



## **Crayola Philanthropy Guidelines**

In the spirit of the Crayola mission to "help parents and educators raise creatively alive children," the Crayola Community Relations program is designed to enrich the neighborhoods, schools, and lives of families in the communities where our employees live and work.

**The intent of the Crayola philanthropy program is to support local nonprofit organizations and schools that nurture and foster creatively alive children.** We want to ensure that children have their basic physical and emotional needs met. We believe this means giving them the time, space, and opportunities to explore, pretend, imagine, create, and question.

Most of our philanthropy program is focused in and around the Lehigh Valley, Pennsylvania where corporate headquarters and manufacturing operations are based. Crayola locations in other parts of the United States and the world coordinate involvement by their employees and their business within their local communities.

In Lehigh and Northampton Counties in Pennsylvania and Phillipsburg/Warren County, New Jersey, Crayola provides cash grants and in-kind product donations to organizations that fall within the categories of The Arts, Educations, Health and Welfare, and Civic Affairs.

**The Arts:** A community with robust and active arts organizations ensures a high quality of life for all citizens and provides economic vitality. Crayola is committed to the arts, particularly the visual arts.

When considering requests for support, priority is given to arts organizations that stress programmatic excellence and community participation, especially where children are involved. Special consideration is given to programs that stress visual arts. Performing arts organizations and public broadcasting programs will be considered if the proposed programs complement the company's long-term strategies aimed at encouraging hands-on creative expression. Additional support for arts organizations is possible through the employee matching gifts program.

**Education:** Crayola is committed to enhancing educational opportunities at all levels, with a strong emphasis on early childhood, special needs, and quality art in education initiatives.

**Health and Welfare:** Through funding of specific programs coordinated by UWGLV, in concert with local nonprofit organizations, Crayola's primary partner in this area is United Way of the Greater Lehigh Valley. Funding decisions typically place a higher priority on underserved populations, including but not limited to, children and families, the elderly and the disabled, as well as those agencies serving our employees and their families.

**Civic Affairs:** A portion of Crayola's annual funding is reserved for civic organizations, programs, and events.

***All organizations receiving support from Crayola must affirm the Crayola nondiscrimination policy. The policy states: "All recipients of grants, sponsorship dollars and in-kind support from any of Crayola's giving programs must not discriminate on the basis of race, religion, age, gender, sexual orientation, national origin, disability, veteran, or marital status."***



Some organizations and programs fall outside of our areas of funding priority. Crayola does not typically provide support for the following:

- Organizations outside Lehigh and Northampton counties, PA and Phillipsburg/Warren County, NJ
- Individuals
- Religious organizations
- Fraternal organizations (Rotary, Lions, Kiwanis, etc.)
- Political organizations (election committees)
- Individual child care centers
- Nursing and convalescent homes
- Hospitals
- Labor groups
- Social clubs
- Athletic organizations
- Government agencies
- Symposiums, conventions, conferences or seminars
- Poster contests

In addition, organizations eligible for support typically will not be funded when the purpose is to cover any of the following:

- Capital projects or multi-year campaigns
- Past operating deficits
- Travel expenses
- Endowment funds
- Non-product goodwill advertising
- Undefined operational support
- Advertising in programs