



[Home](#) [Submit a New Request](#) [FAQ Forms](#) [Program Guidelines](#) [Contact Us](#) [Giving History](#) [Download](#)

## Matching Gift Program Guidelines

### [INTRODUCTION](#)

### [OVERVIEW](#)

### [GIVING GUIDELINES – HOW THE MATCH WORKS](#)

### [ELIGIBLE DONORS](#)

### [ELIGIBLE ORGANIZATIONS](#)

### [INELIGIBLE ORGANIZATIONS AND GIFTS](#)

### [HOW TO REQUEST A MATCHING GIFT](#)

### [FOCUS AREAS](#)

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## INTRODUCTION

The ConAgra Foods Foundation Matching Gifts Program is an important part of our corporate giving that increases employee philanthropic goals. To maximize community impact, the ConAgra Foods Foundation will match, dollar for dollar, donations of up to \$1,000 in a calendar year. This generosity significantly helps, in a very direct and personal way, to enhance the quality of life. Working in collaboration, we can all have a greater impact on our collective communities.

### [Back to Top](#)

## OVERVIEW

As a company, ConAgra Foods, Inc. is growing by nourishing lives and finding a better way today, one bite at a time. The ConAgra Foods company, is recommitting to nourish people today so they can flourish tomorrow. One new platform is an expanded Matching Gifts Program for dollar up to \$1,000 a year, to eligible organizations whose primary purpose falls into one of the following categories: Physical Wellness or Nutrition Education and Community Development.

The Foundation has always matched gifts to accredited post-secondary educational institutions. In an employee survey about three areas as ones that most closely align with the company's objectives. We are proud to assist employees who join in their own contributions. Working in collaboration, we enhance the quality of life where we live and work.

## [Back to Top](#)

### **GIVING GUIDELINES – HOW THE MATCH WORKS**

- The ConAgra Foods Foundation will match up to a maximum of \$1,000 per calendar year, per employee to any eligible gift or several gifts. The minimum donation amount ConAgra Foods will match per gift is \$25. For 2007, the donor deadline is December 31, 2007.
- Eligible donations will be matched by the ConAgra Foods Foundation dollar-for-dollar.
- Annual dollar limits are based on the date of the donor's gift, not the date the matching gift is processed.
- Matching gift requests must be received within 120 days of the date the gift was made.
- When multiple payments are given throughout the year to the same organization, each individual payment must be submitted for each.
- Gifts may be given by cash, check, credit card, or stocks and other marketable investments with a readily determinable value. For stocks and other marketable investments will be determined by the mean of the highest and lowest quoted selling price of the gift.

## [Back to Top](#)

### **ELIGIBLE DONORS**

Regular, full-time employees of ConAgra Foods who:

- Are actively working or on short-term disability or family medical leave
- Have been employed at ConAgra Foods for six months at the time the gift is made

Regular, part-time employees of ConAgra Foods who:

- Have been employed at ConAgra Foods for at least one year at the time the gift is made

The following individuals are **not** eligible to participate:

- Retirees and other former employees
- Interns
- Employees who are on salary continuance (severance)
- Employees who are on long-term disability
- Spouses

## [Back to Top](#)

### **ELIGIBLE ORGANIZATIONS**

To be eligible for matching gifts, organizations must be located in the United States and recognized as a tax-exempt public charity under Section 501(c)(3) of the Internal Revenue Code. Eligible organizations will not include private foundations

The ConAgra Foods Foundation will match gifts made to organizations whose primary purpose falls into one of the following categories from an employee survey conducted in November 2006:

- [Post-Secondary Education](#)
- [Hunger Relief](#)
- [Health and Wellness or Nutrition Education](#)

- **Community Development**

**Back to Top**

**INELIGIBLE ORGANIZATIONS AND GIFTS**

The following types of contributions are ineligible for a match by the Foundation:

- Pledges that have not yet resulted in an actual donation. (Employee contributions must be a personal, tax-deductible contribution.)
- Gifts made through payroll deductions (e.g., contributions to the United Way), or other forms of automatic fund transfer.
- Non-monetary gifts, such as insurance premiums, testament bequests, tuition payments, tickets, services performed, or real estate property (other than gifts of stocks and other marketable investments with a readily determinable market value).
- Funds raised from other individuals, groups, or organizations (e.g., through charitable walks, events, or other efforts).
- Any gift in which the employee, any member of his/her family or any person he/she designates receives a benefit resulting from the contribution or the Foundation's matching gift (e.g., donations made in exchange for goods, subscriptions, products, or services).
- Dues or membership fees paid to any organization
- Gifts that discharge any individual legal obligation of an employee to an organization, such as a binding requirement to donate to an organization
- Gifts to organizations that may be controlled by ConAgra Foods, the ConAgra Foods Foundation, any director or employee of the Foundation, or any person who may be considered a "disqualified person" with respect to the Foundation under section 4946 of the Internal Revenue Code.
- Gifts to organizations that discriminate based on race, color, creed, sex, religion, age, disability, sexual orientation, or marital status.
- Gifts to political organizations, such as election campaign funds or committees
- Gifts to religious organizations (unless their outreach programs are offered to the general population and they have no other religious purposes)
- Gifts to the military
- Gifts to United Way chapters
- Gifts that personally benefit any specific individual, including payments to an educational institution for the support of a specific individual.

The ConAgra Foods Foundation reserves the right to discontinue or amend this program at any time, and also reserves the right to limit the program to a particular organization. Foundation directors will determine any questions of eligibility and their decisions once made are final.

**Back to Top**

**HOW TO REQUEST A MATCHING GIFT**

**To register your gift by internet:**

Matching Gifts requests can be submitted electronically via a paperless process at [www.easymatch.com/conagra](http://www.easymatch.com/conagra). The web-based process is the most efficient process, but you can also find program related information such as Guidelines, FAQs, Your (up to date) Personal Giving History, and more.

**By U.S. Mail:**

The donor should click [here](#) to download a PDF version of the brochure/form:

- Complete Part 1 of the original application form.
- Mail the original application form, with the donation and any other necessary documentation, to the organization of your choice. Please refer to the guidelines. Faxed copies will not be accepted. The matching grant to be provided by ConAgra Foods will be designed to match the donation.

The recipient organization should:

- Complete Part 2 of the original application form.

- The authorized officer of the charity must verify the donation, sign the application form and return the original application to the Matching Gifts Program, P.O. Box 8327, Princeton, NJ 08543- 8327.

All processing is done on a quarterly basis. After verifying eligibility, the form will be processed and a check will be sent directly to the charity in the next quarterly cycle.

Completed Forms Received	Funds Distributed
3/31	4/30
6/30	7/31
9/30	10/31
12/31	1/31

[Back to Top](#)

## FOCUS AREAS

Organizations eligible for matching gifts must have **as their primary focus** one of the four areas listed below:

- **Post-Secondary Education:** Organizations whose **primary purpose** is to provide opportunities for individuals to pursue education in their interest area. This includes two- and four-year colleges and universities, and vocational and technical schools that are eligible for Federal tax-exempt status, and physically located in the U.S. This can also include consortia of minority colleges and universities that serve underrepresented students:
  - Examples of what would fit: colleges, universities and community colleges; minority student scholarship funds
  - Examples of what would not fit: elementary, middle, or high schools, college preparatory schools
- **Hunger Relief:** Organizations whose **primary purpose** is to provide access to free or low-cost food products to children and the elderly by distributing groceries, providing meals, providing facilities for storing food or making available land on which people can grow their own food. This includes organizations involved in researching, educating, or building awareness about the root causes and effects of hunger to address and prevent the issue.
  - Examples of what would fit: food banks and pantries; soup kitchens; Meals on Wheels; food bank networks; organizations that build awareness building organizations
  - Examples of what would not fit: disaster relief organizations; agriculture organizations, church-based food programs or are exclusive in nature
- **Health and Wellness:** Organizations whose **primary purpose** is to provide information and resources that teach people to live a balanced lifestyle. (encourage healthy living). This includes organizations focused on the basic principles of nutrition, food shopping skills, as well as the relationship of nutrition to the preservation of good health and the prevention of disease. This includes prevention, as well as organizations dedicated primarily to promoting health and fitness programs are also eligible.
  - Examples of what would fit: nutrition education organizations; disease specific organizations
  - What would not fit: hospitals, substance abuse treatment programs, crisis intervention programs, sports & recreation programs
- **Community Development:** Organizations whose **primary purpose** is to improve the quality of life for economic and social conditions in which employees live and work. This includes organizations dedicated to economic development, the creation of new jobs, neighborhoods, workforce development, and financial literacy and empowerment for low-income individuals.
  - What would fit: housing development, non-profit micro-lenders, neighborhood economic growth and transformation programs, and playground revitalization; job counseling centers

- What would not fit: arts and cultural institutions, chambers of commerce, social service organizations, labor

**[Back to Top](#)**