



# ACTION GRANTS

- Who:** Are you a changemaker for inclusion? Are you passionate about creating more connection and belonging where you live? If you want to put your ideas in to action – to #stand4good - for belonging, connection, empathy and kindness – in your school, community or beyond, we want to help you make it happen.
- What:** \$250 action grants to advance inclusion in schools & communities across the United States.
- When:** Applications are open from June 20 – Oct. 31, 2019; Awards will be made monthly starting in August.

## **GUIDELINES AND CRITERIA**

Award decisions will be made based upon the following criteria:

- Is your application complete?
- How well does your project connect to the topic of creating inclusion, belonging, kindness, empathy or connection?
- Is your action plan clear and achievable?
- How will you make an impact?

Only complete applications will be considered. Applications will be evaluated based upon how closely they align to the Heartwarming Project Action Grants mission and program goals. While we recognize that every application may be worthy of support, funding will be prioritized for applications that best align with the purposes of the project and have a high likelihood of completion. Applications may be declined if they do not align with the spirit of the project, if the project plan is not presented clearly, has a low likelihood of completion, or if the application is incomplete.

### **Applicants must:**

- Be within the ages of 13 – 18
- Have a parent, guardian, educator, administrator, or other adult to endorse the application
- Be based in the U.S.
- Plan to use the provided funds between August 2019 and June 2020

## **Selection Process**

The Heartwarming Project Action Grants program is an initiative of The Hershey Company and is administered by WE. Representatives from WE, with input from Hershey Company staff, are solely responsible for reviewing applications and making selection decisions. All decisions are final.

The Heartwarming Project Action Grants program will provide up to four hundred (400) \$250 grants; The Hershey Company, at its discretion, may choose to award additional grants depending upon interest in the program.

If your application is selected, you will receive an email notification followed by an award letter enclosing a *Heartwarming Project Visa® Reward Card*, which will be sent to the organization affiliated with your application (when applicable).

*Visa – Plastic NR No ATM*

*The OmniCard Visa Reward Card is issued by MetaBank®, Member FDIC, pursuant to a license from Visa U.S.A. Inc. No cash access or recurring payments. Card can be used everywhere Visa debit cards are accepted. Terms, conditions and expiration apply.*

## **Program Expectations**

If you receive an award, please be aware of the following expectations:

- Funding will be sent in the form of a *Heartwarming Project Visa® Reward Card* to the school or organization noted in your application, to the attention of the adult endorser of your application
- We will email you a link to a progress report within six (6) months of your award, asking how your project went. Please be ready to share what happened, who was impacted, and what you learned.
- Share your story & impact via social media by tagging @makersofgood and using #Stand4Good and #HWPAwardGrant
- By activating your *Heartwarming Project Visa® Reward Card* award, you agree to adhere to all program guidelines and expectations.

Additionally, awards should not be used to:

- Advocate religious or political ideology
- Attempt to influence legislation
- Promote political parties, campaigns or candidates
- Directly donate the funds towards charity fundraising events such as golf tournaments, dinners/galas, walk-a-thons, bake sales, etc.
- Fulfill individual or group pledges to charities
- Give gifts or funding to an individual

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