Potential Funding Sources for Neighborhood Groups

Like all not-for-profit organizations, neighborhood groups can raise money in a variety of ways. The most sustainable forms of funding, of course, are the group’s own internal activities and projects. These can include membership dues and donations from neighbors, as well as fundraisers ranging from large events (tour of homes, street fair) to smaller, less intensive activities (bake sale). Such fundraisers have the extra-added advantage of increasing social capital in the neighborhood, that is, encouraging neighbors to work together and get to know one another.

But there is certainly room for seeking grants from governments, foundations, businesses, and local benefactors. This document lists a small fraction of the potential funding sources for neighborhood groups in Knoxville. There is no guarantee that the donors on this list will fund your neighborhood project. For one thing, the priorities of a particular donor may have changed since this information was gathered. For another, while some funding applications are quite simple and straightforward, others require a great deal of work and planning, evidence of which the donor will ask to see.

Finally, some of this information, compiled by Office of Neighborhoods, might be outdated. If so, we would appreciate your letting us know at 215-3232. Here are the potential funders listed in this document:

- Bank of America Charitable Foundation
- City of Knoxville, Parks & Recreation Department
- City of Knoxville, City Council
- City of Knoxville, Mayor’s Office
- City of Knoxville, Office of Neighborhoods
- Covenant Health, Knoxville Marathon
- Discovery, Inc.
- Dow Chemical
- East Tennessee Foundation
- Home Depot
- Kohl’s
- Kroger Foundation
- Trinity Health Foundation of East Tennessee
- US Bank
- Walmart Foundation: Community Grant Program
- Alternative Resources
Bank of America Charitable Foundation
https://about.bankofamerica.com/en-us/what-guides-us/find-grants-sponsorships.html#fbid=Hnx9q2ZEEFf

Economic Mobility Focused on Needs of Community

Primary Contact
Lina Kornmeyer
720 841 3823
lina.kornmeyer@bofa.com

Approximate Dates Applications will be accepted:
5/31/2021 – 6/25/2021

Preferred Method for Receiving Proposals
http://www.cybergrants.com/cybergrants/plsql/ao_gs_user.form?x_gm_id=1499&x_section_id=4509&x_quiz_survey_id=2142

Sample of Previous Recipients
Not available

Program Description
Bank of America is committed to economic mobility by focusing on the needs of individuals & families and on the needs of the community. We focus on improving the lives of individuals and families by investing in basic needs and workforce development and education and also strengthening broader community vitality by addressing needs related to affordable housing, small business, and neighborhood revitalization. Through our partnerships, we support vulnerable populations, including working families, youth and young adults out of school and work, seniors, individuals living with disabilities, veterans, and those impacted by the criminal justice system – enabling them to move forward toward their goals. We recognize that people and communities of color continue to face significant challenges, and we are working to advance racial equality and economic opportunity throughout many of our partnerships. For more information, please visit the website mentioned above.
City of Knoxville (Parks and Recreation Department)
www.knoxvilletn.gov/recreation

Recreation Challenge Grants
http://www.knoxvilletn.gov/government/city_departments_offices/parks_and_recreation/recreation_challenge_grant/

Primary Contact
Tim Hester
865-215-1720
thester@knoxvilletn.gov

Approximate Date Proposals Are Requested
Open Now

Approximate Date Proposals Are Due
June 25, 2021

Preferred Method for Receiving Proposals
Postal Mail:

Parks and Recreation Dept
PO Box 1631
Knoxville, TN 37901
Fax: 865-215-1743
Email: thester@knoxvilletn.gov

Sample of Previous Recipients
N/A

Program Description
The City of Knoxville Parks and Recreation Department offers an annual Challenge Grant Program, which provides grants to non-profit projects associated with public parks or recreation facilities within the City limits.

The grants are available to 501(c)(3), 501(c)(4), and 501(c)(6) status community groups, homeowner associations, schools, Scout troops and other organizations. Recipients of a challenge grant will be reimbursed 50 percent of the cost of a single project, up to $2,500.

In order to receive a grant, the project must be on City-owned or -leased property and must be related to a facility that is available to all residents on a yearly basis.

The grant funding may not be used to purchase a new facility, regular maintenance, or for the purchase of individual or team equipment.
Primary Contact
Savannah Maupin
City Recorder’s Office
865 - 215 - 3022
smaupin@knoxvilletn.org

Approximate Date Proposals Are Requested
Neither City Council nor the City Recorder’s Office issues a Request for Proposals, since proposals may be submitted at any time.

Approximate Date Proposals Are Due
Proposals may be submitted to the City Council office (Recorder’s Office) at any time.

Preferred Method for Receiving Proposals
via email:
smaupin@knoxvilletn.gov

via mail:
City Recorder’s Office
Attn: Savannah Maupin, Internal Auditor
PO Box 1631
Knoxville, TN 37901

Sample of Previous Recipients
This information can be obtained by reviewing past City Council agendas. Click on the meeting date and look for 202 Resolutions under “Ordinances on First Reading” at the end of each agenda.

You can also see the breakdown of recipients for each fiscal year at the link below:
https://knoxvilletn.gov/cms/One.aspx?portalId=109562&pageId=17054498

Program Description
Each fiscal year (starting July 1), City Council sets aside --- within the city budget --- $90,000 in Community Improvement 202 Funds for community associations and other non-profit organizations.

See next page for detailed description of the 202 Funds Process.
Procedures for Applying for Community Improvement 202 Funds

Each fiscal year (starting July 1), City Council sets aside within the city budget $90,000 in Community Improvement 202 Funds for community associations and other non-profit organizations.

Each Council member is allocated up to $10,000 of these funds for various projects. Each project is supported by a separate ordinance for each individual grant and requires Council’s approval. These ordinances are always placed at the end of the “Ordinances on First Reading” section of the Council agenda. These ordinances are written as “emergency” ordinances, requiring only one reading, and they are almost always adopted “on consent,” meaning that they are passed without discussion at the beginning of each Council meeting.

An organization applying for 202 funds must be a legally chartered, nonprofit charitable organization or any nonprofit civic organization and supply the appropriate IRS Federal Taxpayer Identification Number (IRS, Form W-9).

An applicant organization must also provide the City Recorder’s Office with all documents listed on the application. If your organization does not have a specific document, contact the City Recorder’s Office to learn if there is a substitute document. This information must be on file with the City Recorder’s Office prior to any Council consideration of a request for funds.

Also, if an applicant organization is a non-profit civic organization, then the City must place a "notice of intent to make appropriation" in a newspaper of general circulation prior to placing the ordinance on Council’s agenda. Thus, it could take more time to process a 202 funds request from a civic designated organization.

Groups that do not have the required documentation may still benefit from the 202 funds program, but they must utilize the services of a fiscal sponsor that can meet all of the requirements and which must make the request and be legally responsible for oversight of the grant/project. The fiscal sponsor must make the written request. Pursuant to City Ordinance 2-599, no appropriation or expenditure may be made to a religious or sectarian organization.

A specific project can be funded from a single Council member’s appropriation of funds or by several members joining together to support a project.

To be considered for funds, an organization must apply directly to the City Recorder’s Office by submitting the form that can be found on this City web page, along with supporting documents. Some groups first contact a member of City Council to see if that member can support all or part of the request and to confirm that sufficient funds are available. It is perhaps best to write this request on your organization’s letterhead, describing the project and
asking for a specific dollar amount. If the Council member can support the request, your organization can then submit the application through the City Recorder’s office.

Whether you call your Council member first or not, a formal Application must be submitted through the Recorder’s Office along with the supporting documents.

For additional information or questions, contact Savannah Maupin with the City Recorder’s Office at 215-3022 or smaupin@knoxvilletn.org.
City of Knoxville (Mayor’s Office)
http://www.knoxvilletn.gov/government/grant_applications

Community Agency Grant)
http://www.knoxvilletn.gov/cms/one.aspx?portalId=109562&pageId=213458

Primary Contact
Jennifer Searle
865-215-2267
jsearle@knoxvilletn.gov

Approximate Date Proposals Are Requested
January 27, 2021

Preferred Method for Receiving Proposals
Both an Electronic and Printed application must be submitted.

City of Knoxville Mayor Attn:
Jennifer Searle
400 Main Street,
Suite 691 Knoxville, TN 37902

or

Email Application and ALL Attachments to: jsearle@knoxvilletn.gov. We cannot receive attachments that exceed 12MB so it may be necessary to send multiple emails. Please include your organization's name on all digital file names.

Approximate Date Proposals Are Due
4 p.m. on February 25, 2021

Sample of Previous Recipients
N/A

Program Description
Your non-profit organization may apply for a Community Agency Grant if it operates within the City of Knoxville and has been in operation for at least five years. There are two different application forms. One is for organizations seeking a grant within the Arts and Culture category and the second is for organizations seeking a grant within the Community and Social Services category. Providers of homeless services should apply for the Homeless Grant via Community Development. Community Agency Grant applications will be posted on Jan. 27, 2021.
City of Knoxville (Office of Neighborhoods)
http://www.knoxvilletn.gov/cms/One.aspx?portalId=109562&pageId=189878

Neighborhood Small Grants Program (NSGP)
https://www.knoxvilletn.gov/cms/one.aspx?portalId=109562&pageId=1958599

Primary Contact
Eden Slater
865-215-2962
eslater@knoxvilletn.gov

Approximate Date Proposals Are Requested
May

Preferred Method for Receiving Proposals
Postal Mail

Office of Neighborhoods
City of Knoxville
P.O. Box 1631
Knoxville, TN 37901

or Email: Eslater@knoxvilletn.gov

Approximate Date Proposals Are Due
Mid-summer

Sample of Previous Recipients
See the Grants page on the Office of Neighborhood website. Then click on “Previous Grant Recipients.”

Program Description
The NSGP is designed to strengthen neighborhoods in the City of Knoxville by supporting a wide range of community-based initiatives through grants and technical assistance. The maximum NSGP grant for any one organization, application or project is $3,000. If the neighborhood group has an active partner, then the limit rises to $4,500.

The program is aimed at resident-controlled, resident-led neighborhood groups such as neighborhood watch groups, neighborhood associations, tenant associations, and homeowners associations.

Grants are announced in the fall and funds are disbursed late in the year for projects beginning January 1.
Covenant Health, Knoxville Marathon
https://knoxvillemarathon.com/

Community Contributions Program
https://knoxvillemarathon.com/community-contribution-program/

Primary Contact
Not available
865-684-4294
knoxvillemarathon@gmail.com

Approximate Date Proposals Are Requested
Mid-Summer

Approximate Date Proposals Are Due
Not available

Preferred Method for Receiving Proposals
www.knoxvillemarathon.com

Sample of Previous Recipients

The YWCA received $5,300 for its Fitness Incentive Challenge, which offers incentives for low-income, high-risk YWCA housing program clients to increase their level of physical activity.

Knox County Schools was awarded $3,500 for the Hydrate Project, a program to purchase and install water refill stations in two Knox County high schools. This project will impact more than 2,500 students each year.

Sunshine Ambassadors, a non-profit organization that teaches students who have physical and mental challenges, received $1,200 to fund equipment and nutritional information for its summer dance camp.

Program Description
Supports local programs that will have a positive impact on the overall health of the community.
Discovery, Inc.
https://corporate.discovery.com/

Dollars for Doers

Primary Contact
Maria Down
865-560-3645
Maria_Down@Discovery.com

Approximate Date Proposals Are Requested
N/A

Approximate Date Proposals Are Due

Preferred Method for Receiving Proposals

Sample of Previous Recipients
Not available

Program Description
Dollars for Doers is the latest program to join Discovery’s Impact portfolio. Launched in celebration of Discovery’s 30th Anniversary in 2015, Dollars for Doers is a unique opportunity to make a significant contribution to employees’ personal causes, bring their talent and passion to organizations around the world and continue the company’s purpose-driven approach. Through this initiative, qualified nonprofits are eligible to receive a $3,000 donation after an employee completes 30 hours of their personal time towards community service with that organization.
Dow Chemical

DowGives Community Grant

Primary Contact
Shane Phillips
865-521-8245

Approximate Date Proposals Are Requested
February 1st

Approximate Date Proposals Are Due
September 30th

Preferred Method for Receiving Proposals
http://www.cybergrants.com/dow/applications/open

Sample of Previous Recipients
http://www.dow.com/tennessee/responsible/past-winners.htm

Program Description
The Dow Gives program is managed by the Knoxville Plant Community Advisory Panel (CAP). The CAP is an open forum for community representatives and the local Dow facility to discuss the goals, activities and concerns of both the local plant and the surrounding community.

Applicants must be located within a 3 mile radius of the Dow plant, and there is a single recipient annually. Dow’s goal, using the DowGives grants, is to enhance the aesthetic qualities of our fence line neighborhoods and positively impact the overall quality of life in the Knoxville community by providing a grant of $25,500 to the non-profit organization best able to advance its focus on community land use projects.
East Tennessee Foundation  
http://www.easttennesseefoundation.org/

Field-of-Interest and Affiliate Funds  
http://www.easttennesseefoundation.org/receive.aspx

Primary Contact  
Jan Elston  
(865) 524-1223  
jelston@etf.org

Approximate Date Proposals Are Requested  
Varies by grant

Approximate Date Proposals Are Due  
Varies by grant

Preferred Method for Receiving Proposals  
https://www.grantinterface.com/Home/Logon?urlkey=easttennesseefoundation

By following instructions below:  

Sample of Previous Recipients  
Not available

Program Description  
East Tennessee Foundation’s (ETF) field-of-interest and affiliate funds support a competitive grant making process in broad charitable areas including arts and culture, community development, youth-at-risk or a particular East Tennessee county or region (affiliate funds) within the Foundation’s 25-county service area. Since 1986, East Tennessee Foundation has awarded over $237 million in grants through its competitive grant making process.

All applications must be completed and submitted via the Foundation’s online grants management system. Please see the above website for more information.
Home Depot

Organization Website
Community Impact Grants

Primary Contact
THDF_CIG@homedepot.com

Approximate Date Proposals Are Requested
The program opens on February 1. However, this program operates on a rolling 12 month cycle, so proposals may be submitted any time. Proposals and grants are awarded on a first come, first served basis.

Approximate Date Proposals Are Due
December

Preferred Method for Receiving Proposals
TBA

Sample of Previous Recipients
Not Available

Program Description
The Home Depot Foundation offers grants of up to $5,000 to IRS-registered 501c designated organizations and tax-exempt public service agencies in the U.S. that are using the power of volunteers to improve the physical health of their community. Grants are given in the form of The Home Depot gift cards for the purchase of tools, materials, or services.

Our primary goal is to provide grants and volunteer opportunities to support the renovation, refurbishment, retrofitting, accessibility modifications, and/or weatherization of existing homes, centers, schools and other similar facilities.
Kohl’s
https://corporate.kohls.com/

Volunteer Grant Programs

Primary Contact
Heather Lee or Jessica Center
865-769-9090
Heatherlee@kohls.com

Approximate Date Proposals Are Requested
Not available

Approximate Date Proposals Are Due
Not available

Preferred Method for Receiving Proposals
See below.

Sample of Previous Recipients
Not Available

Program Description

Through the Kohl's Volunteer Program, Kohl’s associates (employees) donate their personal time to make a difference in their local communities by volunteering with eligible 501(c)(3) nonprofit organizations. In support of associates' volunteerism, the eligible organization will receive a $500 volunteer reward for every five associates that volunteer for each event.

Volunteer Program Guidelines


To request volunteers and manage details of your event, eligible organizations should register through the Benevity Causes Portal. The link to this portal and other information can be found on this page:

Kroger

Primary Contact
Melissa.Eads@Kroger.com

Approximate Date Proposals Are Requested
Any time

Approximate Date Proposals Are Due
Any Time

Preferred Method for Receiving Proposals
https://www.communitygifts.com/.

Sample of Previous Recipients
Not available

Donations of Gift Cards or Products
Request a donation of gift cards or products through https://www.communitygifts.com/

Grants Program Description
Each year, Kroger invests millions of dollars in charitable support in the communities we serve. These contributions take several forms – including direct financial contributions from Kroger; funds earned through the Kroger Community Rewards Program; and donations of gift cards and products. The majority of the company’s giving is directed to those organizations working to solve hunger issues in our communities and those working to protect the environment. This aligns with the Zero Hunger Zero Waste plan which is the company’s commitment to ending hunger in the areas where they operate and eliminating waste in the company by 2025.
Trinity Health Foundation of East Tennessee
http://www.trinityfound.org/

Grant Initiative Areas Relevant to Neighborhoods
http://www.trinityfound.org/initiatives

Initiative 2 – Healthy Life Choices
Trinity seeks proposed projects that will motivate, encourage, educate and transform the daily health choices made by our region’s residents by encouraging positive choices or diminishing negative ones. A range of needs/challenges has been identified including obesity prevention, smoking cessation, nutrition choices, regular exercise, and wellness education. Trinity seeks projects that will measurably impact the regional health choices over the long term.

Initiative 5 – Neighborhood/Community*
Trinity seeks partners that can implement programs that will measurably strengthen neighborhoods in our community. Health begins at home and our neighborhoods are the first network outside the home. By positively and significantly impacting neighborhood interaction, the isolation that can lead to addiction could be reduced. We seek creative proposals drawn from experience, other cities or innovative ideas that will measurably support and encourage healthy neighborhood networking. The goal is to actively connect people to the folks that live in close proximity from their family to the families down the street.

Initiative 6 – Open Topic
Trinity recognizes there are great needs in many areas relating to the health of our region. For this reason, we are leaving one of our topics “open” for those of you with a passion to serve the health needs of our community in ways that your experience guides. We encourage you to submit your proposals within an existing 2020 Initiative Topic if your projects related to the needs described as this will aid our evaluation process.

Primary Contact
Lynn Metler
865-632-5678
lmetler@trinityfound.org

Approximate Date Proposals Are Requested
February 1, 2021

Approximate Date Proposals Are Due
TBD

Preferred Method for Receiving Proposals
Program Description

Trinity Health Foundation of East Tennessee (Trinity) seeks proposals in six areas for the 2019 Health Initiatives in both a Small Grants Division (non-governmental non-profit organizations with less than $1.5 million in annual revenue) and Large Grants Division. The Small Grants Division Phase I “Planning Grant” proposals will be for a maximum of $5,000 and will be eligible to compete for a Phase II “Implementation Grant” of up to $50,000. The Large Grants Division Phase I “Planning Grant” proposals will be for a maximum of $15,000 and will be eligible to compete for a Phase II “Implementation Grant” of up to $150,000.
US Bank- Community Possible Grant Program
https://www.usbank.com/community/community-possible-grant-program.aspx

Primary Contact
Please call 1-866-366-7072 or usbanksupport@cybergrants.com for more information
USBankGrants@usbank.com

This Program has shifted to an invitation-only program. However, you can submit a letter of interest for consideration here

Approximate Date Proposals Are Requested
n/a

Approximate Date Proposals Are Due
Letters of Interest Reviewed Jan-Mar

Preferred Method for Receiving Proposals
https://www.cybergrants.com/pls/cybergrants/quiz.display_question?x_gm_id=6020&x_quiz_id=7300&x_order_by=1

Sample of Previous Recipients
Not available

Program Description
Community Possible is designed to embrace the diversity in our communities. We consider grant requests without regard to race, gender, disability, religion, ethnicity, age, or sexual orientation. While the U.S. Bank Foundation generously funds many nonprofit organizations in our communities, it's impossible to fund every request. In order to make the most meaningful impact in our local communities, we focus our grant giving to fund economic development issues tied to Work, Home, and Play.
WalMart Foundation
http://giving.walmart.com/foundation

Community Grant Program
http://giving.walmart.com/community

http://giving.walmart.com/walmart-foundation/community-grant-program

Primary Contact
865-690-8986

Approximate Date Proposals Are Requested
Grant cycle begins February 1, 2021

Approximate Date Proposals Are Due
December 31, 2021. Applications may be submitted any time during this cycle. However, applications will only remain as pending in the system for 90 days.

Preferred Method for Receiving Proposals
http://www.cybergrants.com/pls/cybergrants/quiz.display_question?x_gm_id=2797&x_quiz_id=4503&x_order_by=1

Sample of Previous Recipients
Not available

Program Description
Through the Community Grant Program, our associates are proud to support the needs of their communities by providing grants to local organizations.

The Community Grant Program awards grants ranging from $250 to $2,500 through each of our facilities (Walmart Stores, Sam's Clubs, and Logistics Facilities). Eligible nonprofit organizations must operate on the local level (or be an affiliate/chapter of a larger organization that operates locally) and directly benefit the service area of the facility from which they are requesting funding. Organization eligibility requirements can be reviewed at the grant websites listed above.
Alternative Resources

Some organizations support their communities through various means, other than financial support or grants. Here are a few examples.

**Panera Bread**

**Day-End Dough-Nation**

**Program Description**
A big part of our giving heritage has been grounded in our commitment to making good eating accessible to all. It comes to life via our Day-End Dough-Nation® program, which provides local hunger relief organizations with unsold breads and other bakery items. The retail value of the food we donate exceeded $100 million in 2019. To learn how to apply, visit here.

**Panera Fundraising**

**Program Description**
Local nonprofits can host fundraising events at their local Panera bakery cafe. Schools, sports teams or Scout groups invite their friends and family to join them for a meal at Panera. Organizations receive customized materials to promote their event to their networks, and once the event is over, they receive a donation valued at 20% of net food and beverage sales. Between 2017-2019, Panera contributed $1.7 million through these fundraising events. More information is here.

**Duck Donuts**
Quack Gives Back
https://www.duckdonuts.com/about-us/quack-gives-back/

**Program Description**
Quack Gives Back program promotes partnering with community groups to raise awareness and funds for their causes. Whether the designated organization is looking for donations, or fundraising opportunities, Quack Gives Back is a vehicle to accomplish this.

Anyone can nominate a specific charity, organization, person or a team that is looking for community support. Customers, who would like to nominate one of the above, should fill out a nomination form at their local store explaining why their nominee is deserving or what donation they are looking for.
Mooyah
Mooyah Fundraising
https://www.mooyah.com/fundraising/

Program Description
Request your fundraiser at the MOOYAH of your choice. Available dates and times vary by location, but our best options are Sundays-Thursdays from 4-9PM. We'll donate a percentage of all sales generated by your fundraising crew back to your organization (excluding sales tax, Uncle Sam is a stickler about getting his). Organization must bring in a minimum of $300 net sales to receive donation. The more folks you bring to enjoy our fresh food, the more money you raise. Fill out the request form on the Mooyah website.

ioby
https://www.ioby.org/

Program Description
IOBY helps neighbors grow and implement great ideas one block at a time. This crowd-resourcing platform aims to connect leaders with funding and support to make neighborhoods safer, greener, more livable, and more fun.

crowdfunding + resource organizing = crowd-resourcing

Crowdfunding is the pooling of small online donations for a cause or project. Resource organizing is a core tenet of community organizing that considers activists and advocates the best supporters to ensure the success and long-term stewardship of a cause or project.

As a combination of these two, ioby's platform gives everyone the ability to organize all kinds of capital—cash, social networks, in-kind donations, volunteer time, advocacy—from within the neighborhood to make the neighborhood a better place to live.