PURPOSE
The Coca-Cola Grant Fund (formerly known as the Pepsi Grant Fund) was established in 2018 by a Northern Iowa Student Government committee using monies received as a result of the University of Northern Iowa's exclusivity agreement with the Coca-Cola Company. These funds are scheduled to be allocated in annual increments through the fiscal year when the scope of this fund and/or committee would need to be re-evaluated contingent on University decisions with respect to the exclusivity agreement itself.

The Fund seeks to provide a new, unique, and flexible funding source to UNI student organizations, and to supplement the money already available from other sources (e.g. NISG, Intercollegiate Academics Fund, etc.). To that end, the fund's criteria (located on the next page) promotes unique and innovative programming and the idea that requests will be evaluated based upon merit rather than a strict set of prescriptive guidelines. Some general goals of the fund include a maximum dispersion of monies across organizations and promoting cooperation among student organizations in programming efforts. The Coca-Cola Fund Committee (hereinafter referred to as the committee) retains the right to evaluate all requests and to grant or deny funding as it deems appropriate.

COMMITTEE COMPOSITION
NISG Director of Finance (Chair)
NISG Director of Diversity (Vice Chair)
NISG At-Large Student Appointments (Minimum of 7)

FUNDING GUIDELINES
1. The committee, which evaluates all funding requests, shall vote on funding requests by email within one week of submission of the request. The Chair and Vice Chair have the right to call an in-person meeting when they deem necessary. The dates of the meetings and deadlines for requests shall be published on the Fund's application and/or located on the NISG Funding site (www.uni.edu/nisg). All funding requests approved by the committee by hearing must receive a majority vote. Majority vote is defined as over 50% of the committee as a whole. Should a member of the committee be unable to
meet, the will send a proxy with full voting rights to the monthly committee meeting. In the event of a tie, the Chair shall cast the tie-breaking vote.

2. The committee may choose to deliberate on a request by hearing. The committee shall receive all requests by email prior to the meeting. The committee will then complete their deliberations on the requests received prior to the meeting.

3. The maximum grant for an individual event sponsored by one student organization shall be $500.

4. The maximum grant for an individual event sponsored by two student organization shall be $750.

5. The maximum grant for an individual event sponsored by three or more student organizations shall be $1,000.

6. Individual student organizations may request money from the Coca-Cola Grant Fund more than once per year but will be allocated a maximum of $1,000 per year, regardless of the number of requests submitted.

7. If more than one student organization participates in a request for an individual event, any approved grant will be divided evenly among those organizations for purposes of counting against their annual $1,000 maximum.

8. Diversity match funds will not count against organizations annual $1000. Maximum.

9. Members of the committee affiliated with student organizations making requests shall not participate in votes on those requests.

10. The Coca-Cola Fund Committee retains the right to approve or deny requests based on the criteria outlined on the following page.

**CRITERIA**

**The following are criteria that might lead the Committee to look favorably upon a request.**

However, requests that fulfill some or many of the criteria will not automatically be approved; and requests that meet few of the criteria will not be automatically rejected. Student organizations are reminded that requests will be evaluated on merit as defined by the Committee members, and these criteria represent several things that could be deemed "meritorious."

- Student organizations' ability to leverage other sources of funding (e.g. NISG, Intercollegiate Academic Travel Fund, etc.) to the greatest extent possible.
- Does the request involve an on-campus activity or event?
- Requests that promotes or that are related to the UNI Strategic Plan and its objectives (e.g. diversity, intellectual vitality, etc.).
- The number of students involved in planning the proposed event, activity, etc.
- The number of students expected to participate in or attend the proposed event, activity, etc.
- Past success of the student organization(s) and/or event(s).
- Potential growth/enhancement for the student organization associated with the request.
- How creative/innovative/unique is the proposed event, activity, etc.?
- Educational and/or learning opportunities provided by the proposed event, activity, etc.
- Event/activity provides a benefit or opportunity for enrichment to the student body.
- Builds and sustains relationships between UNI and the greater community and promotes a positive image of the University

**Special Guidelines**

Diversity Match funding for a request that promotes unique and innovative programming, and the idea that requests will be evaluated based upon merit rather than a strict set of prescriptive guidelines. Some general goals of the fund include a maximum dispersion of monies across organizations promoting cooperation among student organizations hosting projects and events that enhance awareness of and
education about issues of diversity at UNI. Diversity Match funding aligns with the definition, mission, and vision of diversity at UNI. At UNI, diversity describes the rich differences that people bring to the University of Northern Iowa community. It can refer broadly to but not only: (culture, identity, and ideology, or more specifically to age, gender, race, ethnicity, sexual orientation, religion, ability, gender identity, socioeconomic status, political affiliation, marital status, national origin, or veteran status). Projects and events that specifically address these rich differences, that work to create a more welcoming community and that prepare students to thrive in a diverse, global environment are encouraged to apply for Diversity Match funding. The Coca-Cola Fund Committee retains the right to evaluate all requests and to grant or deny funding on that basis, as deemed appropriate.

**DIVERSITY MATCH FUNDING GUIDELINES**

1. The maximum Diversity Match funding for an event sponsored by one student organization shall be up to $250.
2. The maximum Diversity Match funding for an event sponsored by two student organizations shall be up to $375.
3. The maximum Diversity Match funding for an event sponsored by more than two student organizations shall be up to $500.
4. The Committee retains the right to approve or deny requests in any amount at its discretion, considering the criteria outlined.
5. Members of the committee affiliated with student organizations making requests shall abstain in votes on those requests.

**NOTES**

The Committee WILL NOT FUND:

- Requests for events or activities that would violate UNI’s Exclusivity Contract with the Coca-Cola Co.
- Requests for events or activities that would violate UNI policy and/or be deemed inappropriate by said policy.
- Requests for events or activities that might entail or include violations of local, state, or federal laws.
- Requests for retroactive funding of events or activities (all funding must be approved by the Committee PRIOR to the event or activity).
- Requests used for the financial gain of the student organization.

Approved 9/2018