



## Napa Valley CanDo's Give!Guide 2025 Application Requirements, Guidelines and Application

*Submission deadline – 11:59 on Monday, June 30, 2025*

### ELIGIBILITY REQUIREMENTS

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#### **ORGANIZATION MUST BE:**

- A 501(c)(3) Non-Profit Organization (NPO) that has been recognized by the IRS (or fiscally sponsored by one) for at least two years.

**NOTE:** The Give!Guide is unable to accept applications from NPOs for individual schools, personal scholarships, religious institutions\*, political organizations, or memorial funds.

*\* Exceptions may be provided when secular public programming is offered and funds raised are exclusively restricted for such purposes.*

- Current with both the Federal and State of California's NPO compliance renewal requirements:
  - IRS and State of California tax-exempt filing – annually
  - State of California Registry of Charities and Fundraisers – annually
  - State of California "Statement of Information" – filed every two-years

**NOTE:** To view a full list of California NPOs tax-exempt compliance requirements, visit the [Cal Nonprofit](#) website, and click [here](#) to view the Cal Nonprofit NPO Compliance Checklist.

- Have dedicated program in Napa County and provide services for Napa County residents. All funds raised through the Give!Guide are exclusively restricted to funding Napa Valley public programs and services.
- Returning NPOs must be in good standing with the CanDo's Give!Guide from prior years.

#### **SUBMIT THE APPLICATION ONTIME:**

Application submission period **opens June 1 and closes 11:59 June 30**. Any applications submitted after the deadline will not be accepted, no exceptions. *Application submission is done online*, and once received (both part A & B) a confirmation receipt will be sent via email to the address provided.

#### **ATTEND TWO MANDATORY MEETINGS:**

Failure to attend BOTH meetings may disqualify an NPO from participating in the Give!Guide.

**Orientation Meeting - May 29.** All applicants must attend at least one, or both meetings:

- **Newbies 10:30 – 12:00.** For NPOs new to the Give!Guide, returning, or has new personnel.
- **Veterans 1:00 – 2:00.** For NPOs who have been in the Give!Guide recently.

**Count Down Meeting - October 2.** (Time TBA) For all accepted applicants.

***Please feel free to contact us if you have any questions about eligibility - [GiveGuide@NVCanDo.org](mailto:GiveGuide@NVCanDo.org)***

## SELECTION PROCESS

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### **Selection Committee:**

All applications are read and evaluated by the Give!Guide selection committee.

Each year, the goal of the Give!Guide is to include a ***cross section*** of nonprofit organizations by selecting a mix of:

- 1) Organization sizes (*small to large*)
- 2) Diverse focus areas (*characterized by the 7 Give!Guide categories*)
- 3) Representation of as many Napa County localities as possible
- 4) Organizations that are new to the G!G as well as ‘veteran’ participants.

*Priority consideration may be granted to achieve this balance.*

***Returning nonprofits:*** Please note that a history of missed deadlines, and/or a lack of participation in prior year Give!Guide campaigns may impact your application score for this selection process.

## APPLICATION GUIDELINES

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The Give!Guide Application consists of two parts:

### **Part A – ORGANIZATION PROFILE**

Information in this section provides us with some of the information required to determine eligibility. It also provides us with much of the information we need to understand your goals for, and commitment to this year’s Give!Guide campaign, as well as how your NPO fits within the larger group of all G!G participants.

#### **To complete the Organization Profile, you will need the following information:**

- Legal name of your organization as listed with the IRS (to verify go to: <http://apps.irs.gov/app/eos/>)
- Organization’s 501(c)(3) Number
- Federal Tax ID Number (EIN)
- State of CA Charities and Fundraisers ID Number (to verify go to: <https://oag.ca.gov/charities>)
- Organization’s mailing address and complete contact information for the:
  - a) 2 representatives who will liaise with the Give!Guide team
  - b) 1 board member who will support the Give!Guide campaign
- Mission statement
- Mailing list size
- Annual budget
- Chamber of Commerce membership (*if applicable*)
- Number of paid staff and volunteers
- Matching and/or Supporting Partner information (if any). Please note, you are *strongly* encouraged to have matching or supporting partner(s). *NPOs in previous Give!Guide editions consistently report that these partners make a substantial difference in their campaign’s success.*

## Part B – SCORED QUESTIONS

**Questions 1-4** require thoughtful responses that are ready for the public eye. Consider what you do, who does the work and how it's done, and why it matters. Try to communicate as clearly, directly, and appropriately as possible. Your responses will appear on your Profile Page on the Give!Guide website and therefore must be DONOR READY (word-perfect responses intended for public viewing) upon submission.

**TIP:** We suggest you complete these questions at your leisure, offline - copy and paste the application questions into a word doc. Then take your time, collect well-crafted prose from your organization to complete your answers at your convenience. Once finished, simply cut and paste your answers into the online application form.

**Note:** If an answer has a word count limit, any copy beyond that limit will not be accepted. *Be sure to follow the word count requirement before you paste in your answers!*

***Before you submit your application online, be sure you save a copy for your records!***

### Need help writing your Scored Questions?

Pop onto last year's CanDo's [Napa Valley Give!Guide](#) and look at several NPO's profiles for inspiration, writing styles, and formatting examples. How-to pointers will also be covered in the Orientation meeting.

## IF SELECTED

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The following are required for inclusion into the Give!Guide:

### 1. PARTICIPATION FEE & AUTHORIZATION LETTER:

If selected, a onetime non-refundable participation fee is required by **October 1, 2025**. The amount is determined by the size of your annual budget and ranges from \$400 - \$600. *See table below.*

Fees are payable by check to Napa Valley CanDo. Please mail your check with the signed Authorization Letter to P. O. Box 855, Napa, CA 94559.

| If your budget is in this range... | Your participation fee is this amount... |
|------------------------------------|------------------------------------------|
| \$1-\$150,000                      | \$400                                    |
| \$150,001-\$750,000                | \$500                                    |
| \$750,001 and above                | \$600                                    |

The Give!Guide is produced by a volunteer committee of Napa Valley CanDo. The committee carefully manages a budget that includes advertising and promotion of the G!G, maintaining the website, purchasing promotional materials (e.g. lawn signs, banners, rack cards, etc), hosting the kick-off party, and occasionally outsourcing specialty jobs whenever our volunteer crew requires outside knowledge or service from a specialist. Participation fees are used for any/all of these purposes.

### 2. WORDING FOR WEBSITE

Your responses to the scored questions - *your words* – matter. The information you provide is the primary way your organization will connect with donors and the public during the Give!Guide campaign.

Your DONOR READY text will be your NPO's Profile Page on the Give!Guide website. Your responses must be clear, concise, and compelling in your application submission.

### **3. LOGOS and IMAGES**

*A picture can say a thousand words!* Each NPO's unique image will be front and center on the Give!Guide website. The image will be what potential donors see first when they view your Profile Page, and what we use in our social media promotions. The specifications for uploading the logo and image files will be provided to NPOs after the selection process and must be submitted by August 22, 2025.

### **4. ENGAGED PARTNER**

Agree to be an active, engaged partner in this collaboration to increase awareness and support for the selected Napa County NPOs. Agree to honor all deadlines and requirements, including providing tax donation letters to every donor, ideally within a week of receipt, and no later than January 31, 2026 as required by the IRS.

**QUESTIONS?** Please contact us at [GiveGuide@NVCanDo.org](mailto:GiveGuide@NVCanDo.org), or call Nancy Fireman (707) 226.7458.

## PART A: ORGANIZATION PROFILE

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1. **Legal name of your organization as listed with the IRS** (to verify go to: <http://apps.irs.gov/app/eos/>)

\_\_\_\_\_

2. **Common name** (if different from above). **NOTE:** this is the name under which your NPO will be listed in the Give!Guide.

\_\_\_\_\_

3. **Provide your NPO's 501 (c)(3) Federal Tax ID (EIN Number) and State of California's "Registry of Charities and Fundraisers" ID number.** **NOTE:** Give!Guide eligibility – NPOs must hold a current tax-exempt status with the State of California and IRS by maintaining the annual filing requirements.

Federal Tax EIN #: \_\_\_\_\_ <https://apps.irs.gov/app/eos>

State of CA Charities and Fundraisers ID #: \_\_\_\_\_ <https://oag.ca.gov/charities>

4. **Organization's mailing address.** This will be included on the Give!Guide website.

Street / PO Box:

\_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Phone number: \_\_\_\_\_ Email:

\_\_\_\_\_

Website: \_\_\_\_\_

5. **Provide the name(s) and contact information for your NPO's designated primary and secondary Give!Guide contact(s).** **IMPORTANT:** These are the individuals who will actively coordinate your Give!Guide campaign. It is best if this person/these people attend the mandatory orientation meetings, though it is acceptable to send a substitute if absolutely necessary.

Primary contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email:

\_\_\_\_\_

Secondary contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email:

\_\_\_\_\_

**6. Provide the name(s) and contact information for your Board Chairperson OR Board Member** who will spearhead the Give!Guide effort with your Board, and will work with the individuals listed in question # 5:

Board Chair \_\_\_\_\_ Board Member \_\_\_\_\_ (Please check one)

Name \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**7. What is your mission statement?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**8. Of the categories listed, which best describes the focus of your nonprofit?** (Select only one):

- |                                     |                                         |
|-------------------------------------|-----------------------------------------|
| <input type="radio"/> Animals       | <input type="radio"/> Environment       |
| <input type="radio"/> Creative Arts | <input type="radio"/> Health & Wellness |
| <input type="radio"/> Community     | <input type="radio"/> Youth & Seniors   |
| <input type="radio"/> Education     |                                         |

**9. Provide the links to your social media connections** (as applicable):

Facebook: \_\_\_\_\_ # of followers \_\_\_\_\_

Twitter: \_\_\_\_\_ # of fans \_\_\_\_\_

Instagram: \_\_\_\_\_ # of followers \_\_\_\_\_

Other: \_\_\_\_\_

**10. When you send out a group mailing or email, to how many people does it go?** \_\_\_\_\_

**11. What is your budget for the current fiscal year** (check one):

- ☐ \$1 - 150,000
- ☐ \$150,001 – 750,000
- ☐ \$750,001 – above

**12. Which of the following best describes your target audience and/or client base?** (check only one) [JS1]

- |                                          |                                     |                                           |
|------------------------------------------|-------------------------------------|-------------------------------------------|
| <input type="radio"/> Entire Napa County | <input type="radio"/> UpValley Area | <input type="radio"/> Unincorporated Area |
| <input type="radio"/> American Canyon    | (Yountville, St. Helena,            | (examples: Angwin,                        |
| <input type="radio"/> Napa               | and Calistoga)                      | Pope Valley, Berryessa                    |
|                                          |                                     | Estates)                                  |

13. Is your NPO a Chamber of Commerce Member? Yes \_\_\_\_\_ No \_\_\_\_\_

14. Do you have any paid staff? \_\_\_\_\_ Full-time # \_\_\_\_\_ Part-time # \_\_\_\_\_

15. Do you use volunteers to help your NPO do its work?

No \_\_\_\_\_ Yes \_\_\_\_\_ If yes, approximately how many? \_\_\_\_\_

16. What are your NPO's goals (financial and/or other) for participating in the 2025 Give!Guide?  
(200 word limit)

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17. PARTNERS: [Click here](#) to review tips and details.

a. Do you have, or plan to have, a **Matching Partner** (business or individual), willing to match a donation amount to your NPO through the Give!Guide?

Yes \_\_\_\_\_ No \_\_\_\_\_

Describe:

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b. Do you have, or plan to have, a **Supporting Partner** (business or individual) willing to assist your organization with its Give!Guide campaign? For example: offering specific G!G publicity and/or marketing, dine & donate events, G!G inserts in restaurant checks, etc.

***Note: For returning NPOs - the G!G has discontinued the option of featuring donor incentives.***

Yes \_\_\_\_\_ No \_\_\_\_\_

Describe:

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## PART B: SCORED QUESTIONS

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There are five questions for a total of 40 points. Each answer must fit within the word limit specified. When answering be thoughtful, clear, and ever mindful that your words must be **DONOR READY** upon submission for QUESTIONS 1 – 4 because they will appear on your NPO's Profile Page on the Give!Guide website.

***TIP:** look at last year's Give!Guide website to see how other NPOs presented themselves.*

### 1. HOW WE IMPACT THE COMMUNITY (170-word limit - 15 points)

Explain what your NPO does: How you serve the community, what's unique about your NPO, who does the work and how, why it matters, and excerpts from your mission statement, etc. *Engage your potential donors!* Providing measurable impacts can be very powerful here (e.g. # of meals served, # of kid's bike helmets provided, # students receiving school supplies, etc.). Intangible impacts can be equally effective (e.g. provides relief for, delivers smiles to, encourages inclusion of, etc.)

- ***TIP:** Sentence fragments are fine. Since your NPO's name is right there, use "we" / "our" instead of repeating your name and wasting valuable word space or omit the pronoun entirely.*

**SUPPORTING CATCHPHRASE** (14-word limit – this submission is required and not scored).

Please submit a catchphrase that conveys the spirit and heart of your mission and inspires a donor to support your organization's community impact. This brief and powerful phrase will appear below your photo, both on your NPO's Profile Page and in the Category section.

**Examples:**

- ***Driving Independence, Delivering Hope – Connecting seniors to a better tomorrow***
- ***Providing enthralling free concerts to promote and support Napa's access to classical music***
- ***Helping animals and their humans during times of disaster***

### 2. WHAT \$10 BUYS / WHAT \$50 BUYS (20-word limit for each – 5 points)

One of the G!G's goals is to help donors recognize that donations of all sizes have positive impacts. Please give 1-2 specific examples to illustrate the power of \$10 and \$50 donations.

**Examples:**

*\$10 buys - 50 pencils for a teacher, a free rabies shot for pets in low-income families, covers 10 minutes of therapy session with a licensed clinician, trains one student or teacher in lifesaving QPR suicide prevention, provides one child a book teaching how to be compassionate to pets.*

*\$50 - feeds a family of three for a week, ensures that one child receives timely developmental screenings with referrals to specialists if needed, provides diapers and/or formula to a family struggling to make ends meet, buys supplies for building a wheelchair access ramp, allows two Napa immigrants to receive legal consultations.*

- How does a donation of \$10 serve your mission?** Be specific. (20-word limit)
- How does a donation of \$50 serve your mission?** Be specific. (20-word limit)



### 3. TESTIMONIAL TO YOUR NPO'S WORK (50-word limit - 5 points)

Provide a brief testimonial to help engage, connect, and inspire potential donors. The most powerful quotes come from people who have benefitted from the excellent work of your organization. They can also come from volunteers, donors, staff, or a board member - anyone who knows the value of the work done by your organization. Include the speaker's name (either first and last, or first and last initial) and a **very** brief identifier (e.g. client, volunteer, donor).

***TIP:** Name and/or identifier do NOT count as part of the word limit for the testimonial.*

### 4. OTHER WAYS TO HELP (100-word limit – 5 points)

This section will appear on your NPO's Profile Page. Along with financial contributions, what are other ways supporters might help your NPO? These could include wish list items, volunteer opportunities, social media support, etc. Please respond with **bulleted lists** such as the examples below.

#### *a. Volunteer opportunities:*

- database assistance
- answering our Help Hotline
- social media support
- planting and harvesting
- food box loading and delivery
- become a foster parent to an animal

#### *b. Wish list for donated items:*

- infant formula
- Baby/toddler diapers
- art supplies
- gardening tools
- gas cards
- gift cards for Walmart, Target, Home Depot
- halters/lead ropes
- musical instruments
- books, puzzles, toys for children

***TIP:** Your contact info is already featured on this page so no need to tell folks how to reach you.*

### 5. HOW WILL YOU ATTRACT NEW DONORS TO YOUR ORGANIZATION THROUGH THE GIVE!GUIDE IN ADDITION TO USING SOCIAL MEDIA? (150-word limit – 10 points)

An important goal for Napa Valley CanDo is to increase community awareness for the Give!Guide campaign by attracting and inspiring first-time donors. Describe a couple of specific strategies your NPO will undertake to increase community awareness and expand the pool of new G!G donors besides just social media posts.

***TIP:** Consider answering this question using one or more of these prompts. **We will:***

- *Work with our Matching or Supporting partner to attract new donors by . . .*
- *Target young donors by . . .*
- *Promote awareness of the Give!Guide to communities that may not be aware of the G!G by . . .*
- *Collaborate with other animal/environment/health & wellness/creative arts, etc. organizations to promote year-end giving through the Give!Guide by . . .*