



2018

Sponsorship

Guidelines

2018 Sponsorship Guidelines

Kindly read these guidelines before submitting a request. Applications, **by invitation only**, must be submitted using the online form.

MISSION

The Provident Bank Foundation (PBF) was established in 2003 with the intent of supporting not-for-profit groups, institutions, schools and other 501(c)(3) organizations that provide valuable services to the communities served by Provident Bank. The Provident Bank Foundation is committed to strengthening and sustaining its relationship with communities in the [Bank's marketplace](#).

FUNDING PRIORITY AREAS

PBF is committed to enhancing the quality of life in the New Jersey and Pennsylvania communities served by Provident Bank. PBF makes grants in three priority areas: **community enrichment, education, and health, youth & families**.

- Our giving to **community enrichment** focuses on programs that drive economic development, contribute to a more well-rounded community experience, and provide increased access to information and specialized learning opportunities.
- Our efforts in **education** support innovative programming that expands access to, and improves the quality of, well-rounded educational experiences for people of all ages.
- Our contributions to **health, youth & families** aim to ensure people of all ages and means have the ability to improve the quality of their lives, including having a safe place to live and access to quality healthcare.

SPONSORSHIPS

To be considered, Sponsorship requests must be received by email at least 60 days prior to the event. These requests are reviewed on a rolling basis throughout the year. Sponsorship applications are by invitation only.

Organizations seeking a Sponsorship must address one of PBF's [funding priority areas](#) and applicants must demonstrate impact in the [Bank's marketplace](#). We believe that these sponsorships provide important support for special events that lead to an organization's greater visibility within the community, ultimately resulting in expanded funding opportunities.

The Provident Bank Foundation cannot provide funding for the following:

- Individuals
- Organizations not exempt under Section 501(c)(3) of the Internal Revenue Code and as an organization described in section 509(a)(1) or 509(a)(2)
- Religious congregations
- Organizations that use a third-party fiscal sponsor's Tax ID number/exempt status
- Political causes, candidates, organizations, or campaigns
- Multi-year funding requests

If these guidelines do not fit within your organization's mission and objectives, [click here](#) to go back to our website and review PBF's other grant offerings.

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REQUIREMENTS TO SEEK FUNDING FROM PBF

Consideration: Sponsorship requests must be received by email at least 60 days prior to the event. These requests are reviewed on a rolling basis throughout the year. Sponsorship applications are **by invitation only**.

Eligibility: Organizations seeking funding from The Provident Bank Foundation must be determined as exempt from Federal income tax as a 501(c)(3) public charity of the Internal Revenue Code and as an organization described in section 509(a)(1) or 509(a)(2). PBF seeks grantee organizations that show passion for their mission and meet high standards of governance, accountability, and fiscal management.

Geographic Requirements: Applicant must be based in, serve, and/or demonstrate proposed project impact in at least one of the following geographies, including towns contiguous to Bank locations:

- **New Jersey:** Bergen, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Union and/or Warren Counties
- **Pennsylvania:** Lehigh Valley (eastern portion of Lehigh County and southeastern portion of Northampton County) and/or Bucks County

Progress Reports: Grantees must comply with PBF's financial and narrative reporting requirements which includes a post-event progress report due within 60 days of the event. All required progress reports from previous PBF grants must be received and confirmed prior to submitting a new request. **Failure to comply with this requirement will jeopardize future funding.**

POLICIES & PROCEDURES

- PBF only accepts one request per organization per calendar year at any level. This would include any sponsorship and/or event requests.
- An organization whose request is not funded in 2018 may reapply in 2019, but not before.
- PBF may choose not to fund a grant, to fund a grant at a lesser amount, to fund only certain aspects of a grant, and/or to attach stipulations to a grant.
- To be considered, Sponsorship requests must be received by email at least 60 days prior to the event. These requests are reviewed on a rolling basis throughout the year. Sponsorship applications are **by invitation only**. *For more information, refer to the Proposal Process section on page 4.*
- **Non-Discrimination Statement:** Applicant organizations do not, and shall not, discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.

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FINANCIAL REPORTING REQUIREMENTS

- **Event budget and budget narrative:** Applicant is required to submit an itemized budget for the requested event with a narrative for how the sponsorship funds will be allocated.

A detailed narrative should address the following:

- Sponsorship amount you were invited to apply for
 - Explanation and justification for all operating expenses
 - Brief list of other major sources of financial support for the event
 - Financial and/or other forms of support (i.e., “in-kind” support), if any, that the recipient organization will commit to the event for which funding is requested
- **Organization’s annual budget:** Applicant is required to submit their organization’s current year annual budget.
 - **Most recent Form 990:** If you file a 990-N (e-postcard), you must provide organization’s financials and IRS determination letter. Confirmation of filing is not accepted.

SPONSORSHIP RESPONSIBILITIES

Organizations accepting a Sponsorship will comply to use the funds in the manner and for the purpose(s) for which the sponsorship is intended. Sponsorship recipients will be required to sign an award agreement letter that states:

- **Promotion & Publicity:** Grantees are required to coordinate promotion and publicity of grants with PBF. This includes print, social media, and other media outlets. PBF support must be acknowledged in all publicity. The complete Foundation name, **The Provident Bank Foundation**, must be used in all documents referring to your sponsorship. The use of the current PBF logo is required on all promotional materials and will be made available upon request.
- **Progress Reports:** Grantees must comply with PBF’s financial and narrative reporting requirements which includes a post-event progress report due within 60 days of the event. *Failure to comply with this requirement will jeopardize future funding.*

PROPOSAL PROCESS

*To be considered, Sponsorship requests must be received by email at least 60 days prior to the event. These requests are reviewed on a rolling basis throughout the year. Sponsorship applications are **by invitation only**.*

Applicants must follow a two-step process:

1. Submit a Sponsorship Request via email to Foundation@Provident.Bank. The request must briefly describe the event for which you seek funding, the sponsorship amount, the specific goals of the event, and your organization’s track record and capacity.

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2. If PBF approves your request, you will receive an electronic communication directing you to access the online Sponsorship application. Those invited to submit a formal application must do so online through the Account Information Portal established for your use. For any technical questions and accessing draft applications and/or to access progress report forms, review the [Guide to Navigating Online Forms](#) on our website.

In reviewing a Sponsorship request, PBF is sensitive to the following four (4) areas:

- **Scope:** PBF seeks proposals from organizations that promise innovation and change or a significant enhancement of existing services. The mission of the organization corresponds with the purpose, intent, and funding categories of PBF's initiative.
- **Need:** A genuine need is identified and the organization realistically addresses the identified need or issue in the community.
- **Reach:** Demonstrates potential to reach large numbers of community members. Proposals should clearly identify the target population(s), the numbers served, and the specific impact that success will bring.
- **Business Model:** Proposals demonstrates financial prudence and effective resource allocation.

ASSESSMENT CRITERIA

PBF uses the following assessment criteria to evaluate the creativity, feasibility, efficacy, and reach of proposed initiatives, as well as the likelihood of attaining stated goals and objectives:

Specifically, requests should exhibit and include:

- **Funding Priority Area:** Your request must be specific to **one** funding priority area: **community enrichment, education, or health, youth & families**. For more information, refer back to the Funding Priority Area descriptions on page 2.
- **Geographic Requirements:** Applicant must be based in, serve, and/or demonstrate proposed project impact in at least one of the following geographies, including towns contiguous to Bank locations:
 - **New Jersey:** Bergen, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Union and/or Warren Counties
 - **Pennsylvania:** Lehigh Valley (eastern portion of Lehigh County and southeastern portion of Northampton County) and/or Bucks County
- **Community Served: (Required)** Applicant must identify which towns/cities will receive the greatest portion of funding or the bulk of services and list—in order of importance—the towns/cities and the neighborhoods/wards the organization impacts. The target population, the number of unduplicated individuals served (not percentages), and the specific impact that success will bring to the community must be detailed.

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- **Request Description:**
 - The description of the proposed funding request must be detailed and specify measurable and realistic project objectives
 - The event budget should be commensurate with its anticipated impact
 - Background and significance of the specific need or issue that the organization will address
- **Goals:** Details on the following must be included:
 - Up to three (3) measurable event goals
 - How the event will be tracked and evaluated
- **Organizational Capacity:** Applicant must demonstrate the ability to implement proposed activities and track progress within the stated timeline.
- **Business Model Integrity:** Applicant and the proposed event must exhibit financial prudence and effective resource allocation.
- **Event Budget and Budget Narrative:** Applicant is required to submit an itemized budget for the requested event with a narrative for how the sponsorship funds will be allocated. *For more information, refer to the Financial Reporting Requirements section on page 4.*
- **Sustainability:** PBF gives significant weight to the organization's plan to sustain the initiative and its benefits beyond the funding period.
- **Commitment:** A record of, and a passion for, delivering high-quality, impact-oriented programming that serves as many people as possible is a consistent hallmark of successful applications.
- **Innovation:** Be sure to call attention to innovative elements of the design and intended implementation of funded activities, including opportunity to replicate.

REQUIRED ATTACHMENTS

Organizations submitting a request for a Sponsorship are **required** to provide the following PDF documents in the Attachments section of the application:

- Event budget and budget narrative
- Organization's annual budget
- Most recent Form 990 (Confirmation of filing is not accepted, i.e. Form 990-N)
- Board of Directors and board member affiliations
- Supporting program material, specific to the request (i.e., invitation)

Any questions should be emailed to The Provident Bank Foundation at Foundation@Provident.Bank.