The Wilmington Flower Market, Inc.’s goal is to raise funds for charitable purposes and to donate all monies raised to charitable organizations that are treated for federal income tax purposes as public charities or private operating foundations which will use it on behalf of children in Delaware between the ages of 0 and 18 years. Applications must be downloaded from our website: [www.wilmingtonflowermarket.org](http://www.wilmingtonflowermarket.org/) and completed applications are to be mailed to:

Wilmington Flower Market, Inc.

P.O. Box 3525

Wilmington, DE 19807

Or emailed to beneficiary@wilmingtonflowermarket.org

Verbal, mailed, and email requests for applications will not be honored. The amount that your agency may request will be limited as follows:

1. Local agencies with no national affiliation will be allowed to apply for up to $10,000.
2. Delaware branches of national agencies will be allowed to apply for up to $5,000.

Completed applications are due at the WFM post office box postmarked no later than March 31 or emailed to [beneficiary@wilmingtonflowermarket.org](mailto:beneficiary@wilmingtonflowermarket.org) by March 31. Late applications will not be accepted

The Beneficiary Chairman will review all applications and reserves the right to reject any application that is incomplete or does not meet the funding guidelines listed below.

All applications should include the items listed below:

* + Name of the organization
  + Address
  + Phone number
  + Email address
  + Executive Director
  + Board of Directors – list of names and addresses
  + Copy of the Agency’s letter from the IRS which proves its 501-­‐C3 tax exempt status
  + Funding sources, including most recent financial statement
  + Purpose of the organization and a brief history
  + Number and ages of Delaware children served by this request
  + Total amount of grant requested
  + Project to be funded

The request **MUST** be itemized with specific amounts, prioritized as to need, and totaled.

Visits, phone interviews or emails will be made to applying agencies by the WFM Board of Managers prior to the Beneificiary Allocation meeting, when grant requests are considered and allocations are determined.

Grant notifications, both positive and negative, are mailed by July 31.

For those receiving grants, the funding period is from April 31 of the grant year to May 31 of the following year. Monies granted must be used during these 12 months and cannot be applied to programs that took place during the preceding year or applied to programs planned for future years.

Accounting of grants must be received by May 31 of following year, in order to be considered for current or future grants. If grant money will not be spent for the purpose applied for by March 31, it should be returned at this time. If grant money will be spent from March 31to July 15 (i.e. for summer camp) a letter is required by March 31 explaining the planned expenditure and accounting of such is due by March 31 . Should an extension be needed, a letter must be received by WFM by March 31 to provide a 90 day extension for spending.

Failure to provide accounting of grants, return unused funds or misappropriation of funds will result in exclusion from future application periods until one of the following have been met.

1. Missing Accounting is provided
2. Funds are returned
3. A Period of 3 years

**Wilmington Flower Market awards grants in three categories:**

* + Goods
  + Non-­‐confidential services
  + Confidential services

**Accounting guidelines are as follows**:

* + Goods – Accounting must include copies of purchase receipts for granted items by May 31.
  + Non-­‐confidential services – WFM must receive a list of the name/names of the children, their address, and phone numbers by May 31. We request that the family of each child be made aware of WFM’s financial support. Any need by the agency for permission to release these names should be secured at this time.
  + Confidential services – WFM must receive the first name and the case number of the child benefiting from the grant by May 31. In the event of a purchase of goods or services for a confidential case, a purchase receipt is requested so confidentiality can be maintained. All information related to the identities of individual beneficiaries is held in the strictest confidence. The information is made available only to the Beneficiary Chairman who in turn assures the Board of Managers that all accounting for confidential services is in order.

**Funding Guidelines**

Wilmington Flower Market, Inc. funds cultural, educational, health, and social welfare programs that directly benefit children of Delaware.

* + Cultural events – such as theater workshops and music programs
  + Educational programs – such as youth leadership and developmental programs, literacy, self-­‐ esteem development and day/overnight camperships outside of your agency.
  + Health and social welfare programs – materials used for youth stress programs, anger management programs and therapy sessions.
  + Tangible items – such as uniforms/shoes, play therapy equipment, audio-­‐video equipment, furniture, playground equipment, infant car seats and clothes, diapers, food, books, school/art supplies and sports equipment.
  + Educational materials-­‐coloring books, yearbooks, and informational pamphlets or handouts that are used by the children participating in the programs.

**WFM does not fund:**

* + General and Administrative Expenses (Overhead expenses) Operating expenses such as office equipment & supplies that do not fund a program, mileage reimbursement, fuel expenses or vehicle maintenance.
  + Capital campaigns
  + “Seed money” – funds to start a new agency. Organization must be in existence greater than 12 months.
  + Building and ground repairs
  + Staff salaries or professional fees
  + Programs, pamphlets, marketing materials or newsletters for adults
  + Teacher/leader training
  + Admission fees, camp attendance fees and tuition to your own agency

All funding decisions are ultimately at the discretion of the Board of Managers.

Funding decisions are based on the urgency and relevance of the request, the agency’s commitment and stability, and the number of children served.

Wilmington Flower Market grants are restricted as written in your award letter.

In the case of agencies that have previously received a grant, their compliance with WFM guidelines is considered.

WFM makes no commitment to an agency to provide continued support from year to year.

Each year the Flower Market needs hundreds of volunteers to achieve its goal of raising funds for children’s needs. It is strongly encouraged and recommended to all of our beneficiary agencies to volunteer in any way possible to help us achieve our goal. Volunteer participation is a factor used to consider the allocation of funds raised.

Finally, inclement weather can greatly affect the amount of money available for grants from WFM. Therefore, we strongly urge our applicants to pursue diverse means of funding.