

Grant Program Overview

What We Look For In A Proposal

Toyota Alabama accepts grant requests from local 501(c)(3) organizations. Funding is focused on programs that align with key areas including education, environment, mobility, diversity and human services. We favor proposals that:

- Are geared towards benefiting a large number of people
- Offer participation in local educational programs
- Exhibit clear, measurable and realistic goals and objectives
- Establish the means for evaluation and reporting after a program is completed
- Provide leadership and development programs for participants
- Target youth within any of the funding priority areas
- Directly supports programming versus events

Limitations:

- Individuals
- Religious, political, fraternal or non-charitable organizations
- Athletic/sporting events (including booster organizations)
- Individual and/or private schools
- Non-profits that receive substantial support from the United Way or other Toyota supported orgs
- Donation of vehicles

Best Practices:

- Know the funder and tailor applications to align with their priorities.
- Be brief, but informative in your application. More information does not always mean better.
- Be specific in describing your program, what need it meets in the community, how funding will be used, how results will be measured and how the program will be sustained.
- Have someone proofread your application before submitting. If they have questions, the funder likely will too.
- Include financial commitments from other funding organizations.
- Submit your application well before the deadline.

Application Information:

- Local Grants – www.toyotagrants.com/tmmal
 - Apply by May 1 - notifications in July
 - Apply by December 1 - notifications in Feb
- National Grants – www.toyotagrants.com/foundation
 - Rolling Review Cycles

If you do not receive a grant after applying we hope you understand that Toyota's decision is not a reflection on the merit of your program. Every year we receive more requests from deserving organizations than we have the capacity to support and must choose the most outstanding applications from the candidate pool. You are welcome to re-apply for future funding. **Contact: Kim Ogle, kim.ogle@toyota.com; 256.746.5407**