CanDo's Napa Valley Give!Guide 2025 Application
Requirements, Guidelines and Application
Submission deadline midnight Monday, June 30, 2025

ELIGIBILITY REQUIREMENTS - To qualify, an 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:
  o   IRS and State of California tax-exempt filing – annually
  o   State of California Registry of Charities and Fundraisers – annually
  o   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 [CalNonprofit](#) website, and click [here](#) to view the CalNonprofit NPO Compliance Checklist.

- Be based in Napa County and provide public programming 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 May 29 and closes June 30 at midnight**. 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 may attend both meetings:
  - **Newbies 10:30 – noon**. 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*

SELECTION PROCESS

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 lack of participation in prior year Give!Guide campaigns may impact your application score for this selection process.

APPLICATION OUTLINE - *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 and social media sizes
- 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 1-5 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.

1. How we impact the community (170 word limit - 15 points)
2. What $10 buys / what $50 buys   (20 word limit for each – 5 points)
3. Testimonial to your NPO's work   (50 word limit - 5 points)
4. Other ways to help   (100 word limit – 5 points)
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)

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

● **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. Your NPO's logo and image and catchphrase must be submitted by August 22, 2025. If you are selected you will receive the specifications for uploading these files.

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, 2025 as required by the IRS.

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