



## 2022 Community Grant Guidelines

Umpqua Bank, through the Umpqua Bank Charitable Foundation, continues to believe in the power of partnership by leading with a Community Giving Strategy and Community Grants program that reflects a deep commitment to improving economic prosperity for under-resourced individuals, families, and small businesses. We are dedicated to building healthier, more resilient, better connected, and inclusive communities throughout our footprint. Through grantmaking and the deployment of other charitable resources—both financial and human, we invest in nonprofit organizations, communities, and leaders with the intent of supporting direct-service programming that incorporates a diversity, equity, and inclusion focus.

### Program Details

Grant range	\$5,000 - \$10,000
Grants awarded	around 175 annually
Applications received	around 1,000 annually

### Application Process

Applications must be submitted using the [Community Grant form](#) via the GrantsConnect platform to be eligible for potential funding. Paper or email applications are not accepted.

### Review Process

After the application deadline closes, the Corporate Responsibility Team begins a multi-stage review process of all received applications. If we need additional information during the review period, we will request a revision through the application portal or contact the applicant directly. The entire process—from application deadline, through review, to formal decisioning—will take up to 12 weeks.

## Deadlines

Due to high demand and budgetary considerations, requests received in one grant cycle may be pushed to a later grant cycle. If you do not hear from us by the end of the expected month, feel free to send an email to [Community@UmpquaBank.com](mailto:Community@UmpquaBank.com). Thank you in advance for your patience and understanding!

### **Grant cycles open at 5:05 P.M. Pacific time:**

Spring: January 10\*

Summer: March 4

Fall: June 3

### **Grant cycles close at 5:00 P.M. Pacific time on:**

Friday, March 4

Friday, June 3

Friday, September 2

### **We will communicate decision via email by end of:**

May

August

November

\*The Spring Cycle opens at 12:00 A.M Pacific Standard Time

Generally, nonprofit organizations may submit only one application per calendar year. An exception may be made in smaller communities where one organization serves as the fiscal sponsor for multiple programs. Please contact us if you believe your organization qualifies for this exception.

## Reporting

Besides a payment receipt email, the Umpqua Bank Charitable Foundation does not currently require formal reporting for Community Grant recipients. We encourage nonprofit organizations to include program successes in their applications so that we can see the long-term effectiveness of your program when you submit future grant applications.

## Nondiscrimination policy

Umpqua Bank and the Umpqua Bank Charitable Foundation respect and value diversity, equity, and inclusion. Nonprofit organizations seeking financial support from the bank or the foundation are asked to verify that their programs and services are offered without discrimination on the basis of race, religion, gender, sexual orientation, gender identity, national origin, age, disability, medical condition, veteran status, marital status, or any other characteristic protected by federal, state, or local law, regulation, or ordinance. Your application submission validates your adherence to this policy.

## Contact

If you have additional questions about our Community Grants program after reviewing this information, please contact us at [Community@UmpquaBank.com](mailto:Community@UmpquaBank.com) or visit [www.UmpquaBank.com/Community](http://www.UmpquaBank.com/Community).

# Priority Impact Areas

## Economically Empowered Individuals

### **College, Career, Technical Readiness**

Empowering students to develop a tangible path that takes them beyond high school graduation into post-secondary education and/or financially supportive and fulfilling careers

### **Financial Competency**

Providing knowledge, skills, and experiential education to people of all ages so they can learn about money, budgeting, savings, and investing

### **Housing Stability and Home Ownership**

Connecting individuals and families to long-term affordable housing, and facilitating ownership through down-payment assistance and/or homebuyer education

## Vibrant Business Ecosystems

### **Entrepreneurship and Business Expansion**

Supporting new ventures and maturation of micro and small businesses, while contributing to a healthy economy; increasing accessibility to resources and access to capital for underserved populations looking to start or grow their business venture

### **Small Business Support and Financial Guidance**

Supporting business growth and funding that offers education, technical assistance, tools, and resources for increasing stability and financial acumen for existing business owners

## Thriving Communities

### **Family Engagement and Resiliency**

Building strong, positive support networks so families can cope with everyday stresses and occasional crisis

### **Vibrant and Equitable Neighborhoods**

Making systemic improvements to an area's individual, community, and societal outcomes, while growing community wealth, stabilizing the economy, and retaining access and culture

### **Technical and Digital Inclusivity**

Expanding education and access to digital infrastructure for learners, businesses, and consumers

## Eligibility

While we wish we could fund more organizations doing great work, this program supports direct service programs that align closely with our Priority Impact Areas.

### The Umpqua Bank Charitable Foundation will:

- Accept applications only from qualified, tax-exempt, 501(c)(3) nonprofit organizations
- Accept applications from nonprofits serving counties where Umpqua Bank maintains a banking presence
- Only fund programs that serve a majority low-to-moderate (LMI) population
- Prioritize nonprofit organizations that engage current Umpqua Bank associates in a volunteer capacity, especially in a leadership capacity
- Prioritize programs benefitting under-resourced communities

### We are unlikely to:

- Grant to the same nonprofit organization more than three consecutive years
- Approve requests for more than 50% of the program/project budget
- Make grants directly or indirectly to government entities, including municipalities, school districts, and public universities/colleges

### We will not support Community Grant applications for:

- Individual schools
- Animal adoptions/care/training
- Sports/athletics/recreation
- Medical/dental/mental health
- Political advocacy/campaigns/lobbying
- Religious activities or organizations that include religion in programs
- Multi-year commitments
- Generating operating support
- Capital requests, including new or upgraded buildings
- Capital/fundraising campaigns
- Event sponsorships
- Higher education scholarships
- Association membership fees
- Endowment funds or re-granting programs
- Debt retirement or deficit funding
- Activities providing Umpqua Bank or the Umpqua Bank Charitable Foundation with any tangible benefits in exchange for the grant

# Application Fields

This section will help you understand what we're looking for in an application and is for informational purposes only; your formal application must be submitted online. Fields that are required are denoted by a red asterisk.

## Organization Information

We are looking to fund nonprofit organizations that are closely aligned with Umpqua's Priority Impact Areas, are addressing an identified need in your community, and have a track record of success. We will ask you for the following information on your application:

- Website \*
  - Please copy and paste your organization's primary web address
- Mission Statement \* (word limit: 100)
  - While you may also have a vision, values, and other directional guidance, please provide only the organization's core mission statement.
  - Avoid formatting like bullets and line breaks.
- Organization Budget \* (file upload)
  - If the request is on behalf of a local chapter of a national organization, just include the local chapter's budget.
- W-9\* (file upload, PDF)
  - Use the most current version of the IRS form (dated 2018). If applying through a fiscal sponsor, provide the sponsor's W-9.

## Organization Leader Contact

The name and email address of the person completing the application is automatically captured by the system when you log in.

In this part of the form, we are looking for the contact information for the organization's leader:

- First and last name \*
- Title \*
- Email address \*
- Phone number \*

## Request

We are looking for programs that are a great fit with Umpqua's Priority Impact Areas, have a demonstrated track record of impact in their community, are thoughtful about what need they are

fulfilling, and have a plan for sustainability for future success. If this is the first or second year of running the program, we recommend that you wait another year before submitting your application, so that you can demonstrate the quality, success, and sustainability of the program.

- Program Title \*
  - Your application should be focused on a specific program that is already up and running at your organization.
- Program Description \* (word limit: 500)

This is the most important part of the application. Be sure to include responses to the following:

  - What does your program do? Provide the reviewer a strong overview of the program in general and how it fits one of Umpqua's Priority Impact Areas.
  - Why is your program needed in your community?
  - How do you accomplish it?
  - Is this a new or ongoing program? If ongoing, what year did it begin?
  - What will Umpqua funds pay for? Be specific with dollar breakdowns.
  - Who do you serve? There will be an opportunity later to elaborate on the income and diversity demographics of your clients.
  - Is the program designed from a "best or proven practice?" If so, list the source of the research that backs up this claim.
- Evaluation and Measurement \* (word limit: 250)
  - How do you evaluate the program to know that it is successful?
  - Tell us the methods through which you collect program evidence, including any best/proven practices used, as well as the results of your most recent evaluation.
  - When possible, use measures of success via outcomes rather than simply the number of people participating.
    - Example: "We served 50 students in fiscal year 2020-2021. Approximately 73% of those students increased their average test score by a minimum of 5 points."
- Umpqua Priority Impact Area Level 1\* (pick from list)
- Umpqua Priority Impact Area Level 2 (pick from list)
- Program Timeframe \* (word limit: 100)
  - Is there a "season" for providing your services?
    - Example: "Our financial education courses for students coincide with the traditional academic year, beginning in September and ending in June."
- Program Area Served \*
  - Provide at least one and up to four physical addresses and corresponding counties served by this program.
    - For example, if your office is located in Pasco, WA, but the program benefits Benton, Franklin, and Walla Walla counties equally, provide three physical addresses, one in each county, and list the Percentage of Program at 34%, 33%, and 33% respectively.

- If your organization does not maintain a physical location in each county it serves, use a location from which you recruit clients or post flyers, like a school, partner organization, or city hall.
- Cover Letter (file upload)  
Please limit cover letters to 400 words.
  - Cover letters can be addressed to:

Board of Directors  
Umpqua Bank Charitable Foundation

## Demographics

- Number of Program Participants/Clients \*
  - Include units like families, homes, students, businesses, etc.
- LMI Percentage \* (pick from list)
  - We only review applications from organizations where 51% or more of the clients served are low-to-moderate income (LMI).
  - Select the range that corresponds to the percentage of your clients that are LMI.
- LMI Qualifier \* (pick from list)
  - Choose which type of information you use to determine the status of the clients served by this program.
- Other LMI Details \* (word limit: 250)
  - Provide other information that will help us understand how you know that the majority of the clients who benefit from this program are LMI.
- Primary Under-Resourced Population \* (pick from list)
  - If the clients served by your program also fall into an under-resourced population, either intentionally because of the organization's mission or unintentionally, select the appropriate category. While we understand several populations may intersect, please choose the one your program serves intentionally or the most dominant population.
- Other Under-Resourced Population (multi-select list)
  - Optionally, you may select any additional under-resourced population(s) served by your program.
- Does your program address environmental, climate, and/or sustainability challenges? \* (yes/no)
  - Your response does not impact the grant decisioning process.
- Other Diversity, Equity, and Inclusion (DEI) Details (word limit:250)
  - Provide information that will help us understand the diversity of your program and any efforts to be inclusive and equitable.
  - If your program has already identified areas of growth, you could provide it here.
- Organizational Leadership \*

- Is the organization's (President, CEO, Executive Director) a member of the BIPOC (Black, Indigenous, and People of Color) community?
- Is the composition of the nonprofit's board of directors a majority Black, Indigenous, and People of Color (BIPOC)?
- Leadership Representation (word limit: 100)
  - We want to know how representative your organization's leadership is— executive staff and board of director— compared to the LMI and under-resourced communities you serve.

### **Diversity, Equity, and Inclusion (DEI) Strategy (optional)**

As Umpqua Bank continues to enhance our own DEI efforts, we are interested to hear about our potential nonprofit partner's approach and progress. The information provided in these fields will help to inform and enrich our potential partnership.

- DEI Support
  - Is your organization open for help in creating, improving, or operationalizing your DEI strategy from Umpqua Bank or other partners?
- DEI Statement (file upload)
  - If your organization has a DEI Statement, Strategy, Plan or other similar policy that was approved by the board of directors, please provide it here.

### **Finances**

- Requested Amount \*
  - You may request between \$5,000-\$10,000. We encourage to request an amount that is appropriate given the program budget. It is possible that we would approve a grant application at a different amount than requested.
- Program Budget \*
  - What is the total annual budget for this program?
- Other Funding Sources \*
  - Please include the date and source of any secured and pending funding.
- Program Budget \* (file upload)

### **Volunteer Engagement**

At Umpqua Bank, we love to see associate participation in the programs we fund and have made that a priority in our review process. We encourage organizations to post volunteer opportunities in the

[NPOconnect Nonprofit Platform](#) and reach out to local Umpqua stores or offices to build volunteer relationships prior to submitting their first application.

- Current (not past) Umpqua Bank and/or Financial Pacific Leasing associate volunteers \*
  - Do NOT include any details about your banking relationship with Umpqua or individual donors who are Umpqua associates.
- Are you interested in future volunteer support from Umpqua Bank? If so, what kind? \*
  - In the application we have provided a list of our primary volunteer activities.
- Other Volunteer Support Details (word count: 100)
  - Provide any other details regarding volunteer support that will help us understand opportunities to engage with your program.
  - If your program is unlikely to benefit from volunteers, or if you have already attempted to recruit Umpqua associates without success, please explain that here.

### **Final Details**

- Payment Mailing Address \*
  - If awarded a grant, a check will be mailed to the address provided here.
- Application Contact Phone \*
  - This should be the phone number for the person filling out the request form.
- Attestation \*

## Frequently Asked Questions

Q: I already have a GrantsConnect account that I use for another funder. Can I use the same login to complete this application?

A: Yes! A single account can be used for all grantmaking foundations or companies using the GrantsConnect system.

Q: I missed the application deadline. Is there any way for my application to be reviewed during the current cycle?

A: With the automation of new system, late applications cannot be accepted. However, your application progress is not lost. Please reach out to us at [Community@UmpquaBank.com](mailto:Community@UmpquaBank.com) for help routing a draft application to the next available cycle.

Q: My nonprofit organization's last application was declined. When am I eligible to submit another grant application?

A: Generally, the next calendar year. However, please be sure to strengthen the request before submitting a new application.

Q: What can I do to submit a more competitive application?

A: The Community Grants program is highly competitive; typically, about 25% of applications are approved every year. We recommend that you provide comprehensive answers to the application questions and that you explain exactly what kind of impact your program is having in your community. We also prioritize programs that have an Umpqua associate involved, especially in a leadership capacity. So, before you submit another application, we expect that you have made progress on at least one of the following:

- Recruited Umpqua Bank associates to volunteer, at least episodically. If you have not been successful, please explain your efforts to engage Umpqua associates.
- If it made sense, sought Umpqua Bank associates to fill open community leadership positions (board or committee) at your organization.
- Posted volunteer opportunities through the [YourCause Nonprofit Platform](#) (check out the User Guide to get started).
- Having active conversations with a member of the Umpqua Bank Corporate Responsibility Team to explore ways to engage volunteer associates.

Q: Does Umpqua offer sponsorships?

A: Community Grants, Power Partner Grants, and Impact Grants are the primary funding programs through the Umpqua Bank Charitable Foundation. Event/conference sponsorships may be initiated by some business lines throughout Umpqua Bank, but there is no public channel to request a sponsorship.