



GDM Contest: + Future Terms and Conditions 2022

General Description

The Future is Now | Communities Contest, celebrating the 40th anniversary of GDM, has the objective of knowing, supporting, and disseminating initiatives designed and executed by social organizations from Argentina, Brazil and the United States, through the involvement of their collaborators and their value chain – distributors, customers and allied companies.

In its first year of implementation, projects capable of providing more and better opportunities to boys, girls and young people up to 18 years of age will be selected, with a total social investment fund of US\$30,000 provided by the company, which will be distributed equally, among the proposals that are selected, in each territory.



Expected benefits

For organizations that apply:

- Assistance for the correct formulation of social impact projects.
- Format model applicable to other calls for financing with social impact.
- Interaction with professional volunteers and company specialists.

For the winning organizations:

- All previous.
- Access to financing.
- Dissemination and visibility through the company's different channels.

For collaborators:

- Motivation.
- Teamwork.
- New competencies on social impact projects.
- Possibility of collaborating in the construction of longer-term alliances.

For others in the value chain (suppliers, customers, distributors, allied companies):

- Possibility of strengthening ties with GDM and adding contributions in know-how, capacities and additional material resources to the financing and professional support provided by the company.

For GDM:

- Opportunity to leave a positive mark on the communities of key territories, as a testimony of its first 40 years of history.
- Involvement of internal collaborators under the format of a corporate volunteer action.

Recipients:

Legally constituted civil society organizations whose mission is aimed at children and/or adolescents.

Final recipients: boys, girls and young people, from 0 to 18 years old.

Participants

Permanent and temporary employees of GDM, the latter with more than one year of seniority in the company, in all business units.

Categories:

Education. Health. Sport.

Geographic scope

Target communities from Argentina, Brazil and the United States.

- Argentina: Tucumán, Charata, San Isidro, Chacabuco, Pergamino, Loreto (Santiago del Estero), CABA
- Brazil: Cambé, Londrina, Rolândia, Sertanópolis (Paraná), Passo Fundo (Rio Grande do Sul), Rio Verde (Goiás), Lucas do Rio Verde (Mato Grosso), Porto Nacional (Tocantins), Campinas and Votuporanga (São Paulo).)
- United States: Hutchinson, Minnesota; Champaign, Ill.; Gibson City Ill.; Jonesboro, Arkansas; Des Moines, Iowa and Ankeny, Iowa

General Considerations about the Program

- All effective employees of GDM, in each of its business units, and contracted with more than one year of service in the company may participate.
- Although the proposal can be presented by a single person, the participation of interdisciplinary teams will be valued.
- The members of the GDM Value Chain – suppliers, clients, distributors, allied companies – may be invited to join the application of a project by the volunteers who present it, with resources of all kinds: materials, know-how, services, economic support.
- The total amount available for financing social initiatives by GDM will be US\$30,000.
- The total budget will be distributed as follows:
 - US\$10,000 - Projects in Argentina
 - US\$10,000 - Projects in Brazil
 - US\$10,000 - Projects in the United States
- Projects that exceed the maximum amount allocated for each territory will not be accepted.
- If a territory does not submit projects for the maximum amount or is declared void for any reason, the remaining amount will be distributed equally among the other territories.
- Projects that pursue political and/or religious promotion purposes, or that finance individual persons, will not be accepted.
- It will not be allowed to use the requested resources to directly or indirectly increase the staff of the organizations in which the project is executed. Salary increases are excluded, as well as the financing of current expenses, such as electricity bills, water bills, rents, among others.
- All participants will assume a commitment to the requirements of the company's Code of Ethics and Compliance.
- The expected results must be implemented and specified within a maximum of one year.

- The funds will be granted only once to the selected projects, during 2022.
- The winning proposals may add volunteers in the implementation stage, to ensure the execution, complementarity and dynamics of the proposal.

Organizations

- The organizations that participate in the program must have the documentation in order, according to the legislation of each country and a bank account in the name of the organization, not of a natural person, to be able to transfer the funds obtained.
- They may not have direct or indirect links with political parties or with projects of confessional entities, whose exclusive purpose is the promotion of a certain religious faith.
- They must operate in the localities included in the defined regions.

GDM Staff

- They will be responsible for the application of the projects, in accordance with the criteria established in the Terms and Conditions.
- They will commit to providing information and evidence about the implementation of the program (progress, visual records, testimonials of participants, among others), for the company's internal and external communications.

Evaluation team

- The proposals will be selected by a jury made up of 8 employees from each territory, including the Human Resources Manager and the Communications Manager.

- The evaluation meeting will be facilitated by an independent professional specialized in social projects.
- The evaluation mechanism will consist of several instances:
 - Technical review by a specialist to determine if the project meets the formal requirements for presentation
 - Assignment of projects for reading to the members of the jury
 - Indicative weighting grid
 - Presentation of 2 minutes per project and 1 minute for questions in virtual format.
 - Evaluation team group discussion
 - Definition of winners.

Technical assistance, consultation and advice

- Technical assistance will be provided in the form of virtual tutorials, to those participating employees, for the formulation and presentation of projects, evaluation of the capacities of the proposed social organizations and recommendations. Each applicant will have up to 2 hours of online consultation per project, through the platform used by GDM or via email.
- The support will include a review of the projects presented to ensure compliance with formal and administrative aspects so that they can participate in the competition properly.
- The instance of evaluation and final selection of projects to be financed, in each geography, will also have the support of an external facilitator.

Selection criteria

- Level of commitment of the volunteers: the degree of involvement of the employee(s) will be evaluated.
- Sustainability: Those projects in which the assigned contribution is aimed at leaving installed capacity in the beneficiary social organization, allowing the use of the resource or its effects in the long term, beyond the period of project execution, will be especially valued.
- Pertinence: the adequacy of the objective of the contribution with the task developed by the institution, the beneficiaries of the contribution and the budget presented for its implementation will be evaluated.
- Values: degree of relationship between the company's values and the values that the project promotes.
- Innovation: innovative and original proposals will be valued.

Procedures

Program guidelines and application forms will be available in electronic formats.

The application must contain the following documents in electronic format:

- Submission Form
- Documentation that demonstrates the legal status of the organization
- Articles of incorporation of the entity or equivalent document
- Act of appointment of authorities in force or equivalent document
- Bank account in which the company name of the organization is stated

Schedule

Stage	Deadline
Launch in 3 Territories	June 1
Technical Assistance	3 Weeks (June 20 to July 8)
Proposal Submission Closed	August 31
Evaluation of Selected Proposals	From September 1 to 20
Publication of Results	September 30
Fund Transfers	October

Additional comments

- Any circumstance not foreseen in this document will be resolved by the Evaluation Team that corresponds to that territory together with the Contest facilitator.
- GDM may eventually request the presentation of receipts that support the execution of the funds granted in relation to the activities and results.
- GDM may modify the originally proposed schedule and will communicate it to the recipients through the channels provided.