

Matching Grants Program Guidelines

- The Kellogg's Corporate Citizenship Fund (KCCF) Matching Grants Program serves to extend the company's commitment to the communities where we live and work.
- This program provides a dollar-for-dollar match of employee or board member donations limited to qualified educational, cultural/arts and environmental organizations.
- Donations can be made in the form of cash, check, credit card and marketable securities (with a quoted market value) to qualified organizations.
- Matching grant forms must be submitted within 12 months of the gift date.

Donor Eligibility

Active, full-time, salaried and hourly employees of all Kellogg Company U.S. divisions and current Kellogg board members are eligible.

Recipient Organization Non-Profit Eligibility

- To qualify for a matching grant, a recipient organization must be located in the United States and be described under IRS 501(c)(3), or as a governmental unit or political subdivision of the state or a non-profit educational institution that is accredited by a recognized regional accrediting agency.
- All donations made by Kellogg's Corporate Citizenship Fund must comply with all applicable anti-terrorist financing and asset control laws, statutes and executive orders.
- All organizations will be confirmed eligible prior to payment. To determine if an organization is eligible for a matching grant, please call (269) 961-3888 or write to corporate.contributions@kellogg.com

For more information please contact:
Matching Grants
Kellogg's Corporate Citizenship Fund
One Kellogg Square, PO Box 3599
Battle Creek, MI 49016-3599
Phone: 269-961-3888 or E-mail:
corporate.contributions@kellogg.com

Eligible Organizations

Schools



Non-profit educational institutions that are accredited by a recognized regional accrediting agency are eligible. These include public and private schools such as two-year junior and community colleges, four-year colleges, state universities, private and public graduate or professional schools, TV and radio stations directly affiliated with an eligible educational institution, and some scholarship programs made directly to an eligible accredited educational institution and not a donor-directed fund.

Donations must be for academic programs only.

Cultural/Arts



Non-profit cultural and arts institutions open to and operated for the benefit of the general public such as art galleries, libraries, museums, historical societies, theaters, performing arts groups and arts councils are eligible. These institutions must be open to and operated for the benefit of the general public and provide educational resources. These organizations must have an established board of directors and audited financial statements.

Environmental



Non-profit organizations that operate facilities or programs that preserve nature, protect our environment and improve the quality of life for area residents such as zoos and animal sanctuaries, parks, biological preserves and nature trails are eligible. These institutions must be open to and operated for the benefit of the general public and provide educational resources. These organizations must have an established board of directors and audited financial statements.

Part A - To be completed by Employee or Board Member

Organization name
(School, Cultural/Arts or Environmental)

Date of gift: ____/____/____ Amount of gift: _____

Stocks or Bonds: _____
(if securities were donated please complete the following:)

Name of company: _____

Face amount of bond or number of shares: _____
(Value of marketable securities will be determined on issue date of gift.)

Credit card: If you donated by credit card online, forward your receipt and this form to Kellogg's Corporate Citizenship Fund, PO Box 3599, Battle Creek, MI 49016-3599. You do not need to mail this form to the recipient organization.

Donor name

____ Anonymous gift *

* initial here if you do not wish to be recognized for this gift.

Name

Address

City State Zip

Phone: _____

I certify that this grant is not in payment of any goods or services such as memberships, dues, admission fees, tuition, student loans, athletic programs, insurance premiums, estate bequests, event tickets or public television support. I certify that my contribution complies with the KCCF guidelines for matching grants. I hereby authorize the recipient organization to report this contribution to KCCF.

Donor's signature

Date: ____/____/____

Employee number _____

** Please mail this form to the Recipient Organization. **

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Part B - To be completed by Recipient Organization

Organization name
(School, Cultural/Arts or Environmental)

Address

City State Zip

Organization Federal Tax ID#

Phone number

Purpose or mission of organization:

___ Education (accredited schools only) ___ Cultural ___ Environmental

I certify that I represent this recipient organization and it is a public charity under IRS 501(c) (3), or a governmental unit or political subdivision of the state or a non-profit educational institution that is accredited by a recognized regional accrediting agency. This contribution amount and gift date is accurate as noted above and is in compliance with the KCCF guidelines. I have also noted the donor's wish to remain anonymous from Section A of this form.

This contribution and the matching grant will be used for educational, cultural/ arts or environmental purposes.

Financial Officer's signature

Title Date

Please mail this form within 12 months of gift date to:
Matching Grants
Kellogg's Corporate Citizenship Fund
One Kellogg Square, PO Box 3599
Battle Creek, MI 49016-3599

Restrictions

- Grants are not matched that provide any goods or services to the donor, donor's family or a specific individual. Examples include: benefit or dinner tickets, athletic programs, publications or subscriptions, memberships, dues, service or admission fees, tuition, student loans, insurance premiums, sectarian or political contributions, real estate or bequests.
- **Grants are not matched to schools for athletic programs.**
- A minimum gift of \$25 or maximum gifts of \$10,000 may be made per donor, per calendar year. Matching grant forms received 12 months after the date of the original gift will not be eligible for match.
- Ineligible organizations include: athletic, fraternal and social, religious, political, veteran, labor, personal memberships or professional associations.
- Kellogg's Corporate Citizenship Fund reserves the right to suspend, amend, revoke or terminate the Matching Grants Program at any time without notice. The interpretation, application and administration of the program, including organization eligibility and payment of grants shall be determined by the fund.



Program Operation

1. Donor completes Section A, and submits to the recipient organization.
2. The recipient organization's financial officer should complete Section B, being sure to indicate if donor received any goods or services for the contribution. The charity's related records will be made available for audit at the request and expense of KCCF.
Please return the completed form to:
Kellogg's Corporate Citizenship Fund
One Kellogg Square, PO Box 3599
Battle Creek, MI 49016-3599
3. KCCF will determine eligibility of the donor, and verify that the organization is in accordance with all applicable anti-terrorist financing and asset control laws, statutes and executive orders. KCCF will value marketable securities at the closing price on the issue date of the gift.
4. KCCF will disburse funds at least quarterly.



Kellogg's
Employee
Matching Grants
Program