



IKEA Brooklyn Guidelines for Community Support

Our Vision

The IKEA vision globally is to, “create a better everyday life for the many.” At IKEA Brooklyn, we are dedicated to giving back to the local community while being regarded by our customers and coworkers as a socially responsible company.

IKEA Brooklyn is proud to support selected organizations 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 Brooklyn is measured on its environmental responsibility.

How do we choose our partners?

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

- Local community initiatives where the IKEA store is located, with a focus at IKEA Brooklyn on the importance of supporting our neighboring Red Hook community.
- Partnerships with organizations whose primary focus are children.
- Programs where we can take an active role and utilize IKEA expertise and our products.
- Projects in where we can make a real difference.
- Programs that promote diversity, and include as many people/children as possible.

IKEA Brooklyn will only support organizations that operate in accordance with our non-discriminatory policy regarding race, religion, color, 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 well with our IKEA vision?
- Is the organization 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 coworkers?

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

- Organizations whose services are not provided in New York City
- Individual requests (requests that directly benefit one person)
- Projects with a narrow focus: one student, one class, sponsorships or individuals seeking assistance or participating in contests and competitions
- For-profit organizations
- Religious (or for religious purposes), political or labor/fraternal organizations
- Third party organizations raising funds for a charity
- Sports teams, leagues, golf tournaments
- Non-academic programs: sports, clubs, troops, band competitions, summer camps, and field trips
- Organizations known to discriminate or operate in an unethical manner
- Organizations 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
- Treatment programs and/or advocacy or research groups
- Partnerships that involve IKEA Brooklyn to distribute literature or any other objects, items, materials, etc. to coworkers or customers on company property at any time (including parking lot) – this violates our non-solicitation policy

How to Apply

If your organization 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 Brooklyn.

Mailing Address:

IKEA Brooklyn
Attn: Community Relations
1 Beard Street
Brooklyn, NY 11231

Please Note:

- You should receive notification about your request within 60 days.
- Please take time frame into consideration when applying for a specific program or event.
- **Due to the volume of requests, we ask that you NOT follow up with a phone call.**
- Only those requests submitted with all the above criteria will receive a response.

Privacy Statement

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

PROJECT INFORMATION

We look forward to hearing your ideas for an exciting partnership and how you see IKEA Brooklyn playing an active role in your project. Please attach an outline of the concept of your organization's project (1 page max, single spacing) and then answer the following related questions:

What are the key objectives of this project?

In your opinion explain how you feel that this project proposal's objectives are aligned with IKEA Brooklyn's charity support program's objectives.

Who and how many people would benefit from this partnership?

In what ways could your organization or project benefit from IKEA home furnishings or accessories?

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

How will changes be sustained after IKEA support ends?

Please indicate which of the following commitments from IKEA Brooklyn are needed to make the project successful:

Product Donation: List if applicable:

Volunteers: If your project would require volunteers, please describe work and how many?

How many hours? _____ **Monetary:** Dollar Amount? _____
In partnership with IKEA Brooklyn, what resources, time, commitments and/or assets will your organization contribute to this project?

Please list other corporations or organizations that are currently involved with this project and/or with whom you have applied for assistance.

In addition, please provide the following:

- List of your current Board of Directors
 - Copy of 501(c)(3) Letter
 - One-page breakdown of your organization's funding sources and allocation categories.
 - One copy of a recent newsletter, if available
 - Please explain if you receive United Way monies or Community Development Block Grants.
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Does your organization have a web site? Yes ___ No ___

If yes, please provide address _____

Please mail this application form and all pertaining documents to the following address:

IKEA Brooklyn

Attn: Community Relations

1 Beard Street

Brooklyn, NY 11231

Please note: Application must be completed in its entirety to be considered. Please limit your attachments to what has been requested.