



ALLY GRANT GUIDELINES

Ally Giving Focus Areas

Ally believes that the issue of economic mobility affects all Americans, especially the most vulnerable in our society. Many groups lack access to the education, tools and resources that can provide the foundation for a better future and Ally wants to be part of the solution by fostering efforts that increase opportunities for individuals, families and communities so that everyone has a chance to realize their dreams.

We are focused on efforts that reduce barriers to economic mobility, which is why we give to organizations that work in the following areas:

- **Financial Education:** We support financial education initiatives that arm people with the knowledge they need to feel confident in their financial future. Programs supported are associated with budgeting, credit, banking and investing, and overall financial literacy.
- **Affordable Housing:** We look for affordable housing programs and services relating to housing assistance, community development, and neighborhood preservation that target underserved communities.
- **Digital Job Training/Workforce Preparedness:** The workforce is constantly evolving and the demand for digitally-savvy job candidates has never been higher. We support organizations that provide training, professional development programs, and resources to assist underserved youth and adults find new job opportunities.

Non-Discrimination Policy

It is the policy of Ally to treat people on an equal basis regardless of an individual's age, race, color, sex, religion, national origin, disability, sexual orientation, gender identity or expression, pregnancy status, marital status, military or veteran status, genetic disposition or any other status protected by law. By accepting a grant from Ally, our recipient organizations agree to comply with this Policy.

Organizations must adhere to Ally's Non-Discrimination Policy in order to be considered for grant funding.

Eligibility Quiz

All organizations interested in applying for a grant must successfully complete the eligibility quiz. This quiz will determine if the organization is in alignment with our giving priorities.

Eligibility Criteria

To apply for a grant, an organization must meet the following criteria:



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- The organization, or the fiscal sponsor, must be tax-exempt under Section 501(c)(3) of the Internal Revenue Code and operated exclusively for charitable, scientific or educational purposes
- The organization must be located in Charlotte, NC and/or Detroit, MI
- The organization must provide charitable, scientific, advocacy, or educational services in one or more of the priority areas identified by Ally
- The applicant organization must be able to provide audited financial statements for the most recently completed fiscal year and a copy of its IRS 990
- The applicant organization must disclose whether it employs any individual who is related to any employee of Ally, or any of its affiliates or subsidiaries, or any governmental agency with responsibility for decisions affecting the business interests of Ally. The following organizations are specifically excluded from receiving grants:
 - Political, sectarian, fraternal, professional, veteran, and religious (other than accredited educational institutions, or organizations that provide services to the community regardless of religion)
 - Political or lobbying organizations or those supporting the candidacy of a particular individual
 - Third parties seeking donations on behalf of non-profit organizations
 - Individuals, public schools (K-12) or group tours
 - Athletic teams or leagues
 - Past grantees that have failed to provide charitable contributions acknowledgement forms or other required documentation
 - Organizations that do not adhere to Ally's Non-Discrimination Policy

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Grant Application and Submission

Grant applications are open to any non-profit organization supporting efforts that align with our giving strategy. Your grant proposal must provide the following documentation that demonstrates programmatic impact in the community.

- Program Budget
- LOGIC Model
- Non-Discrimination Policy Agreement



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Grant applications will be accepted beginning March 15 through 11:59 p.m. on April 30. All applications must be submitted on time to be considered for funding.

Grant Evaluation and Decisioning

Ally will review and perform due diligence on each grant application submitted to ensure that all elements of the grant application comply with these grant guidelines.

The Grant application process is approximately 12 weeks. All organizations will receive a formal notification once the grant application has been decided.

Annual Review

All non-profit organizations who have received funding must submit an Impact Report within 30 days after program end date. The Impact Report must include detailed information on the program's impact to the community.