

# Grant Program Guidelines

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## **Our Mission**

The mission of Brad Keselowski's Checkered Flag Foundation is *to honor and assist those who have sacrificed greatly for our country and communities.*

## **Funding Priorities**

Brad Keselowski's Checkered Flag Foundation (the Foundation) was established to support those who are suffering financial, medical, or other hardship resulting from service to the United States or communities within. Funding decisions are made through an equitable and comprehensive application process, with financial support directed to 501(c)(3) public charities that provide services to our target constituents

Priority will be given to programs and proposals that support the recovery process for those who have been affected during service to our country and communities. The purpose of the grant program is to empower and give hope to our nation's heroes: military professionals, veterans, first responders, and others who provide courageous service and sacrifice. The Foundation requires all organizations seeking a grant to complete a comprehensive application, which is available on the Foundation's website or can be requested by contacting the Foundation directly.

## **Qualification Guidelines**

Applicants must meet the following eligibility requirements before applying:

- Organizations must demonstrate commitment to the Foundation's mission and funding priorities
- Organizations must be able to provide verification of 501(c)(3) status and audited financials
- Proposals and programs must benefit military professionals, veterans, first responders, or other individuals who have provided courageous service and sacrifice to our country and communities.
- Priority will be given to those who have incurred a physical or mental injury, illness, or wound during service and are on a "road to recovery"
- The Foundation will also consider requests that benefit the families or caregivers of our target constituents

## **How to apply for funding:**

- 1) Review the criteria listed above. If your program do not meet these standards, we will not be able to consider you for funding.
- 2) If your program fits within our guidelines, we invite you to complete a formal application, which is available on our website. Applications are accepted on a rolling basis throughout the year, though most funding decisions are made in December each year.

- 3) Due to the volume of requests received, we will only notify applicants who have been selected for funding.
- 4) Within one year, all funding recipients must submit a grant evaluation report that clearly shows how funding was used.