



Variety General Grant Funding Guidelines

(Please read all guidelines prior to starting your application)

1. Grant Program Overview & Application Information

- a. Through Variety's Annual Grant Program, Variety – the Children's Charity of Iowa seeks to benefit as many qualified organizations as possible with the available funds.
 - i. Funds granted to the organization by Variety must directly impact the children served by the organization. Variety does not support administrative needs.
- b. Due to limited funds and the large number of requests, Variety is unable to grant funds to every organization that applies. Each application is evaluated on overall impact, compliance with funding guidelines, alignment with Variety's mission, and availability of funds.
- c. Variety does not always provide the entire amount of requested funds for an application. Variety reserves the right to partially fund requests in order to provide funding to as many organizations, projects, and programs as possible.
- d. Applications are accepted once per calendar year, opening mid-March and closing the Friday before Memorial Day.
- e. All applications shall be submitted, without exception, via Variety's online application and reporting system. Any application received after the deadline will not be accepted.

The deadline to submit a Variety General Grant Funding Application is Friday, May 22nd at 12:00pm (Noon). All applications must be submitted in full prior to the deadline via the online application and reporting system. Any applications submitted after the deadline and/or incomplete applications will not be accepted. *No exceptions will be made.*

2. Eligibility Requirements and Review Guidelines

Applicants must be a non-profit organization primarily serving children and/or have programming specific to children and meet the following:

- a. Are a nonprofit children's organizations and/or nonprofit organization that delivers care, treatment, activities, programming, or shelter to children who are at-risk, underprivileged, critically ill, or living with special needs.
- b. Have received a formal 501(c)3 status from the Internal Revenue Service.
- c. Applying organizations must be located in Iowa or be applying for projects/programs located in Iowa or serving children in Iowa.
- d. Applicants requesting funding for more than one grant category (as outlined below) must complete and submit a separate grant application for each category. *Limit 2 applications per organization.*
 - i. Only one application per category will be accepted from an organization. All requests within that category must be included in the application.
- e. Requests must be for projects and/or programs that will take place during the upcoming Grant Year, which shall be between September of the current year and July 31st of the immediately following year.
 - i. Applications for projects and/or projects that have already been completed will not be considered and will be ineligible for funding.

3. Funding Priorities

Variety – the Children’s Charity of Iowa primarily funds brick and mortar projects, equipment, and other tangible items that directly benefit children. Administrative needs (e.g., staffing, salaries, office space) and other intangible expenses will not be considered for funding.

Variety awards grants in the following three categories:

- a. **Essential Health & Wellness** – programs and/or projects that provide care including neo-natal, pediatrics, and mental health services, or provide child essentials and family support
 - i. Critical health care and/or medical equipment
 - ii. Mental health services
 - iii. Specialized therapy
 - iv. Child and family support and essentials
- b. **Pathways to Success** – programs and/or projects that serve children who lack social or educational opportunities, have experienced physical or chemical abuse, struggle with behavior problems, or are in need of emergency shelter.
 - i. Job readiness and/or personal development
 - ii. Educational support
 - iii. Accessible support programs

- c. **Access, Independence, and Inclusion** – programs and/or projects that provide services, spaces, or programs to children who are critically ill, living with special needs, or otherwise lack access due to poverty.
 - i. Inclusive experiences & adaptive and/or inclusive spaces
 - ii. Camps (equipment, supplies for activities, and/or other tangible items)
 - iii. Transportation
 - 1. Please note, applications for Variety Vans are separate from the General Grant Application. If you are planning to apply for a Variety Van, make sure to completed the correct application.

4. Limitations

Variety only provides funding for programs and/or projects that directly impact children served by the nonprofit organization.

- a. Variety will **not** accept applications for:
 - i. General ongoing operational and administrative expenses
 - ii. Personnel expenses including salaries, bonuses, employee benefits and/or any volunteer-related expenses
 - iii. Feasibility studies or operating and/or strategic plans.
 - iv. Scholarships or camperships to supplement the cost of a camp and/or activity
 - v. Projects that have already been completed or will be completed prior to September 2026
 - vi. Variety does not provide funding to cover the cost of food for any activities or programming

- b. Variety will not accept applications **from**:
 - i. Nonprofits that are not a registered 501(c)3 through the IRS
 - ii. Organizations, projects, or programs outside of Iowa or that do not serve children in Iowa.
 - iii. School districts, school, or organizations that directly supports a school or school district (i.e. PTOs, PTAs, etc.)

- c. Variety's Board of Directors will have discretion to make exceptions to any above limitations based on extenuating circumstances and upon the approval of the majority of the Board.