



REEL PEOPLE CARE

GALA FUND
2024 GUIDELINES

HOSTED BY
TRILITH

ABOUT THE REEL PEOPLE CARE GALA

HISTORY

Established in 2014 by Pinewood Atlanta Studios, the first Gala provided an opportunity to give back to the community who supported the studio construction. The following night, a list of Fayette County Charities, provided by the Fayette Chamber of Commerce, were given tickets that they could sell to raise money for their organizations. That concept was such a success, that the event was officially re-branded as The Reel People Care Gala. This event has served as a way for the entire Trilith ecosystem to show support for charities in our own backyard. To date, the Gala has raised nearly \$6 million and supported over 37 nonprofits.

BENEFITS

Participating nonprofits retain 100% of the proceeds from ticket sales beyond the cost of the food. Successful nonprofits tie their ticket sales into larger sponsorship packages for their individual organizations. This allows nonprofits to participate in a major event without the expense of producing it.

Participating nonprofits:

- Receive a grant based on the total amount of funds raised the night of the event
- Receive the awareness of others to learn about the mission of their nonprofits

SELECTION CRITERIA

Based on areas of interest and geographical location, nonprofits are selected to participate each year. Below you will find the detailed information for the criteria and how to apply.

AREAS OF INTEREST

The Reel People Care Gala supports a diverse curated group of local 501c3, nonprofit entities that support, strengthen and improve the local community.

- Enrichment Focused Programming
 - Ex: counseling programs, wellness education, retreat programs
- Social Services
 - Ex: food banks, foster care organizations, shelters
- Youth Development & Leadership
 - Ex: afterschool programs, extracurricular activities, leadership development programs, standardized test tutoring, mentoring programs
- College Access & Completion
 - Ex: college entrance exam tutoring, college/career pathways counseling, college prep programs
- Community Development
 - Ex: community gardens, streetscaping, neighborhood safety programs, community organizing, community festivals, public art, park clean-up, voter registration drives
- Workforce Development
 - Ex: soft skills training, job training, job opportunities and internship programs

ELIGIBLE ENTITIES

Nonprofit organizations seeking funding must meet the following criteria to be invited to participate in the Gala:

- Must be a 501c3 nonprofit organization
- Must provide services within at least one of the areas of interest
- Must be led by at least two unrelated people. Volunteers or paid staff are eligible
- Must have a bank account with at least two signatures
- Must have two years of audited financial history

INELIGIBLE ENTITIES

The following entities are not eligible to apply for funding:

- Individual persons
- Private, for-profit businesses
- Organizations that require participation in religious services and/or religious education as a condition of receiving services
- Organizations that have discriminatory policies and/or practices on the basis of race, color, national origin, age, disability, sex/gender, marital status, familial status, parental status, religion, sexual orientation, genetic information or political beliefs.

APPLICATION PROCESS

1. Organizations interested in this fundraising opportunity must complete an online application available here by end of day on Friday, September 15, 2023.
2. The Reel People Care Steering Committee will review applications and notify selected nonprofits no later than Friday, October 13, 2023.

HOW APPLICANTS ARE PRIORITIZED

The Reel People Care Gala will give priority to eligible organizations who:

- Are located in Fayette County and the general metro Atlanta area
- Were successful with past participation*
- Demonstrate the greatest need on their application
- Submit meaningful and impactful story(ies) / quality of answers provided for 2024-specific application questions
- Provide documentation of how funds from the previous Gala(s) were used within the organization (if applicable)

REQUIREMENTS FOR PARTICIPATING AT THE GALA

To participate in the Reel People Care Gala, organizations must:

- Meet the eligibility requirements outlined on page 2
- Reel People Care Gala Application completed by Friday, September 15th 2023
- Promote the Reel People Care Gala on the organization's social media page(s)
- Be willing to provide volunteers**
- Provide documentation of money raised at the event
- Have raised at least the minimum value for all tickets received in previous year's Gala (if applicable)

* Success is based on value of funds raised by the organization attributed to the Reel People Care Gala

** Charities may be contacted by the Planning Committee for assistance leading up to and for the night of the event



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