



Dear Applicant,

Thank you for your inquiry regarding the process of securing grants from The Eisner Creative Foundation.

The Eisner Creative Foundation is a non-profit, charitable organization that supports individuals and organizations with the goal of providing education and inspiration to the next generation of creative leaders throughout Southeastern Wisconsin.

We recognize a responsibility and have a commitment to give back to the communities in which we work and live. In 2000, The Wm. F. Eisner Museum of Advertising and Design was created and incorporated in Wisconsin. In 2010, the museum transitioned its business model to a foundation to concentrate its assets on helping young people discover their turning points that may lead to a career in Milwaukee's creative economy.

The goal of The Eisner Creative Foundation is to award cash grants to eligible professional groups, universities, and individuals that will help advance the foundation's areas of emphasis. Currently, those areas of emphasis include: 1) to encourage more minorities to become part of the creative economy, and 2) to encourage more employers to recruit from and talent to remain in Southeastern Wisconsin.

The Eisner Creative Foundation awards grants based upon the enclosed guidelines. The Board of Directors makes funding decisions on a quarterly basis with priority given to programs that support our areas of emphasis.

We appreciate your interest in The Eisner Creative Foundation and wish you well in your future endeavors.

Sincerely,

Elaine Eisner  
Chairman of the Board

chairman  
**elaine eisner**  
the eisner museum of  
advertising and design

president  
**bill eisner**  
nonbox

vice president  
**ken hanson**  
hanson dodge creative

**barry applewhite**  
milwaukee high school  
of the arts

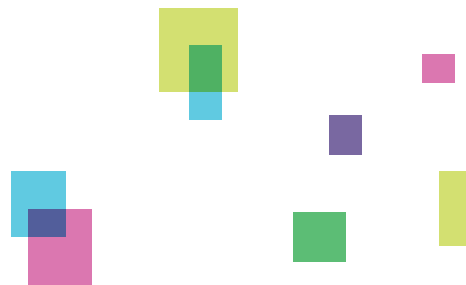
**jill brzeski**  
boelter lincoln

**jeff carrigan**  
big shoes network, inc.

**faihe colas**  
the salvation army  
of milwaukee county

**al krueger**  
hanson dodge creative

**mark mittelstadt**  
green tree designs



## APPLICATION GUIDELINES

All designated applicants must complete the enclosed application. Designated applicants are defined as those seeking grants of \$250 to \$5,000 within a 12-month period.

Completed applications and supporting documents can be submitted electronically through The Eisner Creative Foundation's website at [www.EisnerCreativeFoundation.org](http://www.EisnerCreativeFoundation.org) or mailed to:

The Eisner Creative Foundation  
5307 South 92nd Street  
Hales Corners, WI 53130

## ELIGIBILITY

The Eisner Creative Foundation is looking to support professional groups, universities, student chapters, and individuals who are capable of planning and executing events that will educate, mentor and inspire young people to pursue careers within Milwaukee's creative economy.

## SUBMISSION GUIDELINES

In addition to the completed and signed application, please include the following required supporting documents:

- Cover letter describing your organization and reason for the funding request.
- Current list of Board of Directors and/or Officers
- Any descriptive material (e.g. brochures, flyers, website) pertaining to your organization. Upon review, additional information may be requested to substantiate the funding request.

## GRANT AMOUNTS

The number of grants awarded will vary based upon the number of funding requests received and the total amount of funds available for distribution in a given year. In general, grants range from a minimum of \$250 to a maximum of \$5,000.

## APPLICATION CALENDAR

The Board of Directors will review applications on a quarterly basis: March 15, June 15, September 15 and December 15. The deadlines for receipt of applications will be the 1st of the month with notifications of award by the 30th of the month.



## REVIEW PROCEDURE AND CRITERIA

The Board of Directors will consider each application with a majority vote needed for approval of grants. The decision of the Board is final and the Board reserves the right to determine the level of funding provided to each organization.

The Board of Directors will consider any number of factors in determining the amount and recipient of each grant including:

- Purpose of funds: Will the funds be used to meet the foundation's goals and areas of emphasis?
- Target groups: Will the organization focus on serving minorities, students and young professionals considering a career in the creative profession?
- Program history: Does the organization have a successful history of organizing similar events for which they are seeking grant funding?

## GRANTEE RESPONSIBILITIES

If the Board of Directors approves funding, the recipient organization is responsible for ensuring the grant is administered in accordance with the stated purpose of the funds requested. The foundation may request information on how funds are being used and will require that a report be submitted as to how effectively the funds were used.

## ADDITIONAL INFORMATION

For additional information, please contact [info@eisnercreativefoundation.org](mailto:info@eisnercreativefoundation.org).