



IKEA Coventry Guidelines for Community Support

Our Vision

The IKEA vision globally is to “create a better everyday life for the many.” At IKEA Coventry we are dedicated to giving back to the local community while being regarded by our customers and coworkers as a socially responsible company. IKEA Coventry is proud to support selected organisations in the following areas:

- **Children**
- **Environment**

Goal of the Program

● **Children:** At IKEA “children are the most important people in the world”. We will focus our activities in the local community on helping children achieve their fullest potential by supporting their learning and development. Helping children to learn and develop is an area in which IKEA has experience and can make a difference.

● **Environment:** “Low prices, but not at any price.”

Our community relations program should have a positive impact on the local environment. At IKEA, we shall always consider the environmental impact of our business as IKEA Coventry is measured on its environmental responsibility.

How do we choose our partner’s?

In order to maximise the positive impact that the program has on the local communities we serve, IKEA Coventry will focus on:

- Partnerships with organisation’s whose primary focus are children.
- Projects in where we can make a real difference.
- Programs where we can take an active role and utilise IKEA expertise and our products.
- Local community initiatives where the IKEA store is located.
- Programs that promote diversity, and include as many people/children as possible.

IKEA Coventry will only support organisations that operate in accordance with our non-discriminatory policy regarding race, religion, colour, creed, national origin, gender, sexual orientation, citizenship, marital or veteran status, ancestry, disability, medical condition, or any other classification protected by applicable law.

When evaluating proposals we will consider the following priorities:

- Does the program match our IKEA Vision?
- Is the organisation registered as nonprofit or charity?
- Does the program support many local children and encourage diversity?
- Does the program support the local community or environment?
- Can we use our design know-how and IKEA products?
- Can we involve our energetic IKEA Co workers?

Because our resources are limited, IKEA Coventry has defined criteria for requests that we do NOT fund. Traditionally, they include:

- For-profit organisation's.
- Individual requests (requests that directly benefit one person)
- Religious (or for religious purposes), political or labour/fraternal organisation's.
- Organisation's whose services are not provided in Coventry.
- Third party organisations raising funds for a charity.
- Sports teams, leagues, golf tournaments, etc.
- Projects with a narrow focus: one student, one class, sponsorships or individuals seeking assistance or participating in contests and competitions.
- Non-academic programs: sports, clubs, troops, band competitions, summer camps, and field trips.
- Organisation's known to discriminate or operate in an unethical manner.
- Organisation's that are not open to all members of the community.
- Conferences, seminars or table sponsorships of an event.
- Foundations, capital campaigns/purchases, endowment programs or debt-reduction campaigns.
- Partnerships that involve IKEA Coventry to distribute literature or any other objects, items, materials, etc. to co workers or customers on company property at any time (including parking lot) – this violates our no solicitation policy.
- Treatment programs and/or advocacy or research groups.
- Fundraising activities including sponsorship of tables, contests, door prizes, raffles, auctions or advertising.

How to Apply

If your organisation fits within the guidelines, please follow the following steps:

1. Complete, in full, the Community Support Program application form below.
2. Mail the application, along with supporting documents, to IKEA Coventry.

Mailing Address:

Attn: Community Relations
IKEA Coventry
2 Croft Road
Coventry
CV1 3AZ

What Happens Next

IKEA Coventry reviews applications monthly (Please take this time frame into consideration when applying for a specific program or event), and from this point several steps may be taken:

- The application may be turned down, if it does not fit within the goals and priorities of the Community Support Program.
- Due to the volume of requests, we ask that you DO NOT follow up with a phone call.
- Only those requests submitted with all the above criteria will receive a response.
- The organisation may be asked to provide additional information.
- A meeting may be arranged between IKEA and your organisation in order to begin a more detailed review of the proposal.

Please note that due to the volume of requests that we receive, only those organisations that we feel best fit our criteria will be contacted. We appreciate you taking the time to complete our application and wish you all the best with your organisation.

Privacy Statement

Information collected from this application is for the specific purposes of determining whether your organisation qualifies for IKEA Coventry support and to identify/contact your organisation. This information will not be placed into the IKEA database, nor will it be shared or sold. Your application will be held with care to prevent unauthorised access to or use of your organisation's information. For further information on our policy towards maintaining the privacy and security, visit www.IKEA.com.



IKEA Coventry Community Support Program

APPLICATION FORM

Before completing this application we ask that you review the pages that outline the IKEA focus and priorities when developing charitable partnerships in our local communities. In order to help us make a well informed decision we ask that you complete ALL sections of this application.

ORGANISATION INFORMATION:

Date of application: ____/____/____

Legal Name of Organisation:

Contact Name and Title:

Full Address:

Phone Number:

E-mail:

Fax:

Program/event title:

Program/event dates:

Have you received donations from IKEA in the past?
(If yes, please give location and details.)

We look forward to hearing your ideas for an exciting partnership and how you see IKEA playing an active role in your project. Please attach an outline of the concept of your organisation's project (10 pages max) and then answer the following related questions.

Please provide the following:

What are the key objectives of this program? (Please include who will benefit from this program/event?)

In your opinion explain how you feel that this project proposal's objectives are aligned with the IKEA Coventry community support program's objectives?

Who and how many people will benefit from this partnership?

With the implementation of your project idea how will your organisation's services become more effective?

How will changes be sustained after funding/donations end?

In partnership with IKEA, what resources, time, commitments, and/or assets will your organisation be contributing to this project?

Please list other corporations or organisations that are currently involved with this project or whom you have applied to for assistance?

Please indicate which of the following commitments from IKEA Coventry are needed to make your program/event more successful:

Product donation: List items, if applicable.

Services

- Volunteers: If yes, please describe. How many hours?
- Design expertise: If yes, please describe. How many hours?

Furthermore, please provide us with a list of other corporations or organisations that are currently involved with this program/event.