

**Wilmington Flower Market, Inc.**

**P.O. Box 3525**

**Greenville, DE 19807**

**Phone 302 995-5699**

**GUIDELINES FOR BENEFICIARY APPLICATION AND ACCOUNTING PROCEDURES**

The Wilmington Flower Market, Inc.'s goal is to raise funds for charitable purposes and to donate all monies raised to charitable organizations that are treated for federal income tax purposes as public charities or private operating foundations which will use it on behalf of children in Delaware between the ages of 0 and 18 years.

Applications must be downloaded from the Wilmington Flower Market website:  
[www.wilmingtonflowermarket.org](http://www.wilmingtonflowermarket.org).

Complete applications must be mailed to:

Wilmington Flower Market, Inc.

PO Box 3525

Wilmington, DE 19807

Verbal, mailed, and email requests for applications will not be honored.

The amount that your agency may request will be limited as follows:

- 1) Local agencies with no national affiliation will be allowed to apply for up to \$10,000.
- 2) Delaware branches of National Agencies will be allowed to apply for up to \$5,000.

Completed applications are due at the WFM post office box postmarked no later than **January 31**. Late applications will not be accepted.

The Beneficiaries Chairman will review all applications and reserves the right to reject any application that is incomplete or does not meet the funding guidelines listed below.

All applications should include **two copies** of the items listed in the application.

1. Name of the organization
2. Address
3. Phone
4. E-mail Address
5. Executive Director
6. Board of Directors- List of Names and Addresses
7. Copy of the Agency's letter from the IRS which proves its (501c3) tax exempt status.

8. Funding sources, including most recent financial statement
9. Purpose of the organization and a brief history
10. Number and ages of children served by this request
11. Total amount of grant requested
12. Project to be funded.

The request should be itemized with specific amounts, prioritized as to need, and totaled.

Visits or contact will be made to applying agencies by the WFM Board of Managers prior to the June allocations meeting.

Grant notifications are mailed by July 15.

For those receiving grants, the funding period is from July 15 of the grant year to July 15 of the following year. Monies granted must be used during these 12 months and cannot be applied to programs that took place during the preceding year or applied to programs planned for future years.

Accounting of grants must be received by May 31, in order to be considered for current or future grants. If grant money will not be spent for the purpose applied for by July 15 it should be returned at this time. If grant money will be spent from May 31 to July 15 (i.e. for a summer camp July 1) a letter is required by May 31 explaining the planned expenditure and accounting of such is due by July 31. All monies then not spent by July 15 should be returned promptly to WFM.

**Wilmington Flower Market awards grants in three categories:**

- Goods
- Non-Confidential Services
- Confidential Services.

Specific accounting guidelines are as follows:

- **Goods**-Accounting must include copies of purchase receipts for granted items by May 31
- **Non-Confidential Services** - WFM must receive a list of the name or names of the children, their address, and phone numbers by May 31. We request that the family of each child be made aware of WFM's financial support. Any need by the agency for permission to release these names should be secured at this time.
- **Confidential Service**- WFM must receive the first name and the case number of the child benefitting from the grant by May 31. In the event of a purchase of goods or services for a confidential case, a purchase receipt is requested if confidentiality can be maintained. All information related to the identities of individual beneficiaries is held in the strictest confidence. The information is made available only to the Beneficiary Chairman who in turn assures the Board of Managers that all accounting for confidential services is in order.

**Funding Guidelines**

Wilmington Flower Market, Inc. funds cultural, educational, health, and social welfare programs that directly benefit children of Delaware.

- **Cultural event** – such as theater workshops, field trips, and music programs.
- **Educational programs** – such as youth leadership programs, literacy, self-esteem development, day/overnight camperships and tuition assistance.
- **Health and social welfare programs** – such as youth stress programs, anger management programs and therapy sessions.
- **Tangible items** – such as uniforms/shoes, play-therapy equipment, furniture and playground items, infant car seats & clothes, diapers, food, books, school/art supplies and sports equipment.
- **Educational materials** – such as coloring books, yearbooks, and informational pamphlets or handouts that are used by the children participating in the programs.

WFM does not fund:

- Operating expenses such as office equipment, mileage reimbursement, fuel expenses or vehicle maintenance.
- Capital campaigns
- "Seed money"
- Building and ground repairs
- Staff salaries or professional fees
- Programs, pamphlets, or newsletters for adults
- Teacher/leader training
- Admission fees to your own agency

All funding decisions are ultimately at the discretion of the Board of Managers.

Funding decisions are based on the urgency and relevance of the request, the agency's commitment and stability, and the number of children served.

In the case of agencies that have previously received a grant, their compliance with WFM guidelines is considered.

There is no commitment to an agency to provide continued support from year to year.

Each year the Flower Market needs hundreds of volunteers to achieve its goal of raising funds for children's needs. It strongly encouraged and recommended all of our beneficiary agencies to volunteer in any way possible to help us achieve our goal. Volunteer participation is a factor used to consider the allocation of funds raised.

Finally, inclement weather can greatly affect the amount of money available for grants from WFM. Therefore, we strongly urge our applicants to pursue diverse means of funding.

We thank you for your application and for your efforts in providing much-needed services to the Children of Delaware.

Updated 9/14