FUND FOR RACIAL PROGRESS GRANT OFFICIAL RULES

TERMS AND CONDITIONS OF AWARD

The Fund for Racial Progress Grant ("Grant") is a program developed by A&E Television Networks, LLC ("Sponsor") and powered by United Way Worldwide ("charitable Fiscal Sponsor") or ("UWW").

The goal of the Grant is to award selected 501c3 organizations that are working to raise awareness about the causes and effects of racial divisiveness; to promote social and criminal justice reform; and to help eliminate racial bias and discrimination.

The application process begins on January 25, 2016 at Noon EST when entry forms are first available at shiningalightconcert.com, through February 29, 2016.

ALL APPLICATIONS AND GRANTS ARE SUBJECT TO THE POLICIES OF THE SPONSOR.

1. ELIGIBILITY

The Grant is open to tax exempt 501(c)(3) organizations registered in the United States. Individuals wishing to receive a grant will need to be sponsored by a 501(c)(3) organization. Eligible organizations are those that are exempt from federal income taxes under section 501(c)(3) of the IRC, or eligible to receive charitable contributions as defined under section 170 (a) of the IRC, including faith-based organizations. Individuals without 501(c)(3) status will need to be sponsored by a 501(c)(3) organization, which will be the grant recipient.

Employees of Sponsor, Civic Entertainment Group, LLC and Values Partnerships (collectively, the "Administrators"), United Way Worldwide ("charitable Fiscal Sponsor") and each of their respective parents, subsidiaries, advertising and promotional agencies, prize providers, and each of their respective officers, directors, employees and members of the immediate family and persons living in the same household of each are ineligible to enter or win. Notwithstanding the foregoing, any United Way Worldwide members are eligible to participate in the grant process.

By applying for the Grant, you represent and warrant that you meet the aforementioned criteria and that all information you submit is accurate and truthful.

2. GRANT APPLICATION PROCESS

A. Application Submissions. Grant applications may be submitted beginning January 25, 2016, through the Grant Program page on the ShiningaLightconcert.com website. Incomplete or ineligible applications will not be considered. Submitting an application does not guarantee funding. There is no fee to apply for the grant. Partial or incomplete submissions will NOT be accepted. Any organization can be awarded a maximum of two (2) grants.

B. Guidelines for Grant Applications.

Grants will be made for projects that meet the following charitable purposes within the United States:

1. education and awareness about the causes and effects of racial divisiveness;
2. the promotion of social and criminal justice reform for all regardless of race;
3. the elimination of race-based bias and discrimination; and/or
4. innovative approaches to address racism, including those with a focus on youth organizing

As required by the United States Tax Code, Shining a Light funds cannot be used to:

1. Engage in direct lobbying activities (i.e., contacting legislators regarding specific legislation).
2. Engage in grassroots lobbying activities (i.e., encouraging the public to contact legislators regarding specific legislation).
3. Participate or intervene in any political campaign on behalf of or in opposition to any candidate for elective public office.
4. Support a voter registration drive (unless the grantee is a Section 4945(f) organization).
5. Benefit a private party (other than through providing grant funds to conduct activities in furtherance of charitable and educational purposes).

The Official Entry Form can be found at www.shiningalightconcert.com. Entry form must be completed in its entirety by the entrant and must affirm on the Official Entry Form to abide by these Official Rules. Applicants will be asked to provide the following information:

• Organization Name
• Organization Type
  o 501(c)(3)
  o 170 (a)
  o tax exempt religious organization
  o other, please specify
• Describe the organization’s mission (1200 characters)
• Project Title
• Amount of grant funding requested
• Describe the proposed program’s goals and objectives in 2,400 characters or fewer
• Indicate the individual who will be conducting the grant activities if other than an organization employee
• What problem, issue, or need does the proposed project address? Specifically describe how it aligns with one or more of the four purposes of the Fund (education and awareness about the causes and effects of racial divisiveness; the promotion of social and criminal justice reform for all regardless of race; elimination of race-based bias and discrimination and/or innovative approaches to address racism, including those with a focus on youth organizing). Please limit your description to 2,400 characters or fewer.
• If at all, describe how the proposed project is different or unique from previous or current initiatives in 1,200 or fewer characters.
• Describe the proposed activities you would be undertaking. Also describe the program’s methodologies and how these will help achieve the program’s goals. Limit your response to 5,200 characters.
• How will your community or the public benefit from the proposed project? Limit your response to 2,400 characters.
• Describe the expected outcome of the proposed project. Please limit your response to 2,400 characters.
Describe your plans to assess the program's impact in 2,400 or fewer characters. Be sure to describe your criteria for judging the project's success.

List target geographic areas and/or communities that would be served by the proposed project.

Proposed project start date

Proposed project end date

Describe the implementation timeline for the proposed project or program in 1,200 or fewer characters.

Identify Key program personnel. Provide first and last names and titles.

Required Attachments:

- Annotated Program Budget. Be sure to identify any matching funds and/or other sources of funding. List specific dollar amounts to be spent on items purchased with grant funds.
- Statement of qualifications of the organization/staff expected to execute the proposed activities
- Resumes of the organization’s director, project director and other key project staff
- Copy of IRS 501(c)(3) Determination Letter (or signed certification that organization is a tax exempt religious organization)
- IRS Form 990 or 990EZ (or copy of board approved organizational financial statements for organizations not required to file IRS Form 990/990EZ) for the most recent fiscal year
- Signed Patriot Act Compliance Certification Form
- Signed pledge not to use any grant funding for lobbying
- Copy of the organization’s current year operating budget

C. Deadline for Grant Applications. All grant applications must be submitted by February 29, 2016. Should any additional funding cycles be added, the deadlines for submission will be posted on the Grant page of ShiningALightconcert.com.

D. Judging of Grant Applications. Grants will be reviewed in multiple phases. Sponsor and Administrators will evaluate all grant applications by rating 1 through 10 (1 being the lowest; 10 being the highest) grant applications on each of the Criteria outlined below ("Judging Process"). The total scores of all eligible applications will be tabulated, and all eligible applications will ranked from highest to lowest scores. The top 25 rated applications will be submitted to the Advisory Committee for their consideration and approval. The Advisory Committee will have discretion to review the list of applications excluded from their review based on Sponsor and Administrators scoring and elevate them for consideration by other members of the Advisory Committee. The Advisory Committee, selected by Sponsor, comprises nationally known experts and leaders in racial and social justice. A full list of Advisory Committee members is available on ShiningALightconcert.com. A+E and UWW reserve the right to veto any grant that in their reasonable opinion may adversely impact their respective reputations.

Each Grant application will be judged on the following criteria:

Institution Criteria [10 percent of total evaluation]
• Does the APPLICANT INSTITUTION have the appropriate and properly trained staff and internal capacity to execute the program as presented in the application? (10%)

**General Proposal Criteria** [35 % of total score]
- Evaluation of overall quality and completeness of the concept proposal (5 % of score)
- Are the project goals stated clearly? Are they concrete and specific enough to be measurable? (10 percent of score)
- Evaluation of the potential social impact of the proposed project (20% of score)

**Plan of Work Criteria** [35% of total score]
- General rating of the project’s likelihood of success as defined by success criteria described in the application. (15% of score)
- Are the goals, objectives, and primary tasks set forth feasible? (5 percent of score)
- Does the proposal provide sufficient time, according to the timetable, for the accomplishment of project goals? Is too much time provided? (5 percent of score)
- Are generally accepted standards being followed and/or does the proposal indicate awareness of the factors contributing to success or failure? (5 percent of score)
- Does the work plan and proposed methodology make sense? Is there a more logical or efficient manner of proceeding toward the accomplishment of stated project goals? (5 percent of score)

**Personnel Criteria** (10 percent of total score)
- Does the proposal indicate the names, qualifications, and duties of all known personnel involved in a substantive way? (5 percent)
- Does the plan use personnel whose background and qualifications are appropriate for the project? (5 percent)

**Budget Criteria** (10 percent)
- Do the budget line items seem typical and appropriate? (5 percent)
- Does the proposed budget seem adequate to execute successfully? Is it over budget? (5 percent)

Advisory Committee members will recuse themselves from voting on any grant application for which they have a conflict of interest. All Advisory Committee members will complete a conflict of interest declaration that will be filed with United Way Worldwide prior to any vote.

E. Notification of Recipients. UWW will notify awardees of the first grant cycle via email by April 25, 2016.

3. GRANT PAYMENT INFORMATION

A. Payment. Each Grant recipient will receive a payment up to the amount requested in their grant application. All Grants are subject to revocation, termination and suspension as outlined in the rules herein. Grants will be distributed in one or two installments, at Sponsor’s sole discretion, with the first disbursement made within 30 days of a notification of the grant award.

B. Taxes. Each recipient is responsible for paying all applicable taxes associated with the Grant payment. Grant rules require that each recipient submit an IRS W-9 form or any other additional information required to UWW prior to payment.

4. RECIPIENT OBLIGATIONS
A. Agreement. Each recipient must sign an agreement obligating it to use the Grant payment in the manner outlined in the Grant application. Each recipient will also be required to submit interim and final reports documenting spending of grant funds, program milestones and program evaluation.

B. Rules. Grant funds are intended for use as outlined in grant applications and are NOT intended to benefit winning entrants personally. Recipients will be required to execute and return any required legal document, including an Affidavit of Eligibility, a Liability Release and a Publicity Release (where legal) within an indicated time period. In the event of noncompliance with this requirement or if any award notification is returned as undeliverable, such grant will be forfeited and an alternate awardee selected.

Entrants may not copy the work of others; and, entry must not violate the intellectual property rights of any third party or incorporate any materials owned by third parties. By submitting an entry, the applicant affirms the truth and accuracy of its contents as well as the applicants’ sole ownership of all proprietary rights in the entry. If entry includes any content that Sponsor or judges, in the sole discretion of either party, determines is indecent, inappropriate, morally objectionable or otherwise unfit for publication or in violation of the rights of any third party, such submission will be automatically disqualified. Applications that do not fully satisfy the Official Rules will be disqualified and not reviewed.

Sponsor and its agencies are not responsible for lost, late, incomplete, illegible, damaged, postage due or misdirected entries/mail; or, for any computer, telephone, cable, satellite, network, electronic or Internet hardware or software malfunctions, failures, connections, availability or garbled or jumbled transmissions, service provider/Internet/web site/use net accessibility or availability, traffic congestion, or unauthorized human intervention.

Sponsor and its agencies are not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the application process; Sponsor and its agencies are not responsible for any damage or injury to participants’ or any other person’s computer related to or resulting from participation in the application process. If, for any reason, the application process is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which, in the sole opinion of Sponsor, could corrupt the availability of application process information, online requests for application process materials, and/or entry forms on the website, Sponsor reserves the right at its sole discretion to terminate, modify or suspend the online component of the application process. In such event, Sponsor will use its best efforts to make application process materials and other information available via another medium and to otherwise communicate with prospective entrants. In such event, notice will be posted on the website. Sponsor further reserves the right to amend, revise, alter or terminate the application process for any reason that compromises the legitimacy or fair administration of the application process in Sponsor’s sole discretion.

By accepting award, recipients consent to the use of the organization/program’s name, logos, and trademarks, for advertising/publicity/trade purposes related to the grant award in all media, including the Internet, without notice or additional compensation, except where prohibited by law. By entering, entrants (1) agree to be bound by these Official Grant Rules; (2) agree to the decisions of Sponsor and judges, which are final, regarding the Award and (3) release and agree to hold harmless Sponsor, Civic Entertainment Group, LLC, Values Partnerships, United Way Worldwide, the Advisory Committee
(comprising Sherrilyn Ifill, President and Director-Counsel of the NAACP Legal Defense and Education Fund; Rashad Robinson, Executive Director of Color of Change; Judith Browne Dianis, Co-Executive Director of the Advancement Project; Jonathan Greenblatt, National Director of the Anti-Defamation League; Rinku Sen, President and Executive Director of Race Forward The Center for Racial Justice Innovation; Bishop Vashti McKenzie, incoming chair of the A.M.E. Church General Board; Bishop Reginald Jackson, Social Action Chair for the A.M.E. Church; Mark Rodgers, President and CEO of the Clapham Group; Shawn Dove, CEO of the Campaign for Black Male Achievement; Van Jones, President & Co-Founder of #cut50, Ken Euwema, Vice President, Controller/United Way Worldwide; Kimberly Gilmore, Ph.D., Sr. Historian/VP, Corporate Outreach, A+E Networks) and their respective parent companies, subsidiaries, affiliates, and their officers, directors, employees, representatives, agents, and shareholders from any and all liability, loss or damage arising out of their participation in this Grant Program or with respect to the awarding, receipt, possession, use and/or misuse of any Grant Award. All taxes on award are the sole responsibility of the awardee. Awardees acknowledge and agree that entries will not be returned or acknowledged. Recipients acknowledge and agree that Sponsor shall have an unlimited, royalty-free and perpetual license to use, distribute, edit, adapt, modify, reproduce, publish, promote and otherwise use entries in any manner and in any media with or without permission or attribution to awardee.

5. FAILURE TO COMPLETE GRANT PROJECT

A. Termination

Grantor may terminate any grant upon written notice to grantee if the grantee fails to perform or defaults in any manner in the performance of the grant in strict accordance with the term of the grant application or the grant rules, upon 10 days written notice providing 10 days to cure the failure or nonperformance. Any grants funds not used in strict accordance with the application program description or grant rules shall be returned to grantee.

B. Assignment

Grants shall not be assigned or the fulfillment of requirements shall not be assigned to a third party by Grantee, except as approved in writing by the other party.

6. PUBLICITY AND PUBLIC USE

A. Public Announcement. Recipient/Organization name, a project description and general geographic location of their project, may be publicly announced by A+E Networks and/or United Way Worldwide.

B. Use of Recipient’s Submitted Materials. A+E Networks and/or United Way Worldwide reserves the right and permission to use, reproduce, edit, distribute, publish, broadcast and display in perpetuity, any and all videos, photography and written materials, including the name, image, picture, portrait, and likeness of Grant recipients submitted by Grant recipients related to the Fund for Racial Progress in America, in any form of media anywhere in the world, without any further consideration or compensation due to Grant recipients.

7. INFORMATION REQUEST

A. All inquiries regarding the Fund for Racial Progress in America Program should be directed to ShiningALight@civic-us.com.