

Please use these guidelines in conjunction with the **2003 Proposal Instructions** (presented separately).

### **Mission: *Financial Markets Literacy***

The mission of The Nasdaq Stock Market Educational Foundation, Inc. is to engage in and promote innovative thinking and learning about the role of capital formation and financial markets in a free enterprise system. "Financial Markets Literacy."

### **Types of Grants**

The NASDAQ Educational Foundation seeks proposals that advance its mission of *financial markets literacy* through:

- Educational projects or programs
- University campus trading labs
- Curriculum development
- Academic study or research
- Ph.D. dissertation fellowships (see special notes, below)

*Appropriate topics would include:*

- Capital Formation
- Free Market Economy
- The Function and Operation of Securities Markets
- Investing/Finance
- Business/Entrepreneurship

*Please note that these categories are for guidance only. All proposals compete for a single pool of funds and are subject to selection by the Foundation Board of Directors.*

### **Values**

The NASDAQ Educational Foundation values proposals that advance financial markets literacy *and also:*

- Utilize today's technologies effectively
- Are creative and innovative in their approach
- Can serve as a model for others
- Demonstrate global vision
- Serve low-income, minority, and disadvantaged communities
- Create or maintain strategic partnerships

### **Target Audiences**

Targeted audiences include:

#### **Primary Audiences**

- **High School Students** – Programs designed to reach "at risk" students. Programs intended to create paths to higher education and financial market careers, and/or those delivered in conjunction with financial academies.
- **College and University Communities** – Undergraduate and graduate students, Ph.D. candidates working on dissertations related to the financial markets. Professors conducting studies and research related to the financial markets.

### Target Audiences *(continued)*

#### Secondary Audiences

- **Middle School Students** – Programs designed to retain enrollment and/or introduce financial markets to those students not likely to receive higher education.
- **Adults** – Continuing education or professional development programs for teachers, policymakers, public officials, journalists, and others who inform or influence others and through financial markets education for investors and potential investors.

#### Eligibility

The NASDAQ Educational Foundation will accept proposals from:

- Educational **institutions** and **organizations** designated as tax-exempt according to Section 501(c)(3) of the Internal Revenue Service code.
- Highly and specifically qualified **individuals**, only for the purpose of conducting independent academic study or research on financial markets.

Entities specifically *ineligible* for Foundation grants include:

- “For profit” businesses – that is, entities not designated as tax-exempt according to Section 501(c)(3) of the Internal Revenue Service code.
- Entities and individuals designated as “disqualified persons” as defined in Section 4946 of the Internal Revenue Service code.
- Former grant recipients who did not fulfill the terms of a previous grant.
- Entities that discriminate on the basis of age, color, disability, marital status, national origin, race, religion.

#### Soliciting/Accepting Proposals

The NASDAQ Educational Foundation will achieve its mission of financial markets literacy by:

- Cultivating relationships and **soliciting proposals** from individuals and entities particularly qualified or strategically well-placed to help carry out the Foundation’s mission; and
- **Accepting unsolicited proposals** from eligible organizations, educational institutions, and academic professionals.

*Please note that all grant proposals are subject to selection by the Foundation Board of Directors. A request or invitation to submit a grant proposal does not guarantee that a grant will be awarded.*

#### Selection Process

All proposals are presented in writing to the NASDAQ Educational Foundation Board of Directors. At each of its meetings, the Foundation Board will review and select those proposals it chooses to fund. The Board will meet four times each year (see schedule, below). All proposals compete for a single pool of funds.

#### Other Restrictions

Many universities, non-profit organizations, and other entities have their own internal policies and procedures for obtaining and receiving grants and donations. It is your responsibility to know and follow your organization’s rules.

**Amount and Terms**

- There is no set minimum or maximum grant amount. The Board will consider whether the amount requested is commensurate with the activities proposed and appropriate for the Foundation’s annual grant making target.
- There is no limit as to the number of proposals a single entity may submit at one time. Under limited circumstances, the Foundation may award multiple grants to a single entity within the same year.
- Reasonable overhead costs may be included in the grant request, but must be specified.
- Unless otherwise specified and agreed upon, all grants have one-year terms.
- Under limited circumstances, the Foundation will make a multiple-year commitment. It is incumbent upon the grant seeker to demonstrate the necessity or benefit of multiple-year funding in the grant proposal.
- The Board may award an amount, term, or condition different from what was proposed.
- Before funds are disbursed, grantees will be asked to sign a letter of agreement outlining the terms of the grant, which may include agreeing to:
  - Apply the funds strictly as proposed
  - Acknowledge the Foundation’s support
  - Enable Foundation staff to visit the organization or event
  - Submit mid-year and year-end progress reports
  - Maintain records of expenditures
  - Return unused funds
  - Allow the Foundation to publicize the grant

**Special Notes**

- **Dissertation fellowships** are awarded in the set amount of \$15,000 to the Ph.D. candidate’s university to administer.
- Grants for **campus trading labs** are generally not made to buy, construct, or redesign buildings, but rather, are intended for educational materials, tools, technology and curriculum development.
- The Foundation will value **financial literacy** programs that focus on **financial markets**, or include financial markets as a major component, over general financial literacy campaigns.

**Non-Monetary Requests**

The NASDAQ Educational Foundation will consider requests for funds, only. The Foundation is unable to grant requests for materials, equipment, services, or endorsements. It is, however, the Foundation’s intent to be a participant in grant projects. Grant recipients should work with Foundation staff on requests for speakers, participants.

**2003 Deadlines**

<b>Deadline</b>	<b>Board Meeting</b>
March 3, 2003	April 7, 2003
April 2, 2003	May 7, 2003
June 25, 2003	July 30, 2003
September 24, 2003	October 29, 2003