

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

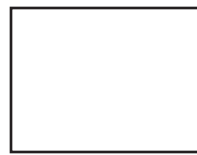
Community support is a core value at Allegra Marketing • Print • Mail. The FootPRINT Fund is designed to aid nonprofit organizations in their quest to create lasting impressions.

We hope the FootPRINT Fund of \$5,000 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 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 Marketing • Print • Mail **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 Marketing • Print • Mail **Community Care Campaign**, which also includes **Adventures in Safety**, a child safety program.



**ALLEGRA**  
MARKETING • PRINT • MAIL  
1429 Sadlier Circle West Drive  
Indianapolis, Indiana 46239



*Making our mark on the community.*



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## Purpose

The FootPRINT Fund awards print services, through Allegra Indianapolis East to select nonprofit organizations to help enhance their image, expand their services and extend their printing budgets.

## Application Guidelines

### Who is Eligible?

The FootPRINT Fund is available to any nonprofit group, association or charitable organization in Marion, Johnson or Hancock 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 graphic design, printing, copying, bindery and screen printing. Applicants are encouraged to reapply in the following year. Annual awards total \$5,000.

All awarded print services must be used between 8/1/12 and 3/1/13. 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 Application that is a part of this brochure. Return the completed application to:

Allegra  
Marketing • Print • Mail  
1429 Sadlier Circle West Drive  
Indianapolis, IN 46239

Cover letters are not required, but if more space is needed for descriptions, please attach an additional sheet. The application deadline is July 31, 2012. Applicants receiving an award will be notified by August 8, 2012.

### What are the Selection Criteria?

Applications are reviewed by a panel of representatives from Allegra Marketing • Print • Mail along with members of the local community. The panel responds in writing to all applicants 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 Marketing • Print • Mail.

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

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

**Program enhancements** - Use of print services to promote new programs or projects.

**Leveraged efforts** - Use of print services to increase the impact of other existing resources.

### Have Questions?

For more information, contact Dave or Karen at 317.351.9477 or visit our Website at: [www.allegraindyeast.com](http://www.allegraindyeast.com)



## Allegra Marketing • Print • Mail 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 service requested (\$1,000 maximum) \_\_\_\_\_

How would these printing services benefit your organization? 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 Marketing • Print • Mail

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