

=====
NORCROSS WILDLIFE FOUNDATION, INC.
GRANTMAKING: NOTICE ON WEB PAGE -- DRAFT REVISION/UPDATE
TODAY'S DATE; 07/21/06
=====

CURRENT NORCROSS GRANTMAKING POLICY

In recent years, the Foundation's policy and guidelines for grantmaking have evolved, adapting to changes in environmental conservation generally and, specifically, to emerging needs of our grant-seeking constituency. The following information reflects the current policies governing our grant awards. Please read this section carefully before applying for a Norcross grant.

- * The Foundation will accept grant requests for up to \$10,000 -- but it is important to note that in recent years the average Norcross grant has been about \$5,000.
- * Our constituency is primarily the grassroots community of NGO's, whose "tool-kit" needs are usually modest, specific, and often difficult to address through other funders., hence...
- * Most Norcross grants have a practical, immediate use: computer and office technology of all kinds; specialized software (to drive GIS mapping, for example); GPS ground-truthing equipment; work tools and equipment including vehicles, boats and motors; water-quality testing equipment; trail construction materials and signage; wells, fencing, work sheds. We also provide support for newsletters, special reports, brochures, video/DVDs and other educational materials. (For examples, click on Grants Approved.)
- * With regard to fund-raising, we will consider requests only for the tools (e.g., computer hard/software) that help small NGO's, especially those without development staff, reach their financial goals; but we do not support associated staff/personnel costs.
- * We generally do not consider grant requests from large national or regional organizations, which usually have their own professional fund-raising capability; however, on a per-case basis, we will consider their requests having a narrow grassroots application, or in partnership with local grassroots units.
- * Norcross continues to support land-protection -- e.g., GPS/GIS technology. However, we generally do not provide funds for the purchase of land, but instead encourage NGO's to consider applying for no-interest loans available from the Norcross Land Protection Fund. (Click on About Norcross Loans.)

- * We continue to apply our "useful-tool" standard to grant requests. Mr. Norcross wanted his support to have at least measurable, and preferably tangible, results.

We are proud of our history of support for the grassroots environmental conservation community, and we try in any given quarterly grant cycle to fund as many requests as possible (for several years, our average approval rate has been over 60 percent). Our grantees typically have difficulty raising the modest funds they need to do their critical, focused work "in the trenches" of environmental conservation -- and our niche is to provide that kind of elusive support.

Your views and helpful suggestions are welcome, as are any particular questions you might have about Norcross grants and requirements for grant consideration. You may contact us by mail directed to Grants Administrator, Norcross Wildlife Foundation, PO Box 269, Wales MA 01081, or by calling our headquarters in New York at (212) 362-4831 or (718) 791-2094.