



## General Grant Application

### Overview

The MPC Endowment is an independent philanthropic affiliate of the Milwaukee Press Club, the oldest continuously operating press club in North America. Since 1973, the MPC Endowment has been providing scholarships to students and grants to nonprofit organizations engaged in the Endowment's mission of advancing excellence in journalism. The Endowment is governed by a volunteer board elected by the membership of the Milwaukee Press Club.

The Endowment offers grants to help advance excellence in journalism. Up to \$2,500 is available annually. Previous Endowment grants have funded reporting trips, training opportunities and news-gathering equipment.

### Process

- Applications for grants can be made at any time. Once received by the Endowment, they will be considered at the board's next quarterly meeting.
- Members of the MPC Endowment board of directors will discuss the applications and vote on whether to award the grants.
- Checks will be issued to nonprofit organizations, not individuals or for-profit businesses.
- By accepting the grant, grantees agree to provide evidence of how Endowment funds were used through a short, written summary, photographs from the event and receipts.

Evidentiary materials must be returned to the Endowment within one month of the event, conference, workshop or other use. The Endowment reserves the right to use the written summary and photos on its website and on other materials to promote the recipient's work as well as how Endowment funds are being used.

### Criteria

In addition to the program information specified below, the application should:

- Indicate innovative approaches to advancing journalism excellence through the people who practice it

- Describe how the project/program advances media literacy among students
- Provide metrics for success

### **About the MPC Endowment Ltd.**

The purpose of the MPC Endowment is to support education and excellence in journalism and the media, including the endeavors and activities of the Milwaukee Press Club that align with that purpose, but also via scholarships at the high school and college level for students pursuing careers in journalism, communications or a related field. The Endowment supports education and excellence in journalism and communications via other appropriate channels that comply with the 501 (c)(3) regulations of the Internal Revenue Service.

### **MPC Endowment Ltd. General Grant Application Form**

Complete the information and save it as a .pdf file. Email the PDF to [patricia.hastings@mpcendowment.org](mailto:patricia.hastings@mpcendowment.org).

You will receive acknowledgment of your application.

### **Applicant Contact**

- Name
- Affiliated organization
- Relationship to organization
- Day Phone
- Evening Phone
- Email
- Organization's website

**Project Information** (each section should be under 500 words):

1. Describe how your program would help advance excellence in journalism.
2. Describe specifically how you would use the grant, including a proposed budget.
3. Describe the expected impact and why there is a need to have a grant to fund this.

### **Award Agreement**

If my organization is awarded the grant, I agree to provide evidence of how funds were used through a short, written summary, photographs from the event and receipts.

These materials must be returned to the Endowment within one month of the event, conference, workshop or other use via email at [patricia.hastings@mpcendowment.org](mailto:patricia.hastings@mpcendowment.org).

In accepting the grant, the recipient agrees to explicitly acknowledge the Endowment's support with an embedded link to the Endowment's website, [www.mpcendowment.org](http://www.mpcendowment.org) when possible. For example: "This project/event was made possible with funding from the [MPC Endowment](#)."

The Endowment reserves the right to use the written summary and photos on its website and on other promotional materials.

Signed name \_\_\_\_\_ Date \_\_\_\_\_

Printed name \_\_\_\_\_

Updated May 14, 2026