

Community Investment Guidelines

Winnebago Industries connects people with the outdoor lifestyle, enabling extraordinary experiences as they travel, live, work and play. Across the Winnebago, Grand Design, Chris-Craft and Newmar brands, we share core values and a relentless focus on delivering unsurpassed customer experience.

Winnebago Industries and the Winnebago Industries Foundation partner with nonprofit organizations to inspire new generations of outdoor enthusiasts, mobilize resources to reach people in times of need, and support our team to grow inclusive, equitable communities where we work, live and play.

To help us live our purpose, we focus our community investments in three impact areas:

Outdoors, Access and Community

Outdoors

Goal: Inspire new generations of outdoor enthusiasts and preserve places to explore.

Nature and outdoor environments can provide transformative experiences for all people. Positive health, mental health, and developmental outcomes are linked to people engaging in outdoor activities. Time spent outdoors is diminishing, and outdoor spaces face environmental challenges or neglect. We invest in the following:

- Inspire Outdoor Enthusiasts: engaging people in transformative outdoor experiences, with an emphasis on outdoor equity and expanding access for underserved communities and communities of color
- Preserve Places to Explore: preserving natural environments and increasing access to nature through community planning and development

Access

Goal: Mobilize resources to reach people where they are, in times of need.

Transportation, mobility, poverty, and time are among many barriers that prevent people from accessing essentials such as healthy food, medical care, affordable housing, and high-quality preschool education, in rural and urban communities. Winnebago Industries, through our specialty vehicles business and employee volunteers, deploys our products and expertise for social good through mobile medical units, mobile preschools, and more.

Note: Winnebago Industries does not accept unsolicited applications in this impact area.

Community

Goal: Support our team to grow inclusive, equitable communities where we work, live and play.

We partner with our people and communities to invest in community-centered solutions. Together, we work to sustain hometowns that are vibrant places to work, live and play. Funding in this impact area is limited to areas where Winnebago has physical locations and employees in Florida, Indiana, Iowa and Minnesota. We focus our community funding in the following areas:

- Outdoors and Access
- Volunteer-led Partnerships: organizations where employees actively volunteer
- Education and Workforce Development: strengthening the talent pipeline through opportunity

Eligibility

Required

- United States IRS 501(c)(3) registration or equivalent determination
- Geographic service area in communities where Winnebago Industries employees work and live, unless seeking a national partnership
- Preference to organizations with Winnebago Industries employee volunteers

Ineligible

- Individuals and private foundations
- Endowment campaigns
- Faith-based organizations, unless a 501(c)(3) or equivalent organization that conducts charitable work for the express purpose of supporting the entire community and not a select membership-affiliated community
- Political or private membership organizations, unless a 501(c)(3) or equivalent organization that conducts charitable work for the express purpose of supporting the entire community and not a select political or membership-affiliated community
- Organizations that do not attest to non-discrimination*

**Winnebago Industries and the Winnebago Industries Foundation do not discriminate in funding decisions based on, but not limited to, race, color, ethnicity, national origin, sex, gender, gender identity, sexual orientation, age, disability, religious beliefs, and marital status. Partner organizations must attest in the online grant application process that their organization does not have written policies, advocate for, support, and/or have practices to discriminate.*

How to apply

Winnebago Industries and the Winnebago Industries Foundation have the same application process. **Before applying for a grant, please review our impact areas, eligibility requirements and grant request timeline to assess fit.** Funding is competitive, and incomplete applications will not be considered. While we receive more proposals than we can fund each year, we thank all applicants for the important role that nonprofit organizations play in our communities.

Please submit your online application at winnebagoind.com/community. You will receive an email, confirming receipt. If your questions haven't been addressed, please email community@winnebagoind.com.

Grant Request Timeline		
Application Deadline	Grant Review Period	Final Notification (by email)
January 1 to November 1, 2021	Two to eight weeks	Quarterly

Thank you for your interest in partnering with Winnebago Industries and the Winnebago Industries Foundation.

