

CORPORATE GRANTMAKING GUIDELINES



STRATEGY

General Motors accepts and considers grant requests to support programs and initiatives aligned to the following strategic focus areas:

- STEM Education
- Community Development
- Vehicle & Road Safety
- Climate Equity

In addition to focus area alignment, grant applications are evaluated to ensure they will successfully:

- Measure impact through selected social outcomes
- Demonstrate innovative approaches to address a defined social issue
- Create opportunity and expand access for underrepresented, diverse populations
- Advance GM's core value of serving and improving communities
- Complement GM's business objectives

ELIGIBILITY REQUIREMENTS

All grant requests must satisfy the following criteria:

- Applicant is a U.S.-based 501(c)(3) nonprofit organization in good standing with the IRS
- Applicant submits a completed project budget that does not exceed 15% in indirect costs/overhead expenses
- Applicant demonstrates a strategy to accomplish its mission, successfully operate programs and evaluate/learn from outcomes
- Applicant demonstrates a level of cash reserves that can sustain the organization
- Applications are only accepted via an online system located at www.gm.com

Additionally:

- No multi-year commitments will be considered
- Requested funds may not be used retroactively
- Organization that have previously received grant funding will not be reconsidered until all previous reporting requirements have been met

FUNDING RANGE

GM does not limit the request amount and evaluates each request on its own merit. Grant size varies depending on the needs, program proposed by the organization and available funding by GM.

GEOGRAPHIC PRIORITY

GM accepts requests from U.S.-based 501(c)(3) nonprofit organizations through an open and competitive process. GM will prioritize making charitable contributions in communities in which the company operates.

TIMING

Allow up to six weeks for the review process. If there is a need for additional information, GM will contact the organization directly.

No applications will be accepted after September 30, annually.

EXCLUSIONS

Funds are not available for the following organizations or purposes:

- Capital campaigns, endowments or naming rights opportunities
- Faith-based organizations for religious purposes
- Government/tax-supported entities including schools
- Hospitals and medical-related facilities
- Individual requests, such as personal scholarships and vehicle donations
- Political candidates, campaigns or organizations
- Private clubs, fraternities or sororities
- Sports and race teams
- Organizations that discriminate based on race, religion, color, sex, national origin, age, marital status, mental or physical ability, sexual orientation, gender identity or expression

GM reserves the right to determine whether any organization is ineligible.

TECHNICAL ASSISTANCE

If you are experiencing technical difficulties, please send an email inquiry to GivingBack@gm.com. We will make every effort to respond to your email within 48 hours.

Note: We will not review or discuss pending requests but will answer questions on how to navigate the online application system.

ELEMENTS OF APPLICATION AND REVIEW PROCESS

1 | Eligibility Quiz

The application process begins with an Eligibility Quiz. This quiz gauges nonprofit alignment to GM Corporate Giving focus areas.

2 | Letter of Inquiry

If deemed eligible, the next step requires the submission of an online Letter of Inquiry (LOI), which is accepted on a rolling basis. The LOI is an introduction and summary to the proposed project or program. As part of the LOI review process, GM Corporate Giving staff may seek additional information to determine whether a Full Proposal will be requested.

3 | Full Proposal

Full Proposals are accepted only from organizations that are invited to apply after review of their LOI or through direct proposal request from GM. Organizations that are invited to submit a Full Proposal will be contacted by the appropriate GM Corporate Giving staff to complete the Full Proposal and all other requested materials.

As part of the Full Proposal, organizations must provide supporting documentation including the project budget and current Board of Directors list. Organizations must also agree to the GM Guidelines Consent, Anti-Discrimination Certification, Terms and Conditions, GM Privacy Statement and EFT Acknowledgement.

4 | Review and Evaluation

As part of a comprehensive due diligence process, GM may conduct a site visit to become better acquainted with the organization.

5 | Grant Decisions

Awards are based on staff review and recommendations concerning the proposal's alignment with the key social outcomes of each focus area. The grant process will take approximately eight weeks from submission of an LOI to award notification. A formal notification will be sent to the grantee once a funding decision is made.

6 | Interim and Final Review

Grant recipients must submit a 6-month Interim Report on progress toward their proposed goals and outcomes. A Final Report must be submitted before the organization is eligible for subsequent funding opportunities.