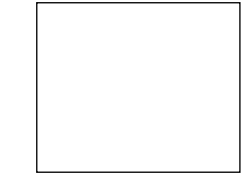




We're here to help you impact the lives of others.

Community support is a core value at Allegra. The FootPRINT Fund is designed to aid nonprofit organizations in their quest to create lasting impressions.

We hope the FootPRINT Fund of \$20,000 we have established will help our local organizations and associations leave their "footprints" in our community through increased awareness and visibility. We challenge each of you to use these marketing and print services awards to build a better community, one step at a time.



FREE POSTERS FOR YOUR NEXT EVENT

Get up to 50 full-color, customized posters for your next event through the Allegra **Posters with Purpose**® program. The posters are free to nonprofit organizations and associations. No application is required.

The **FootPRINT Fund** and **Posters with Purpose** are part of the Allegra **Community Care Campaign** which also includes **Adventures in Safety**, a child safety program.



APPLICATION DEADLINE: 2/15/12



Need help telling your story?



SUPPORTING NONPROFITS WITH ALLEGRA FOOTPRINT FUND®





PURPOSE

The Allegra FootPRINT Fund® awards marketing and print services to select nonprofit organizations to help enhance their image, expand their services and extend their marketing communications budgets.

APPLICATION GUIDELINES

Who is Eligible?

The FootPRINT Fund is available to any nonprofit group, association or charitable organization in Morgan & Madison Counties that meets the FootPRINT Fund selection criteria.



What is the Value of Services Awarded?

Services are awarded with a maximum value of \$1,000 per organization for the award year. Applicants may receive services in the value of the amount requested or in a lower or higher amount.

Services include marketing planning, graphic design, printing, copying and bindery. Applicants are encouraged to reapply in the following year. Annual awards total \$20,000.

All awarded print services must be used before 12/31/12. Awards may only be used for projects originating during these dates and not to offset any existing balances due to Allegra.

How Do We Apply?

Use the FootPRINT Fund Application that is part of this brochure. Return the completed application to:

Allegra
804 Beltline Road, S.W.
Decatur, AL 35601

Or, apply online at www.allegraalabama.com.

Cover letters are not required, but if more space is needed for descriptions, please attach an additional sheet. The application deadline is 2/15/12.

Applicants receiving an award will be notified around the first of April.



What are the Selection Criteria?

Applications are reviewed by a panel of representatives from Allegra along with members of the local community. The panel responds in writing to all applications that are submitted in accordance with the application deadline. Organizations should not assume an award has been given until such notification. Any eligible organization or association can apply and need not be a customer of Allegra.

Award recipients are selected based upon how the marketing and print services will be used to further the organization's goals, including:

Service expansion – Use of services to contribute to expanding an organization's awareness or existing service projects.

Program enhancements – Use of services to promote new programs or projects.

Leveraged efforts – Use of services to increase the impact of other existing resources.



ALLEGRA FOOTPRINT FUND APPLICATION

Application must be complete to be eligible for a FootPRINT Fund award.

Organization _____

Address _____

City _____ County _____ State _____ Zip _____

Primary contact _____

Telephone _____ Fax _____ Email _____

Years organization has been in existence _____

Primary purpose of organization _____

Please attach a copy of your most recent brochure or other descriptive information, as well as

documentation of nonprofit 501(c)(3) status.

Value of print services requested (\$1,000 maximum) _____

How would these marketing and printing services benefit your organization/association? Use additional sheet if needed.

___ Create a new print communications piece. Briefly describe purpose (i.e. enhance image, describe particular program, etc.). _____

___ Support existing, but underfunded project. Briefly describe. _____

What amount of your annual budget is used for printing? \$ _____ and _____%

What are your organization's major funding sources?

Source	%	Source	%
--------	---	--------	---

Certification: I certify that the information contained in this application is true and correct to the best

of my knowledge, and that I have the authority to request funds for the organization named above.

Name (please print) _____

Signature _____ Date _____

Title/position within organization _____

Return materials to: Allegra, 804 Beltline Rd, SW, Decatur, AL 35601.



HAVE QUESTIONS?

For more information, contact (256) 351-9525 or visit our website at www.allegraalabama.com.