



ASHE Exposure Grant Program Guideline

Purpose

The purpose of the ASHE Exposure Grant program is to provide funding for the following types of activities through the Regions and Sections of ASHE:

- Expand and grow our current sections and student sections.
- Start new student chapters or support existing student chapters.
- Promote development of new Sections within the Region's geographical boundaries, in support of, or independent of, efforts of the National New Sections Committee.
- Activities aimed at attracting younger members.
- Increase appropriate representation from all sectors of the transportation industry through membership growth.
- Increase the influence and image of ASHE within the transportation industry.
- Promote educational activities for members from all sectors of the transportation industry.
- Promote ASHE through established national, regional and local alliances where appropriate.
- Initiate appropriate community service projects that support any of the items above.

Eligibility

The ASHE National Board Exposure Grant funds are allocated to the Regions. The Regions will consider distribution of grant monies for both Region and Section events, activities and projects. Grants are not awarded to individuals or non-members. Distribution of funds to Regions will be based on needs expressed by the Sections/Regions and as determined by the National Board.

For an ASHE Region to be eligible for the receipt of Exposure Grant funds, the Region must have all leadership positions filled (i.e. President, Vice President(s), Secretary, and Treasurer) be meeting regularly with both face to face meetings and conference calls, and provide quarterly updates of Region and Section activities to the National Board. For the purposes of this program, the National Outreach Committee will determine the eligibility of Regions and make recommendations to the National Board of the annual funding needs for budgeting in the annual budget. If it is determined that a Region is ineligible to participate in the program, the funds designated for that Region will not be utilized that year or the National Board may choose to reallocate them to the other Regions based on their needs.

For a Section to be eligible for receipt of Exposure Grant monies from the Region, the Region must be eligible, and the Section must have all leadership positions filled, be meeting on a regular basis, and can demonstrate that the funds will be used in a manner that is consistent with the Vision, Values, and Strategies outlined in the current ASHE Strategic Plan. National website link:



<http://ashe.pro/documents/D34-2018-2021-STRATEGIC-PLAN.pdf>. For the purposes of this program, the Region Board of Directors will determine the eligibility of Sections.

Limitations

Grant monies shall not be used for the following purposes:

- Special-event fundraising activities that do not promote the growth of ASHE
- Golf outings or other social events
- Capital campaigns/renovation projects
- Debt reduction
- Emergency or disaster relief efforts
- Dissertations or student research projects
- Indirect/administrative costs
- Religious, political or legislative advocacy activities
- Loans, scholarships, fellowships, or grants to individuals
- Unsolicited requests for international organizations or programs
- To support institutions that discriminate on the basis of race, creed, gender, or sexual orientation in policy or in practice

Distribution of Funds to Regions

The National Board will annually determine the amount of Exposure Funds available for distribution to the Regions and the method of distributing the funds each year during the preparation of the annual budget. It is important that the Sections (and Regions) communicate their needs for this initiative to the Region leadership and in turn National Board (via the Outreach Committee) by the end of the fourth quarter (e.g. Oct-December) each year so that adequate funding can be programmed in the following annual budget to support this program. The ASHE National Outreach Committee will inform the Regions of the grant amounts to be distributed in the late summer/fall of the year after the annual budget is established/approved. It is the intention to distribute the funds to the Regions by November of each year. Regions will need to communicate with the Sections in their Region throughout the year so that funding needs can be identified and requested of the National Board through the Region. The National Board will consider these requests when establishing an annual budget for the Exposure Grant program in the National budget, whose approval is finalized in the late spring of the preceding ASHE fiscal year.

Reporting

Each Region shall document and report in their 2nd quarter (e.g. April-June) report outlining how the funds were distributed and used. At a minimum the report should address:

- Date(s) and description of activity or event
- Number of participants



- How the event benefitted the purposes of ASHE
- Which vision, value, and/or strategy of the current ASHE Strategic Plan was addressed with the initiative
- Note: The exposure grant funding allocated/distributed to the Regions is considered income, therefore each Region will need to record this on their annual 990 form for the FY in which it is allocated to them. The current 990 form can be found on the ASHE National website: <http://ashe.pro/documents/F7-IRS-FORM-990-DATA-SHEET.pdf>