



## ALLEGRA FOOTPRINT FUND APPLICATION

### PURPOSE

The Allegra FootPRINT Fund® awards print and design services to select nonprofit organizations to help enhance their image, expand their services and extend their marketing communications budgets.

### APPLICATION GUIDELINES

#### Who is Eligible?

The FootPRINT Fund is available to any nonprofit group, association or charitable organization in Richland and Lexington Counties that meets the FootPRINT Fund selection criteria.

#### What is the Value of Services Awarded?

Services are awarded with a maximum value of \$1,000 per organization for the award year. Applicants may receive services in the value of the amount requested or in a lower or higher amount.

Services include printing, copying, bindery, marketing planning and graphic design. Applicants are encouraged to reapply in the following year. Annual awards total \$6,500.

All awarded services **must be used between January 9, 2012 and October 29, 2012**. Awards may only be used for projects originating during these dates and not to offset any existing balances due to Allegra.

#### How Do We Apply?

To be considered for a FootPRINT Fund award, submit a completed application form to:

Allegra Marketing • Print • Signs  
1629B Broad River Road  
Columbia, SC 29210

The application is available online at [www.allegracolumbia.com](http://www.allegracolumbia.com). The form is interactive and requires Acrobat Reader 9 or better to fill out online. Look for the FootPRINT logo in the lower right of our homepage. Applications can also be printed from the web and faxed to 803-731-4006.

**So that we can verify your non-profit status, a copy of your 501(c)(3) tax-exempt certificate must be attached.** Cover letters are not required, but if more space is needed for descriptions, please attach an additional sheet. **The application deadline is date December 12, 2011.** Applicants receiving an award will be notified by January 9, 2012.

#### What are the Selection Criteria?

Applications are reviewed by a panel of representatives from Allegra along with members of the local community. The panel responds in writing to all complete applications that are submitted in accordance with the application deadline. Organizations should not assume an award has been given until such notification. Any eligible organization or association can apply and need not be a customer of Allegra. Award recipients are selected based upon how the marketing and print services will be used to further the organization's goals, including:

**Service expansion** – Use of services to contribute to expanding an organization's awareness or existing service projects.

**Program enhancements** – Use of services to promote new programs or projects.

**Leveraged efforts** – Use of services to increase the impact of other existing resources.

### HAVE QUESTIONS?

For more information, contact (803) 798-0098 or visit our website at [www.allegracolumbia.com](http://www.allegracolumbia.com)



# ALLEGRA MARKETING PRINT SIGNS FOOTPRINT FUND APPLICATION

Application must be complete to be eligible for a FootPRINT Fund award.

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Primary contact \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Years organization has been in existence \_\_\_\_\_

Primary purpose of organization \_\_\_\_\_

Please attach a copy of your most recent brochure or other descriptive information, as well as documentation of nonprofit 501(c)(3) status.

Value of print services requested (\$1,000 maximum) \_\_\_\_\_

How would these printing services benefit your organization/association? Use additional sheet if needed.

\_\_\_ Create a new print communications piece. Briefly describe purpose (i.e. enhance image, describe particular program, etc.).

\_\_\_ Support existing, but underfunded project. Briefly describe.

What amount of your annual budget is used for printing? \$ \_\_\_\_\_ and \_\_\_\_\_ %

What are your organization's major funding sources?

Source	%	Source	%
_____	_____	_____	_____
_____	_____	_____	_____

Certification: I certify that the information contained in this application is true and correct to the best of my knowledge, and that I have the authority to request funds for the organization named above.

Name (please print) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Title/position within organization \_\_\_\_\_

Return materials to: Allegra Marketing Print Signs by fax, mail or by clicking the SUBMIT button on the right.

