

IMA FOUNDATION STRATEGY CHANGES

FREQUENTLY ASKED QUESTIONS

Q: What changes are happening to the IMA Foundation strategy and focus areas?

A: In recent years, the IMA Foundation has granted in the area of advancing youth with focuses on education, arts & culture, homelessness, food insecurity and mental health. After going through an intensive strategic planning process, the IMA Foundation board of trustees shifted the focus areas to align with IMA's business. With a narrowed focus that connects to IMA's core business and a commitment to make fewer, larger grants, the IMA Foundation will have a measurable and more meaningful impact in our local communities.

The new focus areas are:

Overarching Focus: Prosperous Communities

- + **Economic Empowerment** with a focus on **financial literacy and education** for individuals and families and **workforce development**.
- + **Community Resiliency** with a focus on **emergency preparedness**.

Question: Do the new focus areas include public spaces and infrastructure?

Answer: Public spaces and infrastructure will be a part of a strategy that has not been announced yet. That strategy will roll out over the next two years and will likely have a very strategic, national approach. We apologize if this causes any confusion.

Q: Are we eligible if our mission is not one of the focus areas, but we have a program that fits?

A: When considering eligibility, while it is ideal that the organization's mission directly aligns with one or more of these focus areas, an organization can still be considered eligible if a meaningful amount of their programmatic work is in at least one focus area. For example, a university with a specific workforce development program is eligible. A social services organization with financial literacy and workforce programs to help people become self-sufficient would qualify. As a guideline, one-third or more of its programs should align.

Q: Is youth still a focus?

A: Programs for youth that fall within the new focus areas (Economic Empowerment and/or Community Resiliency) are still eligible, but it's no longer the only specified age group.

Q: Are there geographic requirements to be eligible?

A: Yes. Eligible nonprofits must reside or serve clients in a community where IMA has a significant presence. [Click here](#) for a list of IMA offices.

Q: Where can I find the application?

A: The application link is on the [IMA Foundation website](#).

Q: What is the average grant size?

A: As a part of the IMA Foundation's new strategy to do fewer, larger gifts, grants will start at \$10k.

Q: If my organization applied for a grant in Fall 2024, are we eligible to apply again for a grant in Spring 2025?

A: No, nonprofits are eligible to apply every 12 months regardless of whether your application was approved.

Q: Will the IMA Foundation require an Impact Report for awarded grants?

A: Yes, all grantees will be asked to complete an Impact Report 12 months after the funds have been granted.

Q: Can we set up a meeting with the IMA Foundation to discuss our specific grant application?

A: Please review the FAQ and all the available information before making an inquiry regarding grant eligibility. The IMA Foundation receives thousands of grant requests from across the United States and cannot accommodate all meetings requests. Please email the [IMA Foundation](#) with your specific questions.

Q: When will you notify the applicants of the decision? If awarded, when will payments be made?

A: All applicants will be notified via email by May 31, 2025. Payments will be processed in early June.