will need to submit a form with information on the non-profit (including contact info) for the corporation to contact the non-profit directly, review guidelines, and then add the non-profit to their approved match list. Some companies offer matching grants to part time and retired employees as well, so think of grandparents when approaching this program too.

The companies listed below are ones that, to the best of my knowledge, offer programs that we should look into.

Boeing (2,750 employees in Huntsville)

My husband has already submitted the paperwork and the HCES PTA is on their corporate non-profit list for matching. Individual parents need to contact Boeing directly to have their donations matched.

Boeing Corporate Giving Team
419 (877) 217-6379
boeingsupport@cybergrants.com

guidelines: <https://doublethedonation.com/forms/boeing-guidelines.pdf>
forms: https://www.cybergrants.com/pls/cybergrants/eg_login.login?x gm_id=2757&x pt_id=

Matching Gift:

- Minimum match \$25
- Maximum match \$6,000
- Ratio 1:1
- Full-time, part-time and retired employees are eligible

Volunteer Grant Program:

- Minimum hours 25
- Corporate donation \$250 for every 25 hours (\$6,000 match)

Direct TV (750 employees in Huntsville)

CorporateCitizenship@directv.com
guidelines: <https://doublethedonation.com/forms/directv-guidelines.pdf>
forms: <https://directv.benevity.org/>

Matching Gift:

- Minimum match \$20
- Maximum match \$20,000
- Ratio 1:1
- Full-time and part-time employees are eligible

Volunteer Grant Program:
No minimum match
Corporate donation \$10 an hour

Northrup Grumman (1,200 employees in Huntsville)

Matches are made to US educational institutions, including K-12 schools and PTAs. Registration is not needed. Employees need to register their qualifying donations in the Northrup Grumman system and then will be notified to login and verify the donation. This is then reviewed for approval/denial on a monthly basis.

The Northrop Grumman Foundation
274 (888) 478-5478
ngfoundation@ngc.com

guidelines: <http://www.northropgrumman.com/corporate-responsibility/corporate-citizenship/matching.html>

forms: https://www.cybergrants.com/pls/cybergrants/eg_login.login?x_gm_id=2416&x_pt_id=

Matching Gift:
Minimum match \$50
Maximum match \$2,500
Ratio 1:1
Full-time and part-time employees are eligible

Volunteer Grant Program:
Minimum hours 40
Corporate donation \$400

PPG Industries (750 employees in Huntsville) There are 2 programs for PPG. PPG GIVE -when an employee or retiree volunteers 10 hours-they can apply for one grant per year. PPG Matching-only for active employees, when a monetary donation is given by the employee, we match the amount. If a PPG employee donates money, or time to your PTA, they will apply for their grant or match. These are both employee prompted programs. They match on a quarterly basis.

PPG Industries Foundation
552 (877) 443-8234

ppg@matchgift.com

guidelines: <http://sustainability.ppg.com/Community/Engagement-Strategy.aspx>

forms: <http://ppgfoundation.ppg.com>

Matching Gift:

Minimum match \$25

Maximum match \$10,000

Ratio 1:1

Full-time and part-time employees are eligible

Volunteer Grant Program:

Minimum hours 10

Corporate donation \$500 or \$1,000 (the larger amount is offered if the employee serves on the organization's board)

Toyota Motor Corporation (Toyota Motor Manufacturing of Alabama has 1,150 employees in Huntsville) The company says it matches PTAs. If a Toyota employee would like to request a matching gift, they need to consult their local HR manager for a form or request the appropriate website.

Toyota Matching Gift Program Administrator

718 (310) 468-3231

toyotamg@easymatch.com

guidelines:

https://secure11.easymatch.com/toyotagive/Applications/matchinggifts/default.aspx?s_kip=FAQ

forms: <https://easymatch.com/toyota/>

Matching Gift:

Minimum match \$25

Maximum match \$5,000

Ratio 1:1

Full-time and part-time employees are eligible

Volunteer Grant Program:

Minimum hours 50

Corporate donation \$250 for 50 hours or \$500 for 100 hours

Verizon (1,2000 employees in Huntsville) The Verizon Foundation matches employee donations and offers grants for volunteer hours to our employees for organizations that they donate to and volunteer with that are 501(c)(3) organizations. They match on a monthly basis.

Verizon Foundation

(866) 247-2687

engagement@verizonfoundation.org

guidelines: <https://doublethedonation.com/forms/verizon-matching-gift-guidelines.pdf>

forms: <http://www.verizon.com/about/employee-and-retiree-giving-login/>

Matching Gift:

Minimum match \$25

Maximum match \$5,000 to schools or \$1,000 to other 501(c)(3) organizations

Ratio 1:1

Full-time, part-time, and retired employees are eligible

Volunteer Grant Program

Minimum hours 50

Corporate donation \$750 in grants for up to two organizations

Others (from an AL Public Television contact):

WLRH Matching partners include: 3M, Vulcan Materials, Red Hat, Kimberly Clark, Mentor Graphics, Bank of America, AT&T, Chevron, Regions Bank, Kinder Morgan Foundation, IBM, Macy's, ExxonMobil, Teledyne, General Electric, Akzo Nobel, ADP