



2019 Alternative Giving Market on the Palouse

Our Mission The mission of the Alternative Giving Market of the Palouse (AGMP) is to give residents of the Palouse a meaningful alternative to holiday gift giving and an opportunity to support local nonprofits. We strive to enhance community well-being and sustainability through celebrating personal charity and community partnerships.

Every year AGMP offers opportunities for creative, sustainable and heartfelt holiday giving. Over the last 10 years 100+ nonprofits have offered gifts in the form of donations that help them provide services that make the Palouse a wonderful place to live. The Alternative Giving Market offers holiday shoppers a choice of holiday gifts to honor family and friends while supporting local charities and nonprofit organizations in a festive atmosphere.

About: The Alternative Giving Market of the Palouse strives to represent nonprofit groups in the following areas: Animals; Arts; Civic Improvement; the Environment; Health and Human Services; and Youth and Education. Organizations with an international focus in any of these areas, but who can demonstrate a strong local Palouse presence/support are welcome to apply. Space is limited. Organizations will be accepted within the categories stated above to achieve our goal that AGMP reflects the broad spectrum of needs in our community. To support and enhance the rich diversity of our community, we are committed to improving the quality of life and expanding opportunities for all and do not engage in any form of discrimination.



2019 Application Guidelines

Application Process Interested groups should provide a completed application and MOU as per instructions on pages 4-5. We assess applicants based on the merit of the application and the potential impact of the work in Latah County. All applications must be received by September 27, 2019, and the leadership team will announce 2019 participants on October 2, 2019.

If your organization is interested in participating, please submit your completed application between now and Friday, September 27, 2019 by 11:59 PM to agmpalouse@gmail.com. Early or late applications will not be accepted.

Community Impact: AGMP Participants are asked to respond to a few questions in a brief email interview and, if relevant, provide photographs that summarize how their funds were used by February 1, 2020.

Eligible organizations and efforts: Applicants must be 501(c)(3) nonprofit organization (or other eligible entities such as schools, libraries, etc.) based in Latah County, and/or serving Latah County. AGMP hopes to support work that has a potentially large impact on the community or fills an important, unmet need.

Due Date and Contact Information: Completed applications must be received on or before **September 27, 2019**. This year, we ask that all applications be submitted via email (ideally as a single PDF file). Please use the following file name when you send in your application: "2019 AGMP -Abbreviation/ Organization Name. For example, "2019 AGMP – Habitat."

Email applications to: agmpalouse@gmail.com

Questions? Please contact agmpalouse@gmail.com. You may also find information at www.agmpalouse.org.



AGMP Dates and Timeline:

- Application open September 3, 2019
- Application deadline September 27, 2019
- Finalists notified October 2, 2019
- Orientation October 9, 2019 at the Moscow Chamber of Commerce*
- Tapped Takeover October 16, 2019
- Online Giving Opens November 29, 2019
- Charity cards printed, cut, delivered to the Moscow Chamber of Commerce by December 3, 2019
- AGMP December 5, 2019 at the 1912 Center
- Winter Parade December 6, 2019
- Winter Markets December 7 & 14, 2019 at the 1912 Center
- Online Giving Closes December 14, 2019
- Checks delivered to charities by December 30, 2019

****This is a mandatory meeting and someone from your organization must be present.***



2019 Application Instructions

Application: Please submit the following information for your application. Incomplete applications will not be reviewed.

- 1) Name of organization
- 2) Mailing address and phone number
- 3) Website (if applicable)
- 4) Contact information:
 - a) contact name
 - b) telephone number
 - c) email address
- 5) Please provide your organization's tax identification number and indicate whether it has 501 (c)(3) status
 - a) *An organization may also use another 501(c)(3) entity as a fiscal sponsor. Please provide the name and address of your fiscal sponsor.*
 - b) *If your organization is new or wishes to revise your charitable documentation please send your IRS 501 (c) 3 determination letter or proof of public charitable status with your application.*
- 6) Provide your mission statement and describe your organization
 - a) Organizations must demonstrate a substantial impact in Latah County. this can include major program focus, services, clientele, events, population served, board members serving from the area, etc.
- 7) One paragraph summary of how you anticipate 2019 funds will be used. (200 word limit)
- 8) Has your organization participated in AGMP before?
 - a) If so, please provide details on how the funds you raised impacted Latah County.



AGMP Applicant Memorandum of Understanding:

As part of your application please read and initial (electronic initials accepted) the following statements.

1. _____ If accepted, I understand my organization agrees to pay a **\$20 fee** to cover basic operating costs of the Alternative Giving Market of the Palouse.
2. _____ If accepted, I understand my organization will have representatives from the organization at the Alternative Giving Market of the Palouse on December 5th from 4-8 PM at the 1912 Center.
3. _____ If accepted, I understand my organization agrees to advertise AGMP through organization emails, website, social media posts, and newsletters.
4. _____ If accepted, I understand that my organization agrees to print and cut donation card inserts and deliver them to the Moscow Chamber of Commerce by December 3, 2019.
5. _____ If accepted, I understand my organization agrees to attend a mandatory meeting and training on October 9, 2019 at the Moscow Chamber of Commerce.
6. _____ If accepted, I understand my organization agrees to volunteer at one or more of the following events and represent AGMP and all charities to potential donors.
 - a. October 16: Tapped Takeover
 - b. December 6: Winter Parade on Main Street
 - c. December 7: Winter Market
 - d. December 14: Winter Market
7. _____ If accepted, I understand my organization agrees to email my organization's logo in electronic format such as JPEG, TIFF or PNG.
8. _____ If accepted, I understand my organization agrees to provide documentation of our 501(c)3 status.



Branding and Marketing Guidelines:

1. When referring to the Alternative Giving Market of the Palouse please use the following
 - a. “Alternative Giving Market of the Palouse” or “AGMP” : please do not use any other shorthand or abbreviations.
2. Tag AGMP on social media by using
 - a. @AGMPalouse
 - b. #AGMP2019
3. We have a new logo and all accepted organizations will be provided with the new logo in multiple formats. To better equip you with the new branding, if at all possible, please use the following branding guides.
 - a. Font: Bitter; available here:
<https://www.1001freefonts.com/bitter.font> or
<https://www.fontsquirrel.com/fonts/bitter>
 - b. Color Codes:
 - i. Blue: #0624bd
 - ii. Mint: #66ff96
4. All accepted organizations must use the new AGMP logo on their cards. AGMP will provide optional stickers to use on the gift cards if organizations so choose.