

Wilmington Flower Market, Inc.

P.O. Box 3525
Greenville, DE 19807
Phone 302 995-5699

GUIDELINES FOR BENEFICIARY APPLICATION AND ACCOUNTING PROCEDURES

The Wilmington Flower Market, Inc.'s goal is to raise funds for charitable purposes and to donate all monies raised to charitable organizations that are treated for federal income tax purposes as public charities or private operating foundations which will use it on behalf of children in Delaware between the ages of 0 and 18 years

While it is encouraged that applicants download the application and guidelines, written requests for applications may be made and are to be postmarked no later than **November 1** of the application year. Requests should be mailed to the Wilmington Flower Market, Inc. (henceforth WFM) at P.O. Box 3525, Greenville, DE 19807. Verbal requests and e-mail requests will not be honored nor will requests postmarked after November 1.

Beginning in 2005, the amount that your agency may request will be limited as follows:
1) Local agencies with no national affiliation will be allowed to apply for up to \$10,000. 2) Delaware branches of National Agencies will be allowed to apply for up to \$5,000.

Completed applications are due at the WFM post office box postmarked **no later than January 31**. Late applications will not be accepted. The Beneficiaries Chairman will review all applications and reserves the right to reject any application not meeting the funding guidelines listed below. **All applications should include three copies of the nine items listed on the application:**

1. Name of the organization
2. Address
3. Phone
4. E-mail Address
5. Executive Director
6. Board of Directors- List of Names and Addresses
7. Copy of the Agency's letter from the IRS which proves its tax exempt status.
8. Funding sources, including most recent financial statement
9. Purpose of the organization and a brief history
10. Number and ages of children served
11. Total amount of grant requested
12. Project to be funded- the request should be itemized with specific amounts, prioritized as to need, and totaled

Visits are made to applying agencies by the WFM Board of Managers in March, April, and May. The Board of Managers meets in June to determine which agencies will benefit from that year's Market. Grant notifications, both positive and negative, are mailed by **July 15.**

For those receiving grants, the funding period is from July 15 of the grant year to July 15 of the following year. Monies granted must be used during these 12 months and cannot be applied to programs that took place during the preceding year or applied to programs planned for future years. Accounting of grants must be received by **May 31**, in order to be considered for 2009 grants. If grant money will not be spent for the purpose applied for by July 15 it should be returned at this time. If grant money will be spent from May 31 to July 15 (i.e. for a summer camp July 1) a letter is required by May 31 explaining the planned expenditure and accounting of such is due by July 31. All monies then not spent by July 15 should be returned promptly to WFM.

Wilmington Flower Market awards grants in three categories: Goods, Non-Confidential Services, and Confidential Services. Specific accounting guidelines are as follows:

Goods-Accounting must include copies of purchase receipts for granted items by May 31

Non-Confidential Services - WFM must receive a list of the name or names of the children, their address, and phone numbers by May 31. We request that the family of each child be made aware of WFM's financial support. Any need by the agency for permission to release these names should be secured at this time.

Confidential Service- WFM must receive the first name and the case number of the child benefitting from the grant by May 31. In the event of a purchase of goods or services for a confidential case, a purchase receipt is requested if confidentiality can be maintained. All information related to the identities of individual beneficiaries is held in the strictest confidence. The information is made available only to the Beneficiary Chairman who in turn assures the Board of Managers that all accounting for confidential services is in order.

Funding Guidelines - Wilmington Flower Market, Inc. funds cultural, educational, health, and social welfare programs that directly benefit children. Some examples of cultural events are theater workshops, field trips, and music programs. We fund educational programs like leadership and developmental programs, literacy, self-esteem development, teacher/leader training, day/overnight camperships and tuition assistance. We also fund health and social welfare programs such as teen pregnancy prevention, teen stress programs, anger management programs and therapy sessions. We also cover tangible items like uniforms/shoes, play-therapy equipment, audio-video equipment, furniture and playground items, infant car seats & clothes, diapers, food, books, school/art supplies and sports equipment. Finally, we fund educational materials such as coloring books, yearbooks, and informational pamphlets or handouts that are used by the children participating in the programs.

We do not fund operating expenses such as office equipment, mileage reimbursement, fuel expenses or vehicle maintenance. We do not fund capital campaigns, "seed money", building and ground repairs, or staff salaries. We do not fund programs, pamphlets, or newsletters for adults. All funding decisions are ultimately at the discretion of the Board of Managers.

Funding decisions are based on the urgency and relevance of the request, the agency's commitment and stability, and the number of children served. In the case of agencies that have previously received a grant, their compliance with WFM guidelines is considered. There is absolutely no commitment to an agency to provide continued support from year to year.

Each year the Flower Market needs hundreds of volunteers to achieve its goal of raising funds for children's needs. We strongly encourage all of our beneficiary agencies to volunteer in any way possible to help us achieve our goal. Participation is a factor used to consider the allocation of funds raised. Finally, inclement weather can greatly affect the amount of money available for grants from WFM. Therefore, we strongly urge our applicants to pursue diverse means of funding.

We thank you for your application and for your efforts in providing much-needed services to the Children of Delaware.