

KELLY FOUNDATION

GRANT DISTRIBUTION GUIDELINES

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BACKGROUND

Kelly Broadcasting Company's KCRA-TV (Sacramento-Stockton-Modesto, CA) went on the air on September 5, 1955. As Sacramento's leading news broadcaster, its slogan, "*Where the News Comes First,*" more than speaks to the KCRA-TV dedication to the community in this area.

For decades, the Kelly family has reached out to the community to enhance quality of life through charitable contributions. The owners of Kelly Broadcasting Co. established the Kelly Foundation in December 1988 as the formal vehicle for structuring charitable contributions to help meet the challenges of its social responsibilities.

The Kelly family sold KCRA-TV in 1999 and will continue the Kelly Foundation. The Kelly Foundation is an expression of the importance the Kelly family places on being a good neighbor and citizen in all the regions where they do business.

GRANT DISTRIBUTION GUIDELINES

1. Kelly Foundation intends to actively seek projects to sponsor, as well as to be responsive to grant applications.
2. Kelly Foundation will consider grant requests in the following categories:
 - A. Health and human services;
 - B. Education; and
 - C. Culture and civic improvement.

The Foundation directors may also, from time to time, identify areas for special emphasis when emerging needs require extraordinary attention.

3. When deciding how much to grant to whom, the Foundation will give careful consideration to:
 - A. How many people will benefit from the project;

- B. How many local volunteers are supporting the organization and the project;
 - C. The commitment and composition of the organization's Board of Directors or Board of Trustees;
 - D. The extent to which the applicant complements the services of other community organizations;
 - E. The organization's fiscal responsibility and management qualifications;
 - F. The ability of the organization to provide ongoing funding after the term of the grant;
 - G. The extent to which the program addresses underlying causes, rather than just symptoms of specific problems; and
 - H. How well the organization plans to monitor and evaluate the results of the projects.
4. Grants are generally made for one (1) year only, though a limited number of multi-year grants may be made available.
5. The Kelly Foundation will not consider grants to the following types of organizations or for the following purposes:
- A. Religious organizations for explicit religious activities, as distinguished from social or educational activities;
 - B. Political organizations or political campaigns;
 - C. Fraternal organizations, labor, societies, or orders;
 - D. Telephone solicitations; and
 - E. National fund-raising efforts.
6. The application procedure is described on the application form. An agency funded by the Foundation must agree to submit a timely report on the use of the grant, based on its proposal. The Foundation should be informed of any major changes in the program or staff.

7. The Distribution Committee meets quarterly to consider applications and make grants. However, **an organization may apply only once a year, regardless of what action is taken.**

The annual deadline dates for submission of an application are:

<u>APPLICATION DEADLINE</u>	<u>DECISION DATE</u>
October 15	November 15
January 15	February 15
April 15	May 15
July 15	August 15