

#SpreadCheer Challenge

QUESTIONS ABOUT AEG COMMUNITY FOUNDATION & HOW THE THREE NONPROFIT CHARITY PARTICIPANTS WERE DETERMINED

How were nonprofits determined for selection by the AEG Community Foundation for the #SpreadCheer Challenge?

The organizations were required to be registered 501(c)(3) nonprofit organizations, based in the United States, and meeting specific criteria set forth in the “eligibility quiz” located at: <https://www.aegworldwide.com/aeg-community-foundation>

Donations to nonprofits from the AEG Community Foundation are based on the following criteria:

- support of children and families need through the areas of K-12 education, the arts, and health and wellness.
- providing educational and learning access, opportunities and innovation activities for youth, primarily in the areas of literacy, after-school academic support and college readiness.
- providing youth opportunities to engage in the arts and music, especially youth who otherwise would not be exposed to the arts or able to develop their artistic talent.
- addressing health and wellness challenges facing underserved communities. Support in this area may go toward after school youth sports programs and youth development centers.

How many nonprofits applied?

We received hundreds of thoughtful applications from across the United States.

Was every application reviewed?

Yes, we reviewed all eligible applications received.

My organization applied to receive a grant from AEG Community Foundation but was not selected to compete in the #SpreadCheer Challenge. May I learn more about why?

We were inspired by the hundreds of applications we received. Unfortunately, due to the high volume of applications received, we were unable to provide personalized feedback on each application.

How is the winner determined?

The organization with the most points by 11:59 p.m. PT on December 16, will be awarded \$25,000, provided the organization meets all AEG Community Foundation’s grant guidelines at the time.

Why is AEG hosting the #SpreadCheer Challenge?

At AEG, our business is interwoven with the human mind and heart. Through AEG Community Foundation, we seek to reach beyond the traditional boundaries of business to support the communities where we operate.

We believe that corporate philanthropy and community engagement play a critical role in helping communities thrive and we strive to be civic leaders by working to improve the economic and social well-being of local communities where we operate.

Over the last 10 years, AEG has established foundations and programs that have contributed over \$120 million in direct financial and in-kind support of charitable, community and civic programs that focus on children and youth in the areas of education, the arts and health and wellness.

The mission of the AEG Community Foundation is to support children and families in need through grant making in the areas of K-12 education, the arts, and health and wellness.

In supporting K-12 education, our emphasis will be on donating to organizations that provide educational and learning access, opportunities and innovation activities for youth, primarily in the areas of literacy, after-school academic support and college readiness.

With the arts, the emphasis is to support organizations that provide youth opportunities to engage in the arts and music, especially youth who otherwise would not be exposed to the arts or able to develop their artistic talent.

Through the support of health and wellness initiatives, we will focus on supporting organizations that address health and wellness challenges facing underserved communities. Support in this area may go toward after school youth sports programs and youth development centers.

To learn more, visit: <https://www.aegworldwide.com/aeg-community-foundation>