

GRANT FUNDING GUIDELINES

Funding Priorities

Affordable Housing: Activities include those that provide access to affordable housing options for low-to-moderate income individuals and families. Examples include funding for:

- Access to capital to assist with down payment and closing costs to purchase a home
- Homebuyer education (pre, post and foreclosure)
- Credit counseling
- Nonprofit affordable housing development
- Affordable rental development and assistance

Small Business Development: Activities that support the creation and development of small businesses and underserved entrepreneurs. Examples include initiatives that:

- Attract and retain small businesses
- Support government plans for community or neighborhood redevelopment or revitalization that create small business opportunities
- Small business access to capital
- Technical assistance training for entrepreneurs
- Business growth that supports job creation or retention

Workforce Development: Activities that support workforce and career readiness and skills development. Examples include programs in the following areas:

- Financial empowerment
- Digital inclusion
- Youth and educational programs
- Scholarships

Sustainability: Refers to organizations and programs that promote conservation, encourage resource efficiency and promote the use of alternative methods of transportation. This can include the following activities:

- Mitigating climate change
- Creation and preservation of food gardens that address food deserts and healthy food habits
- Energy efficiency and promotion of education of alternative energy sources
- Recycling programs

Economic Empowerment: Programs that address gaps in accessing wealth building, health and educational resources.

Associated Bank adheres to the following definitions:

Low-to-moderate income = Less than 80% of the area median income.

Low-to-moderate income area = Areas designated as low and moderate income census tracts.

Low-to-moderate income school = Schools with student population where 51% or greater are eligible for free or reduced lunch program.

Small business = Businesses with gross annual revenue less than \$1 million.

Minority area = Census tracts designated with a population 51% or greater minority population.

Underserved businesses and entrepreneurs = Businesses that are women-owned, veteran-owned or LGBTQ+ owned, along with entrepreneurs of color.

Funding Period

Associated Bank accepts grant applications from January 1 through October 1 of each year. We fund approved requests February 1 through October 31. Grant requests submitted to Associated Bank Foundation are reviewed monthly. Regional leadership teams review local grant requests and sponsorships every six to eight weeks. The time it takes to review and make decisions on sponsorship requests varies based on when your application was submitted. Please note that all sponsorship requests submitted after October 1 may not be considered for funding during the calendar year.

