



## Matching Gifts Program Request Guidelines

**THE MATCHING GIFTS PROGRAM IS AVAILABLE ONLINE BY GOING TO THE FOUNDATION CAFÉ PAGE ( EMPLOYEE HUB/WORK PERKS/WORK ENVIRONMENT) FIND “LAUNCH MATCHING GIFTS” PORTLET RIGHT-HAND SIDE.**

The ConAgra Foods Foundation, in alignment with the company, is rewireing to nourish our people today so they can flourish tomorrow. One way we are doing that is by expanding our Matching Gifts Program. To maximize the impact of employee charitable giving, the ConAgra Foods Foundation matches, dollar for dollar, donations made by eligible employees, up to \$1,000 per year, to organizations whose primary purpose falls into one of the following categories: Post-Secondary Education, Hunger Relief, Health and Wellness or Nutrition Education and Community Development.

### WHO CAN PARTICIPATE

- ✓ 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

### 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 organization. This may be given in a single gift or several gifts. The minimum donation amount ConAgra Foods will match per gift is \$25. Eligible donations will be matched by ConAgra Foods 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 meet all gift conditions and a separate request for matching must be submitted for each gift.
- Gifts may be given by cash, check, credit card, or stocks and other marketable investments with a readily determinable market value. The value of the matching gift for stocks and other marketable investments will be determined by mean of the highest and lowest quoted selling prices of the stock or investment on the date of the gift.

### HOW THE PROGRAM WORKS

Matching gifts is available online through the Foundation Café portal page (under employee hub/work perks/work environment) or by paper.

#### By Internet:

Alternatively to this paper-based process, Matching Gifts requests can be submitted electronically via a paperless process by clicking “Launch Matching Gifts” on the [ConAgra Foods Foundation Portal Page](#). The web-based process is not only a faster and easier process, but you can also find program related information such as Guidelines, FAQs, Your (*up to date*) Personal Giving History and Search for Charitable Organizations.

#### By U.S. Mail:

The employee should:

- 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 that meets the criteria listed in the guidelines. Faxed copies will not be accepted. The matching grant to be provided by ConAgra Foods Foundation will be designated for unrestricted support.

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 form to the ConAgra Foods Foundation Matching Gifts Program, P.O. Box 8327, Princeton, NJ 08543- 8327.

Eligible requests are processed and matched to organizations on the following quarterly schedule.

Received By:	3/31	6/30	9/30	12/31
Processed By:	4/30	7/31	10/31	1/31

The ConAgra Foods Foundation must receive all matching gift requests within 120 days of the date of the donation. ConAgra requires the exact date of gift in order to keep track of individuals’ annual matching limits.

For more information, please contact the Matching Gifts Program via email at [conagra@easymatch.com](mailto:conagra@easymatch.com) or by phone at 1-866-788-1245.

## ELIGIBLE ORGANIZATIONS

Organizations must be located in the United States and recognized as tax-exempt by the Internal Revenue Service under Section 501(c)(3) of the Internal Revenue Code.

The ConAgra Foods Foundation will match gifts made to organizations whose primary purpose falls into one of the following categories, which were selected based on results of an employee survey conducted in November 2006:

- **Post-Secondary Education**  
Organizations whose **primary purpose** is to provide opportunities for individuals to acquire a higher level of knowledge in their chosen interest area. This includes two- and four-year colleges and universities, and vocational and technical schools that are degree-granting, accredited, exempt from Federal taxes, and physically located in the U.S. This can also include consortia of minority colleges and universities that provide scholarships and other support to underrepresented students:
  - Examples of what would fit: colleges, universities and community colleges; minority student scholarship funds, accredited vocational or technical schools
  - 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, seniors, or low-income individuals by distributing groceries, providing meals, providing facilities for storing food or making available land on which people can grow their own produce. This can also include organizations involved in researching, educating, or building awareness about the root causes and effects of hunger, and undertaking advocacy efforts to address and prevent the issue.
  - Examples of what would fit: food banks and pantries; soup kitchens; Meals on Wheels; food bank networks; hunger education programs; research institutes; awareness building organizations
  - Examples of what would not fit: disaster relief organizations; agriculture organizations, church-based food providers (established as a separate 501(c)3 organization) that prohibit non-members from programs or are exclusive in nature
- **Health and Wellness or Nutrition Education**  
Organizations whose **primary purpose** is to provide information and resources that encourage healthy living. This includes organizations focused on the basic principles of nutrition, food safety and handling, food preparation and food shopping skills, as well as the relationship of nutrition to the preservation of good health and the prevention of illness. Disease-specific organizations focused on prevention, as well as organizations dedicated primarily to promoting health and fitness programs are also eligible under this category.
  - Examples of what would fit: nutrition education organizations; disease specific organizations
  - What would not fit: hospitals, substance abuse treatment programs, crisis intervention programs, sports clubs and little league programs
- **Community Development**  
Organizations whose **primary purpose** is to improve the quality of life for economically disadvantaged individuals

in the communities in which employees live and work. This includes organizations dedicated to economic development, the creation of affordable housing, the revitalization of low-income neighborhoods, workforce development, and financial literacy and empowerment for low-income individuals.

- What would fit: housing development, non-profit microlenders, neighborhood economic growth and transformation focused on low-income communities; park and playground revitalization; job counseling centers
- What would not fit: arts and cultural institutions, chambers of commerce, social service organizations, labor unions or organizations

## WHAT IS NOT ELIGIBLE FOR MATCHING?

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

- Pledges that have not yet resulted in an actual donation. (Employee contributions must be a personal, tax-deductible donation which has been paid.)
- Gifts made through payroll deductions (e.g., contributions to the United Way), or other forms of automatic fund transfers
- Non-monetary gifts, such as insurance premiums, testament bequests, tuition payments, tickets, services performed for the organization, and real or personal 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 more than a token value in return for, or as a result of, the contribution or the Foundation's matching gift (e.g., donations made in exchange for goods, subscriptions, publications, dinners, tickets, or other event entries)
- 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 that an employee make a contribution to an organization
- Gifts to organizations that may be controlled by ConAgra Foods, the ConAgra Foods Foundation, any director or employee of ConAgra Foods, or any person which 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, marital status, or national origin
- 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 established a separate 501(c)3 organization to operate the programs)
- 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

## ADMINISTRATIVE CONDITIONS

The ConAgra Foods Foundation reserves the right to discontinue or amend this program at any time, and also reserves the right not to award any particular gift to any particular organization. Foundation directors will determine any questions of eligibility and their decisions once made are final.