



REYNOLDS AMERICAN FOUNDATION GUIDELINES FOR GIVING

Reynolds American Inc. (RAI) and its subsidiaries, including R.J. Reynolds Tobacco Company (R.J. Reynolds), are proud of the fact that they have been responsible corporate citizens of North Carolina and beyond for many years. In a tradition established by the company's founder, Richard Joshua Reynolds, our companies remain committed to using their resources to enhance the quality of life in the communities where employees live and work.

GRANT CATEGORIES

The Reynolds American Foundation focuses its contribution resources in communities where significant numbers of Reynolds employees live and work. Grants will be made for one year only; applicants must reapply for additional funding. Grants are awarded in the following areas:

- **Birth-12 Public Education:** Public-school and community programs that prepare children to enter school ready to learn and programs that primarily focus on improving academic performance of low-performing and economically disadvantaged students. Except for business-partner relationships, all school grants are made through the superintendents' offices. Individual day-care centers are not eligible for grants.
- **Local Community Campaigns:** Support for United Way and Arts Council campaigns in target communities.
- **Employee-Directed Giving:** Programs to encourage employee community support through the foundation's Matching Grants Program, the Community Involvement Plan, the Leadership in Education Program and the Scholarship Program for children of employees and retirees. [Click here](#) for our employee matching-grant guidelines.

The Reynolds companies have designated certain resources for other grants, sponsorships and in-kind contributions.

ELIGIBILITY

To be eligible for funding consideration, an applicant must generally be:

- A nonprofit agency with tax-exempt status under section 501(c)(3) of the Internal Revenue Code or an appropriate government agency;
- Serving residents in communities where significant numbers of company employees live and/or work; and,
- Operated and organized so that it does not discriminate on the basis of race, religion, gender, national origin, sexual orientation, age, or disability, in terms of hiring practices, service provisions or board-member selection.

LIMITATIONS

The Foundation will not generally consider funding requests for the following:

- Endowments;
- Support for individuals;
- General operating expenses;
- Requests from churches;
- Programs that promote religious doctrine;
- Requests for political candidates and organizations;
- Requests for travel expenses for individuals or organizations;
- Sponsorship of most special events; and,
- Request for programs that have already received support from the Reynolds American Foundation for three consecutive years.

SUBMITTING YOUR GRANT PROPOSAL

The Reynolds American Foundation accepts proposals throughout the year but awards grants according to the schedule below. No application form is required. Proposals should be no more than five pages and should include the following information:

- A statement of purpose and organizational objectives;
- A description of the problem, need or issue the proposal seeks to address;
- A complete description of the proposed project. This includes goals, objectives, geographic area and population served by the project, timeline, staffing, evaluation, budget, and sources of current and future funding;
- A cover letter, signed by either the chief executive officer or an authorized person of the organization that includes a summary of the proposed project, the issue to be addressed, the amount requested, and the name and phone number of the appropriate contact person;
- The Internal Revenue Service letter confirming the organization's 501(c)(3) status; and,
- A list of the organization's board of directors and officers.

Grant proposals should be mailed to:

Reynolds American Foundation
P.O. Box 891
Plaza Building - 15th Floor
Winston-Salem, NC 27102-2959

PROPOSAL CYCLE

The Reynolds American Foundation awards grants on a quarterly basis according to the following schedule:

COMPLETED PROPOSAL

| Received by | Initial Review by | Final Review by | Agency Notification by |
|-------------|-------------------|-----------------|------------------------|
| February 1 | March 1 | March 15 | March 31 |
| May 1 | June 1 | June 15 | June 30 |
| August 1 | September 1 | September 15 | September 30 |
| November 1 | December 1 | December 15 | December 31 |