

# **Northwest Michigan Community Action Agency (NMCAA) Financial Sponsorship Request Guidelines**

## **What is a Financial Sponsorship?**

A financial sponsorship is a monetary donation for community events or small-scale projects within NMCAA's 10-county service area. These sponsorships are designed to benefit low-income individuals or families and support emerging organizations, networks, or established community partners of NMCAA. A sponsorship can be a first step in NMCAA's Participatory Grantmaking Pathway, helping organizations fulfill their missions and build a financially sustainable future. It also strengthens the partnership between NMCAA and its community partners, reinforcing the community safety net.

## **Available Funding**

Funding is available for events and small-scale projects that directly benefit low-income residents in northern Michigan and align with NMCAA's mission to eliminate poverty by empowering people and communities to thrive. NMCAA may also purchase advertising space in community-based publications or at events. The typical Financial Sponsorship Award ranges from \$0 to \$000, with awards potentially being less than the amount requested.

## **Who is Eligible to Apply?**

Eligibility is open to groups, clubs, or organizations serving northern Michigan residents whose mission aligns with NMCAA's. Organizations that currently receive funds or stipends through NMCAA are eligible to apply; however, sponsorship funds cannot support activities already funded through an NMCAA grant program. Organizations without 501(c)(3) status and those with an annual operating budget of \$750,000 or less are also eligible. Please note that individuals are not eligible to apply, and funds cannot be disbursed to individuals.

## **Application Timeline**

Organizations should submit applications at least 45 days prior to their event. Requests are reviewed on the second and fourth Tuesdays of each month, and award notifications are sent out the week of review. Funds will be disbursed within 30 days of award notification.

## **Sponsorship Requirements**

Awardees are required to:

1. Attend a minimum of one Community Townhall meeting in the region where your organization is headquartered during the year. \
2. Include NMCAA's logo on all event-related fliers. NMCAA will provide logo options and can assist with technical support if needed.

## **How to Apply**

Applications for sponsorships must be submitted online. For assistance with the application process or are ready to submit it, please contact us at [strategicdevelopment@nmcaa.net](mailto:strategicdevelopment@nmcaa.net) if you:

- Need access to computers or the internet
- Have questions about the application
- Require help completing the application

## **Payment Method**

If awarded, you can choose one of the following payment methods:

- Direct deposit via ACH, which is recommended for its convenience and reliability.
- A check mailed to your organization.