



Guidelines for requesting funds from The WBAL Radio Kids Campaign

Donors to the WBAL Radio Kids Campaign seek "to promote, foster, encourage, support and sponsor various activities for the general education, vocational, recreational, civic and social improvement and betterment of young economically deprived boys and girls in the WBAL Radio listening area..."

- Include a brief overview of your organization. Describe its mission, outline its operation, describe your specific need, and list clear objectives of the program for which you are seeking funding.
- Remember that funds from the WBAL Radio Kids Campaign must DIRECTLY benefit the children. That means the WBAL Radio Kids Campaign will not fund staff or administrative overhead.
- Attach a budget to your request. Show us how much money your project will cost. List all of your sources of revenue and detail your costs. On this budget, highlight the specific items for which you are requesting funds from the WBAL Radio Kids Campaign.
- If you are seeking scholarships for children to take part in activities (such as "camperships" to attend summer camps,) line the number of children who will be served, specify the cost per child, include the length of the camp experience, state whether it is a day camp or overnight camp, and outline the criteria under which children are chosen for financial aid.
- If you are a 501(c)(3) organization, please provide copies of your most recent financial documents.
- It is important to understand that grants from the WBAL Radio Kids Campaign should be viewed as one-time appropriations based on an immediate need by your organization. They should not be viewed as recurring grants, or included in your organization's future budgets. Your organization may apply again in the future, but every request for funds is reviewed on its own merit and does not guarantee a grant from the WBAL Radio Kids Campaign.

Here are some examples of the types of things the WBAL Radio Kids Campaign would consider funding. They would DIRECTLY benefit children. These are just examples and not an exhaustive list:

- Meals for children (breakfast/lunch/snacks) • Admission fees to cultural institutions, museums, recreational events • Bus or other transportation costs • Arts and crafts supplies • Books, educational and instructional manuals for children • Computers to be used by children • Specialized recreational/therapeutic equipment • Athletic equipment and uniforms • School uniforms • Holiday parties (including entertainment, such as clowns, musical groups, etc...) • Field trips / education exclusions for disadvantaged children

Take note that Kids Campaign will not provide funding for expenses that do not directly benefit children, for example:

- Staff, employees, counselor salaries • Employee benefits • Contract labor • Utilities • Insurance • Printing and postage

For more information, contact:

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Mail your request to:

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