



Need help telling your story?



MARKETING • PRINT • MAIL

PURPOSE

The FootPRINT Fund® awards marketing and print services through Allegra Marketing, Print, Mail to select nonprofit organizations to help enhance their image, expand their services and extend their marketing communications and public relations budgets.

APPLICATION GUIDELINES

Who is Eligible?

The FootPRINT Fund is available to any nonprofit group, association or charitable organization in St. Louis City/County or St. Charles County that meets the FootPRINT Fund selection criteria.

What is the Value of Services Awarded?

Services are awarded with a maximum value of \$500 per organization for the award year (2012). Applicants may receive services in the value of the amount requested or in a lower or higher amount.

Allegra offers marketing services, graphic design, printing, copying, mailing, and bindery. Last year's applicants are encouraged to reapply this year. Annual awards to all organizations total \$12,000.

All awarded marketing and print services must be utilized and completed between Jan. 1, 2012 and Dec. 31, 2012. 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?

To be considered for a FootPRINT Fund award, complete an application form and mail, fax, or e-mail it to:

Allegra
2116 Schuetz Road
Maryland Heights, MO 63146
Fax: (314) 429-4850
Sales@Allegrastlouiswest.com

The application deadline is December 31, 2011. Applicants receiving an award will be notified by February 1, 2012.

What are the Selection Criteria?

Applications are reviewed by a panel of representatives from Allegra. The panel responds in writing to all applications 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.

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

Service expansion – Use of marketing and print services to contribute to expanding an organization's awareness or existing service projects.

Program enhancements – Use of marketing and print services to promote new programs or projects.

Leveraged efforts – Use of services to increase the impact of other existing resources.

HAVE QUESTIONS?

For more information, contact (314) 429-4848 or visit our website at www.Allegrastlouiswest.com

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

Community support is a core value at Allegra. The FootPRINT Fund is designed to aid nonprofit organizations in their quest to create lasting impressions. Allegra has donated almost \$20,000 in free services over the last two years.

We hope the FootPRINT Fund of \$12,000 that 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 marketing and print services awards to build a better community, one step at a time.



2012

FootPRINT Fund
FOR NONPROFIT FRIENDS

MAKING OUR MARK ON THE COMMUNITY
ONE STEP AT A TIME.

Allegra FootPRINT Fund® Application for 2012

Application must be complete to be eligible for a FootPRINT Fund award. The application deadline is Dec. 31, 2011.

Organization _____

Address _____

City _____ County _____ State _____ Zip _____

Primary contact _____

Telephone _____ Fax _____ E-mail _____

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 marketing/print services requested (\$500 maximum) _____

How would these marketing/print services benefit your organization/association? Use additional sheet if needed.

___ Create a new communications program. 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 marketing and 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 by mail, fax or by clicking the SUBMIT APPLICATION button below:

ALLEGRA
2116 Schuetz Road • Maryland Heights, MO 63146
Fax: (314) 429-4850