GM CORPORATE GIVING ONLINE SUBMISSION GUIDE

For Completing the GM Grant Application
General Motors is committed to fostering smart, safe and sustainable communities. This presentation will provide a brief overview of steps you will need to fill out a full proposal through our online giving system. It provides guidance on how to:

1. Maneuver through the application and fill out all Sections.
2. Complete measurable Activities.
3. Complete the budget form and logic Model.
4. Submit your Application.

Please visit GM.com to see more information on our Giving Focus Areas and expected program outcomes.
After clicking on the grant application link, you will be taken to the **log in page**.

If you log in with an existing account, you will be taken directly to the GM grant proposal.
The lower part of the **home screen** will show a START NEW APPLICATION button. Click on it to begin the full proposal.

Click here to start the new Full Proposal.
ABOUT YOUR ORGANIZATION

There will be seven tabs containing fields that will need to be completed. When all required data fields are completed, you can submit your application.

The tab you are on will be highlighted blue.

Please enter your information in all sections. The asterisk indicates a required field.
ABOUT YOUR ORGANIZATION – cont’d

Make sure to answer these questions succinctly and accurately to best describe the work done by your organization.

Update your Board of Directors information if there are any changes.

Click Save and Proceed to go to the next section.

Please enter your information in all sections.
If you are new to our online application, you will be asked to fill out this form.

If you are a returning user, you can simply check your name, then click proceed to move on to the next section.
All awarded proposals will be funded by electronic fund transfer (EFT) to your bank.

Enter the correct banking information to ensure proper payment.
ABOUT YOUR REQUEST

The selected Focus Area will provide the Social Indicator (program goal) and a checklist of outcomes to choose from on the Projected Impact tab.

In this section, make sure to provide as much information as possible for each text field.

Your program may be one of its kind. However, if we don’t have the correct information, we won’t be able to provide support to your initiative.
ABOUT YOUR REQUEST – cont’d

* Total Program Cost
Indicate the total amount that is budgeted for this program.

* Organization’s Annual Operating Budget
What is the annual budget (in US dollars) of your organization?

STEM Social Outcome Budget Breakdown
Please align your budget request to the Social Outcomes checked. For example, if you clicked only one Social Outcome, you would enter 100%. If you clicked two Social Outcomes, provide the percentage of the budget allocated to each Social Outcome.

- % # increase the presence, achievement and persistence for underrepresented minorities in STEM fields
- % # increase in students who earn a degree in STEM that matches market needs
- % # increase in the supply of qualified teachers or teacher training in STEM-related subjects

* Describe other funding sources and dollar amounts of funding for this program.
List other Foundations, Corporations, and/or individuals that are contributing to this project, along with dollar amounts provided by each funder.

(2000 character maximum)

* Budget
The Program Budget for your request needs to be prepared on our Budget Template form. Click on the Budget Template Form to download this form, or on the Template Instructions for guidance.

Click the "Upload File" link in order to attach your document. Supported file types are .pdf, .xls, .doc, and .rtf.

Provide a percentage breakdown of how your budget aligns to your chosen Social Outcomes.

Instructions to fill out the budget template are provided on the next slide.
# General Motors

## Instructions for Completing Budget

<table>
<thead>
<tr>
<th>Personnel</th>
<th>Project Salary</th>
<th>Fringe Benefits</th>
<th>Total GM Request</th>
<th>Total Project Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program coordinator</td>
<td>$20,000</td>
<td>$7,000</td>
<td>$27,000</td>
<td>$40,000</td>
</tr>
<tr>
<td>Position 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personnel Total</td>
<td></td>
<td></td>
<td>$27,000</td>
<td>$40,000</td>
</tr>
</tbody>
</table>

**Personnel Notes:** EXAMPLE: The Program Coordinator will oversee daily program activities to ensure all stated objectives and outputs will be met.

<table>
<thead>
<tr>
<th>Travel</th>
<th>Narrative Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>10,000 miles staff travel, $0.55/mile</td>
</tr>
<tr>
<td>National</td>
<td>$0</td>
</tr>
<tr>
<td>Travel Total</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other Costs</th>
<th>Narrative Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Supplies</td>
<td></td>
</tr>
<tr>
<td>Copying</td>
<td></td>
</tr>
<tr>
<td>Equipment</td>
<td></td>
</tr>
<tr>
<td>Consultants and Professional Services</td>
<td>EXAMPLE: $5,000 requested to hire a home inspection consultant to provide three days of training to 15 staff.</td>
</tr>
<tr>
<td>Postage</td>
<td></td>
</tr>
<tr>
<td>Other Costs</td>
<td></td>
</tr>
<tr>
<td>Other Total</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Total Direct Cost</th>
<th>Indirect Cost (15%)</th>
<th>Total Project Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$37,500</td>
<td>$5,625</td>
<td>$43,125</td>
</tr>
</tbody>
</table>

- Enter your organization information requested in these rows.
- Enter this information for each position. Add as many rows as needed.
- Under personnel notes, describe what each position will do.
- Enter your calculations for travel, both local and national.
- Do the same for other costs.
- Make sure each category total is calculated.
- All total categories need to equal the total direct cost. Add to indirect cost for total project cost.
GM employees across the United States volunteer with nonprofit organizations. The more detail you provide, the easier it will be to match employees to your program.

GM may have in-kind assets we can donate to support your program. If your nonprofit is interested in receiving in-kind donations, provide enough detail to help us properly search for resources.
PROJECTED IMPACT

This section is based on information presented in the logic model. If you complete the logic model first, the rest of the section will be easier to complete.

See the next slide for logic model instructions.

You may choose up to five activities. Provide enough detail to warrant the level of funding requested.

Make sure to include the activity output number in the activity description.
## [Insert Organization Name]
**[Insert Program Name]** Logic Model

### INPUTS
Enter resources needed to operate the program. (funding, staff, supplies, etc.)

### ACTIVITIES
Enter 1-5 major program activities. These should mirror what you enter into your proposal.*

*If your activities are longer than this box, feel free to either make the font size smaller or move PERFORMANCE MEASURES/EVALUATIONS onto a second page.

### OUTPUTS
For each listed program activity entered to the left, list expected numerical program outputs.

### SOCIAL OUTCOMES
#### Short-term
Enter the short-term outcomes you expect to see as a result of completing program activities and outputs.

#### Long-term
Type in the General Motors Social Outcomes your project will address. Each Giving Focus Area has specific outcomes to be targeted.

For example, for Vehicle & Road Safety, you would enter any or all of the following:

- # increase in seat belt and restraint usage
- # decrease in distracted driving
- # increase in awareness, knowledge and skills of vehicle & road safety issues

### PERFORMANCE MEASURES/EVALUATIONS
Enter resources needed to operate the program. (funding, staff, supplies, etc.)

Type the tool used to verify each activity output listed above (certificates of completion, sign-in sheets, etc.).

For example,

Output #1 – Test scores, certificate of completion.
Output #2 – Sign in sheets.

If you are evaluating the program, list the tools to be used to evaluate the program (surveys, data collection, interviews, etc.).
PROJECTED IMPACT – cont’d

* Activities Narrative
Provide details on steps needed to achieve this activity.

(2000 character maximum)

* Output Verification
Describe the types of tools that were used to verify activity outputs. This could include certificates of completion, sign-in sheets, pre-post surveys, etc.

* What is the program evaluation plan?
If you are evaluating your program, provide details on steps needed to evaluate program outputs and program impact. If you are not evaluating your proposed program, answer N/A.

(2000 character maximum)

* Evaluation Tools to be Used
List the tools to be used to evaluate the program (surveys, data collection, interviews, etc.). If you are not evaluating the effectiveness of this program, please answer N/A.

Provide enough details for the grant reviewer to understand the steps needed to complete the activity.

If you organization is either conducting an internal evaluation of the program or hiring a third party evaluator, provide details on how the program will be evaluated.

Save and Proceed
**DEMOGRAPHICS**

Provide GM with responses to the following demographics based on the communities this project/program will support.

- **Ethnicity Percentage**
  - % Asian
  - % African American
  - % Arab American
  - % Hispanic
  - % Native American
  - % White
  - % Other

- **Age Group Percentage**
  - % Under 5 yrs.
  - % 5-18 yrs.
  - % 16-24 yrs.
  - % Adults (18-63 yrs.)
  - % Seniors (64 & over)
  - % Other

- **Population Served Percentage**
  - % People with Disabilities
  - % Veterans/Military
  - % LBGQT
  - % Women
  - % Other
  - % All

* indicates required field

Fill out information concerning the populations your organization serves annually.
After you click **Save and Proceed**, you will be able to either review your proposal or submit to GM Corporate Giving for review.
**ORGANIZATION HOME SCREEN**

The lower part of the home screen will show the status of current or submitted applications.

<table>
<thead>
<tr>
<th>Applications Requiring Action</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Action</strong></td>
</tr>
<tr>
<td>Continue</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Your Submitted Application</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Action</strong></td>
</tr>
<tr>
<td>View</td>
</tr>
</tbody>
</table>

**START A NEW APPLICATION**

Follow GM: Twitter, Facebook, YouTube, Google+, LinkedIn

© 2017 General Motors

You will always be able to check the status of your application. As we make decisions, this status will change.
Thank you for taking time to review this process.

If you have any questions, please email us at GivingBack@gm.com