

State Farm **Neighborhood Assist**<sup>®</sup>  
2019 Grant Submission Guide

For more information visit [NeighborhoodAssist.com](https://www.NeighborhoodAssist.com)

# State Farm **Neighborhood Assist**<sup>®</sup>

State Farm Neighborhood Assist<sup>®</sup> is back to help good neighbors across the U.S. take an active role in improving their communities. We will once again be awarding \$25,000 grants in support of 40 causes. Now's your chance to make a real difference in your neighborhood.

This guide will help you start thinking about how you would use a \$25,000 grant to fund a neighborhood project involved in Education, Safety or Community Development. Then, starting **June 5, 2019**, you can officially submit your cause at **NeighborhoodAssist.com**.

We will accept 2,000 applications, and narrow it down to 200 finalists. Then a public vote will decide which 40 community causes win the \$25,000 grants.

Spots fill up fast, but if you use this guide and get prepared now you won't miss out!

## Step 1: Pick a Cause

Each person may submit one cause in one of the categories below.



### EDUCATION

Education doesn't end in the classroom. From book smarts to street smarts, we're accepting causes that further education of any kind in your community.



### SAFETY

Feel more at home by improving the safety measures in your community. From sidewalks to crosswalks, we're accepting causes of any kind that make your neighborhood a safer place.



### COMMUNITY DEVELOPMENT

Help your neighbors in your community by submitting a cause that benefits the programs and places within it.

## **Step 2: About You**

When June 5th rolls around, you should be prepared to provide some personal information such as your address, email and phone number.

That way we can contact you if your submission makes it to the finals.

### **Step 3: About Your Cause**

At this stage, we'll ask for specific details about how the \$25,000 grant would help your cause. NOTE: There are character limits, so please be concise!

**What's the name of your cause?**

**Mission statement**

(100 characters max including spaces)

**How much does the cause focus on an unmet need in this community?**

(1,000 characters max including spaces)

**Why do you feel the \$25,000 would address the unmet need?**

(1,000 characters max including spaces)

**How much of a lasting impact on your community would the grant have?**

(1,000 characters max including spaces)

## Step 4: Photos

Come June 5th, we'll ask you to submit three pictures that bring your cause to life. These can include photos of the community you'll help, the services the grant would provide, or even the location of your cause. Feeling creative? An inspiration board of how the grant would help works too!

Images will be used to populate the gallery of the Top 200 submissions and the gallery of the Top 40 winning causes. They will not affect your chances of getting into the Top 200.

### Do's and Don'ts

- Upload photos that illustrate your community's need and how your solution will help.
- Act natural! We're looking for candid, real-life moments that celebrate your cause.
- Photos should be horizontal and in one of the following formats: JPG, JPEG or GIF.
- Make sure any friends or family members grant permission for their likeness to be published on our site and/or social channels.
- DON'T capture shots in dark lighting. We want to be able to see you!
- DON'T wear clothing that shows brand names, logos or copyrighted works by others. This includes artwork or photos in the background. We won't be able to show this due to copyright or trademark issues.
- DON'T upload blurry photos. Photos should be 1200x450 pixels and under 5MB.

### Step 4: Photos (cont.)

Still not sure what photos to include with your submission? Here's some inspiration to get your wheels turning.



**Step 5: Enter**

Starting at **12:00:01 A.M. ET on June 5, 2019**, head to **NeighborhoodAssist.com**, and enter your answers from this guide into the submission form.

NOTE: Be quick! We are only accepting 2,000 submissions!

**Good luck!**