



**UNDER  
OUR  
WING**



**SPARK**  
Business Works

**SPARK Business Works**  
161 E Michigan Ave Suite 400N  
Kalamazoo, MI 49007

# UNDER OUR WING PROGRAM

**Thank you for your interest in the Under Our Wing® grant — a SPARK Business Works community outreach program.**

*This grant was developed and adopted by our staff to help charity/nonprofit organizations achieve their important goals.*

## **Guidelines:**

- Organization must be located in Michigan, Illinois, or Texas.
- You must be a U.S.-based 501(c)(3) qualified charitable or nonprofit organization.
- We will not support an individual person or family.
- We will not provide support for a political candidate or organization.
- We will not provide financial support; instead, we will provide our expertise to assist organizations.
- We will not be responsible for out-of-pocket costs associated with a project's creation, such as the printing of materials or web hosting fees.
- Once projects are completed, they will be owned by the organization for which they were created.
- One organization can be accepted for multiple projects, but only one project will be accepted from the organization in a calendar year.

**Entries must  
be mailed or  
emailed to:**

### **SPARK Business Works**

ATTN: Under Our Wing  
161 E Michigan Ave Suite 400N, Kalamazoo, MI 49007  
[info@sparkbusinessworks.com](mailto:info@sparkbusinessworks.com)

**For application questions, please contact us at  
(877) 277-2752 or [info@sparkbusinessworks.com](mailto:info@sparkbusinessworks.com)**

## Please fill out the following:

Describe the work of your organization, briefly addressing the following:  
history, goals, and/or mission.

Describe your target population, including geographic location, socio-economic status, race, ethnicity, gender, and/or age:

Current programs and/or accomplishments:

What type of project do you need assistance with?

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Graphic Design         | <input type="checkbox"/> Interactive Campaigns          | <input type="checkbox"/> Path to Purchase Workshop      |
| <input type="checkbox"/> Brand Development      | <input type="checkbox"/> Video Production               | <input type="checkbox"/> System Audits                  |
| <input type="checkbox"/> Public Relations       | <input type="checkbox"/> Logos                          | <input type="checkbox"/> System Workflow Identification |
| <input type="checkbox"/> Media Planning         | <input type="checkbox"/> Software Strategy Workshop     | <input type="checkbox"/> CRM support                    |
| <input type="checkbox"/> Web Design             | <input type="checkbox"/> Process Workshop               | <input type="checkbox"/> App support                    |
| <input type="checkbox"/> Social Media Marketing | <input type="checkbox"/> Stakeholder Alignment Workshop | <input type="checkbox"/> Form Fill workflows            |

Please describe, in detail,  
the project you would like  
assistance with along with  
the specific outcome(s) you  
hope to achieve.

Project Timeline/Deadline:

How did you hear about the Under Our Wing®  
grant program?

*\*\*Feel free to attach additional sheet(s) if more room is needed.*

**Please include the following support materials with your application:**

- Recent literature that may further explain your organization or mission.
- A list of staff and their positions, Board of Directors, Council, Commissioners, Officers, etc.
- A copy of your most recent IRS letter indicating your organization's tax-exempt status or your tax exempt number.
- Your organization's most recent annual report

*Please note: All supporting materials/documents cannot be returned.*

**Are you willing to let SPARK promote your project and your organization after the work is completed (i.e, case studies, social media posts, etc)**

Yes

No

**Are you willing to let SPARK present your project to your Board of Directors or Senior Leadership?**

Yes

No

**Organization:**

**Submitted by:**

**Contact Email:**

**Phone:**

**Signature:**

**Date:**



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**Thank you for your entry.**

**You will receive a letter of receipt to confirm your submission.**



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