



Altria Companies Employee Community Fund Grantmaking Guidelines

ACECF Grantmaking Guidelines

ACECF grantees must be nonprofit, tax-exempt organizations under section 501(c)(3) of the Internal Revenue Code that operate within Kentucky, Pennsylvania, Tennessee, Virginia or Washington, D.C. Tax-exempt status must be active at the time of application.

Organizations may not submit a grant application to ACECF if they have received non-ACECF funding by a corporate grant from the Altria family of companies in the past 24 months.

Organizations can apply for funding each year. To remain eligible for funding, you must complete the grant report from the previous grant prior to applying for the current year.

Strong preference is given to organizations serving geographic areas where a majority of our employees live and work.

ACECF supports direct service projects as well as projects that assist individuals in gaining access to such services.

ACECF **does not** support general operating expenses or cover deficits. Requests to support individuals, research projects, endowments, or building or capital campaigns will not be considered.

Professional or amateur athletic teams or leagues (e.g., Little League teams, athletic associations) are ineligible for funding.

Grants to religious organizations will be considered if their outreach programs are offered to the general population, and they have established a separate nonprofit entity that is recognized to be charitable by the governing regulatory authority to operate such programs.

ACECF will not fund 501(c)(3) organizations that have ties to terrorist activities or discriminate on the basis of race, gender, sexual orientation, disability or national origin.

Requests for support must fall within one of the fund's focus areas.

Receipt of past ACECF funding is not a guarantee of future funding.

Grantees must acknowledge support from the ACECF in communications that typically recognize donors (e.g., annual reports, newsletters, websites). We request, however, that Altria or the names of its subsidiary companies not be used on materials that are intended to be distributed to or placed among children.

ACECF may acknowledge its support of grantees in reports, brochures, websites and similar materials. Such acknowledgment may include mentioning the grantees in the aforementioned materials, and such website attribution may include displaying links to grantees' websites, if applicable.



Evaluation Criteria

The ACECF Grantmaking Teams use the following criteria when reviewing and evaluating potential grantees and their proposals:

- Track record for providing efficient and effective services for people in the greatest need and adapting to changes that may arise
- Organizational capacity to provide high-quality programs and services
- Established process for measuring outcomes to track progress and ensure program effectiveness
- Financial stability and the potential to leverage additional support from the public and private sectors
- Highly experienced staff with strong qualifications
- For new organizations or projects, evidence that it will be able to have an impact or data that clearly articulates that the program will meet unmet needs or underserved individuals.