

**CONTRIBUTIONS GUIDELINES & POLICIES**  
The RETAIL ALLIANCE® of Greater Hampton Roads

**Thank you for considering the RETAIL ALLIANCE® of Greater Hampton Roads as a funding partner or collaborative resource for your organization. In order to expedite your request, we have provided the following guidelines:**

**PURPOSE AND OBJECTIVES OF THE RETAIL ALLIANCE'S® COMMUNITY INVOLVEMENT**

The RETAIL ALLIANCE® of Greater Hampton Roads is a trade association representing the retail industry, and promoting the interest of its membership in Greater Hampton Roads, Virginia. As such, the Association invests in programs likely to benefit its retail members, and the Greater Hampton Roads Region.

As a general practice, the RETAIL ALLIANCE® appreciates receiving a request for funding or other support during the fourth quarter of the calendar year immediately prior to the use of the requested funds or support.

When addressing a funding request, the RETAIL ALLIANCE® considers these value questions:

1. Is the request retail focused?
2. Does the request demonstrate leadership?
3. Will the request reflect superior service?
4. Is the request presented with honesty and integrity?
5. Does the request reinforce continuing education to grow and learn?
6. Does the request offer opportunities for teamwork and/or collaboration?

**Generally**, the Association does NOT support a request for:

1. Causes and organizations outside designated geographical areas being served by the Association.
2. Religious related organizations.
3. Conferences, trips, or tours.
4. Operating expenses of organizations receiving United Way general fund support.
5. Advertising, tickets, or tables for benefits.
6. Multiple/additional funds for the same organization during the same year.
7. Veteran's organizations, fraternal orders or clubs, neighborhood clubs, private clubs, non-retail related associations or organizations; however, if the contribution would benefit the entire retail community and have a purpose, which would otherwise justify the donation, it may be considered.

**REQUESTING ORGANIZATION** \_\_\_\_\_

**STREET ADDRESS** \_\_\_\_\_

**CITY** \_\_\_\_\_ **STATE** \_\_\_\_\_ **ZIP CODE** \_\_\_\_\_

**PHONE NUMBER** \_\_\_\_\_ **FAX NUMBER** \_\_\_\_\_

**CONTACT PERSON** \_\_\_\_\_

**CONTACT PERSON'S SIGNATURE** \_\_\_\_\_

**CONTACT PERSON'S TITLE** \_\_\_\_\_ **REQUEST DATE** \_\_\_\_\_

**REQUESTED FUNDS: \$** \_\_\_\_\_ **DATE FUNDS ARE NEEDED** \_\_\_\_\_