



Inspiring Good Guidelines

- What it is:** A program in which small, central-Ohio-based 501(c)3 not-for-profit organizations benefiting underrepresented populations and people of color can apply for up to \$10,000 in pro bono services from Inspire PR Group.
- Who is Eligible:** Your organization must be located in Franklin County, Ohio, or in one of the contiguous counties, and provide services within those counties. Your organization must have been operating for more than one year, but less than five years. The organization's mission must benefit people who have been historically underrepresented or discriminated against, whether by ethnicity, race, gender, sexual orientation or other similar area. The organization must have three or less full-time employees and have an annual operating budget of less than \$500,000.
- About the Grant:** One grant will be made annually in November for up to \$10,000 in professional fees (or roughly 60 hours of service) from Inspire PR Group. Grants are given to organizations that provide services or community benefits that the committee determines closely align with Inspire's values, associates and clients. See our [website](#) for more information.
- What Can the Grant Be Used For?** The grant can be used for any service Inspire provides to clients, including, but not limited to media relations, graphic design, event planning, social and digital media, communications planning, materials development, etc.
- How Does My Group Apply?** Visit inspireprgroup.com/inspiring-good/ to learn more and fill out the simple, online application.
- How are Groups Selected?** A committee, which may include both Inspire associates and clients, will consider each eligible, submitted grant application and reserve the right to ask follow-up questions. A scoring system is used to objectively evaluate all submitted applications.
- When Do We Apply?** Grants are accepted from August 17, 2020 – September 28, 2020. Awards will be announced by November 2, 2020.
- What Else is Required?** Organizations must provide with the completed application proof of their 501(c)3 status, most recent audit, yearly budget and a Board roster.
- What is My Group's Role?** The awarded organization, when work begins, must be active collaborators with Inspire in its work on their behalf and must support the work within their organization. It is appreciated if organizations recognize Inspire as a donor in a manner to be mutually determined.

What's the "Fine Print"?

The grant amount must be used in its entirety within nine months of the award date. Expenses and "hard" costs (social media advertising payments, printing, postage, travel) are not included and will be charged separately to the organization if both Inspire and the grantee determine this is a desired tactic. After the grant period has expired, Inspire will provide a summary plan to position the organization to continue the work.

Selected organizations must agree to have their story and the work Inspire does shared on Inspire's website and social media platforms, as well as shared with local media. Organizations must not be receiving communications or related consulting from any other agency. Current and recent Inspire clients are not eligible. Organizations may re-apply in the following year if not selected. Once an organization has been selected, they are not eligible to apply again.