

Honda

**2024-2025 Funding Cycle Application
Submission Guide**

Submission Guide Purpose and Disclaimer



The following Application Submission Guide contains helpful tips and contextual information to aid in completing the Honda funding application. This guide reflects only a portion of the application and is for example purposes only.

Following this guide and/or submitting an application does not guarantee funding.

Submission Guide Content

1. Honda Funding Opportunities
2. Application Access and Registration/Sign-in
3. Application Overview and Walkthrough
4. How to Access Your Application(s)
5. Confirmation of Submission
6. Timeline/Important Dates

Submission Guide Content

1. Honda Funding Opportunities

2. Application Access and Registration/Sign-in

3. Application Overview and Walkthrough

4. How to Access Your Application(s)

5. Confirmation of Submission

6. Timeline/Important Dates

Honda Funding Opportunities

Starting September 1, 2023, funding opportunities can be found on the Honda CSR Website at csr.honda.com/community/honda-giving/



Honda and the Honda USA Foundation provide funding to eligible organizations that support communities located near our major operations and align with our strategic CSR pillars of education, environment, mobility, traffic safety and community. We award funding through both corporate and foundation giving. [View award criteria.](#)

Click “View award criteria” to review Honda’s funding guidelines and eligibility.

Three colored boxes representing different funding opportunities. Each box has a 'GO' button at the bottom. The first box is orange and represents 'Honda Corporate Funding'. The second box is blue and represents 'Honda USA Foundation'. The third box is red and represents 'Honda Canada Foundation'. Each box contains a brief description of the funding program. A blue arrow points from the 'View award criteria' link in the text above to the 'GO' button in the orange box.

By clicking “GO” in the box above, you will be led to the Honda funding cycle details, pillar award descriptions, and a link to the application.

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Application Access and Registration/Sign-in

- Once you access the application portal, you'll be prompted to sign in
 - If you already have an account, please sign-in using your credentials
 - New users must create an account, follow the 4 easy steps below to register
- Each applicant needs to register only once in the system

Returning User Instructions

Login using your credentials

The screenshot shows the login page with the Honda logo and the text 'Welcome to the Honda corporate application form'. Below the welcome message, there is a 'Sign in' button and a 'Register' link. A blue arrow points to the 'Sign in' button.

Register Sign in

HONDA
The Power of Dreams

Welcome to the Honda corporate application form

You are now submitting a Honda corporate application. If you would like to submit a request to the Honda USA Foundation, please click here.

[Portal Account Instructions](#)

You will need to log in using your existing portal account or create a new portal account by selecting 'Register' below. Signing in will allow you to save your proposal and come back later to finish it and submit it.

Email address

Password

[Forgot your password?](#)

Don't have an account? [Register](#)

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To reset your credentials, click "Forgot your password"

The screenshot shows the login page with the Honda logo and the text 'Welcome to the Honda corporate application form'. Below the welcome message, there is a 'Sign in' button and a 'Register' link. A blue arrow points to the 'Forgot your password?' link.

Register Sign in

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Email address

Password

[Forgot your password?](#)

Don't have an account? [Register](#)

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If you need further technical assistance with your login

Contact System Support at service@sponsor.com

New User Instructions

Step 1: Access the link and click on "Register"

The screenshot shows the login page with the Honda logo and the text 'Welcome to the Honda corporate application form'. Below the welcome message, there is a 'Sign in' button and a 'Register' link. A blue arrow points to the 'Register' link.

Register Sign in

HONDA
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Welcome to the Honda corporate application form

You are now submitting a Honda corporate application. If you would like to submit a request to the Honda USA Foundation, please click here.

[Portal Account Instructions](#)

You will need to log in using your existing portal account or create a new portal account by selecting 'Register' below. Signing in will allow you to save your proposal and come back later to finish it and submit it.

Email address

Password

[Forgot your password?](#)

Don't have an account? [Register](#)

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Step 4: Return to the welcome page to login

Step 2: Register in the portal

The screenshot shows the registration page with the Honda logo and the text 'Create an account'. Below the heading, there are several input fields for 'First Name', 'Last Name', 'Email address', 'Password', and 'Re-enter Password'. A 'Submit' button is at the bottom. A blue arrow points to the 'Submit' button.

Register Sign in

HONDA
The Power of Dreams

Create an account

Please fill in the form below to create your PerformMind Portal account.

*First Name

*Last Name

*Email address

*Password

*Re-enter Password

Already have an account? [Sign in](#)

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Step 3: Check your email for the verification email

Please click on the link below to confirm your email address and complete the registration process.

<https://csr honda-proposals.sponsor.com/confirmRegistration?k=6b304176584f4244655a2b587a39637448376d49&tqid=6213&sdid=>

Note : This link will expire in 7 days

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Application Overview

Access your saved or submitted applications through “My Account”.

My Account Sign out



Printable Form

Preview the entire application in advance by clicking on the “Printable Form”.

The left-hand column shows the application sections.

Eligibility

Contact Information

Organization Information

Program Details & Impact

Community Served

Brand Awareness

Program Budget

Attachments

Review & Submit

Eligibility

*American Honda Motor Co., Inc. “Honda” has provided award guidelines on our website detailing the types of proposals we support. Have you read our guidelines to make sure your proposal meets our funding priorities?

Yes

No

Honda is currently accepting applications for programs that align with the following pillar award categories:

Education (Opportunity 1): Seeking programs that provide education/workforce pipeline opportunities for the full scope of the manufacturing industry (design, engineering, production, IT, etc). Types of audiences may include but are not limited to K-12, post-secondary students, and adult re-entry programs. Applications may include but are not limited to: hands-on training, design challenges, experiential learnings, exposure programs and/or certifications.

Education (Opportunity 2): Seeking partnerships with STEAM (Science, Technology, Engineering, Arts and Math) education not-for-profits that provide education/workforce support and/or services to a network of subsidiaries and/or other organizations to address local education and workforce needs within Honda’s communities. Types of audiences may include but are not limited to K-12, post-secondary organizations, and adult re-entry programs. Applications may include but are not limited to: national or regional events or programs that conduct design challenges, team programs, hands-on activities, through local chapters or sub-

Environment: Awards will be given to programs that aim to build a carbon free sustainable future by reducing their environmental impact and/or providing eco-friendly products or services to the community.

Mobility: Awards will be given to programs that provide the freedom of mobility through connected mobility solutions by helping bridge the digital divide and ensure access to community programs and services for organizations in marginalized communities.

Traffic Safety: Awards will be given to programs that promote teen driver safety and education from pre-permit to post license through education, training and resources that are supplemental and additive to traditional drivers training or mandated state driver’s programs.

Community: Honda celebrates the diversity of our communities and will provide funding for programs and/or events that support the cultures, heritage, and traditions of marginalized communities.

Previous

Save and Continue

Navigate the application with the “Previous” or the “Save and Continue” buttons at the bottom of the pages.

Click “Save and Continue” on each page before navigating backward or forward as your responses will not save automatically.



The red asterisk indicates the question is required. You must answer to proceed in the application.



The question mark icon indicates there is additional information available to help answer the question. Simply hover over the icon and a pop-up text box will appear.

Application Walkthrough

Section: Eligibility

Eligibility

Contact Information

Organization Information

Program Details & Impact

Community Served

Brand Awareness

Program Budget

Attachments

Review & Submit

Eligibility

*American Honda Motor Co., Inc. "Honda" has provided award guidelines on our website detailing the types of proposals we support. Have you read our guidelines to make sure your proposal meets our funding priorities?

Yes

No

Honda is currently accepting applications for programs that align with the following pillar award categories:

Education (Opportunity 1): Seeking programs that provide education/workforce pipeline opportunities for the full scope of the manufacturing industry (design, engineering, production, IT, etc). Types of audiences may include but are not limited to K-12, post-secondary students, and adult re-entry programs. Applications may include but are not limited to: hands-on training, design challenges, experiential learnings, exposure programs and/or certifications.

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Environment: Awards will be given to programs that aim to build a carbon free and sustainable future by reducing their environmental impact and/or providing eco-friendly products or services to the community.

Mobility: Awards will be given to programs that provide the freedom of mobility through connected mobility solutions by helping bridge the digital divide and expand access to community programs and services for organizations in marginalized communities.

Traffic Safety: Awards will be given to programs that promote teen driver safety and education from pre-permit to post license through education, training and resources that are supplemental and additive to traditional drivers training or mandated state driver's programs.

Community: Honda celebrates the diversity of our communities and will provide funding for programs and/or events that support the cultures, heritage, and traditions of marginalized communities.

*Which Honda pillar award category are you applying for?

Education (Opportunity 1)

Education (Opportunity 2)

Environment

Mobility

Traffic Safety

Community

Invitation Code

Not Applicable

*Does/will this proposal serve a geographic location where Honda operates?

Yes

No

Please ensure you've thoroughly reviewed the eligibility guidelines and pillar award category descriptions for Honda

Later in the application(s), you will be required to complete additional questions regarding your selection.

Please visit [honda.com/operations](https://www.honda.com/operations) and scroll to the bottom of the page. You will find a list of states where Honda operates.

Application Walkthrough

Section: Contact Information

Eligibility

Contact Information

Organization Information

Program Details & Impact

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Brand Awareness

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Review & Submit

Contact Information

Proposal Primary Contact

The person listed below is submitting this proposal and will be the primary contact on all correspondences in regards to this proposal.

Prefix	<input type="text" value="--Select a value--"/>
*First Name	<input type="text"/>
*Last Name	<input type="text"/>
*Title	<input type="text"/>
*Address ?	<input type="text"/>
*City ?	<input type="text"/>
*State	<input type="text" value="--Select a value--"/>
*Zip Code ?	<input type="text"/>
*Email	<input type="text"/>
*Telephone	<input type="text"/>

Please list the information of the person submitting the proposal and who will be the primary contact on all correspondence regarding the proposal.

Secondary Organization Contact

Prefix	<input type="text" value="--Select a value--"/>
*First Name	<input type="text"/>
*Last Name	<input type="text"/>
*Title	<input type="text"/>
*Email	<input type="text"/>
*Telephone	<input type="text"/>

Please also provide a secondary organization contact in the event that we cannot reach the primary contact.

Previous

Save and Continue

Application Walkthrough

Section: Organization Information

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Organization Information

***Legal Name of Organization**

Name of organization as registered with the IRS

***Doing Business As (DBA)** ?

If submitting multiple applications, please use a consistent name.

***Tax ID/Employer Identification Number (EIN)**

***Organization Address** ?

***Organization City** ?

***Organization State**

***Organization Zip Code** ?

***Is your billing address the same as your mailing address?**

Yes

No

***Organization Website**

Doing Business As (DBA):
This name will be referenced in Honda documents and records, please include the full organization name and/or the acronym, if applicable. Example: American Honda Motor Co., Inc. (AHM)

Please list your organization's main office address (aka "Billing Address")

If you want to receive physical mail at a different address than what is listed above, please select "no" and provide the best mailing address.

The remainder of this section will ask a series of questions to gain a deeper understanding about your **organization**. The more pertinent information you provide, the more insight we will have on your organization.

Application Walkthrough

Section: Organization Financial Information

Eligibility

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Organization Financial Information

Please provide your organization's financials based on the most-recent completed fiscal year.

* Fiscal Year Start date that this data reflects?	<input type="text"/>
* Fiscal Year End date that this data reflects?	<input type="text"/>
* Current Assets	<input type="text"/>
* Current Liabilities	<input type="text"/>
* Total Assets	<input type="text"/>
* Total Liabilities	<input type="text"/>
* Total Revenue	<input type="text"/>
* Total Expenses	<input type="text"/>
* Personnel Expenses	<input type="text"/>
* Administrative Expenses	<input type="text"/>
* Program Expenses	<input type="text"/>
* Fundraising Expenses	<input type="text"/>
* Organization Financials Comments (Optional)	<input type="text"/>

Note: all financial information entered should reflect the same, most-recent, completed fiscal year for your organization.

Application Walkthrough

Section: Program Details & Impact

- Eligibility
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Program Details & Impact

Honda is currently accepting applications for programs that align with the following pillar award categories:

Education (Opportunity 1): Seeking programs that provide education/workforce pipeline opportunities for the full scope of the manufacturing industry (design, engineering, production, IT, etc). Types of audiences may include but are not limited to K-12, post-secondary students, and adult re-entry programs. Applications may include but are not limited to: hands-on training, design challenges, experiential learnings, exposure programs and/or certifications.

Education (Opportunity 2): Seeking partnerships with STEAM (Science, Technology, Engineering, Arts and Math) education not-for-profits that provide education/workforce support and/or services to a network of subsidiaries and/or other organizations to address local education and workforce needs within Honda's communities. Types of audiences may include but are not limited to K-12, post-secondary organizations, and adult re-entry programs. Applications may include but are not limited to: national or regional events or programs that conduct design challenges, team programs, hands-on activities, through local chapters or subsidiaries.

Environment: Awards will be given to programs that aim to build a carbon free and sustainable future by reducing their environmental impact and/or providing eco-friendly products or services to the community.

Mobility: Awards will be given to programs that provide the freedom of mobility through connected mobility solutions by helping bridge the digital divide and expand access to community programs and services for organizations in marginalized communities.

Traffic Safety: Awards will be given to programs that promote teen driver safety and education from pre-permit to post license through education, training and resources that are supplemental and additive to traditional drivers training or mandated state driver's programs.

Community: Honda celebrates the diversity of our communities and will provide funding for programs and/or events that support the cultures, heritage, and traditions of marginalized communities.

***Which pillar award category are you applying for?**

Please confirm the pillar award category that this program falls under.

- Education (Opportunity 1)
- Education (Opportunity 2)
- Environment
- Mobility
- Traffic Safety
- Community
- Invitation Code

Confirm that you are applying under the correct pillar award category as previously selected in the Eligibility section of the application.

***Does this program support the cultures, heritage, and traditions of marginalized communities?**

- Yes
- No

***What type of program will this contribution be used for?**

- Program/project
- Infrastructure
- Event Sponsorship

***What is the title of the program for which funding is being sought?**

This should lend some indication of the specific program name as it will be referenced in Honda documents and records.

***Program start date**

***Program end date**

Provide the program dates between the April 2024 - April 2025 funding cycle for which funding is being sought in this application.

The remainder of this section will ask a series of questions to gain a deeper understanding about your **program**. The more pertinent information you provide, the more insight we will have on your program.

Application Walkthrough

Section: Community Served

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Community Served

For the questions below, please share the projected/estimated information on the population served by this program.

If this program is funded, the organization will be asked to report on the actual population served.

* Does the program serve 51% or greater of minority populations? (i.e. African American, Asian American, Pacific Islander, Hispanic/Latinx, Native American, Mixed Race)

- Yes
- No
- Information Not Collected

We are interested in learning more about our potential community partners and data collection. If you select "Information Not Collected," you'll be asked to describe why. We appreciate any insight you can provide.

Please share the projected/estimated ethnic breakdown by percentage on the population primarily served by this program:

(All fields must have a numeric response, if the percentage is 0, please enter 0 in the respective field.)

* African American / Black	<input type="text"/>	%
* Asian American	<input type="text"/>	%
* Caucasian	<input type="text"/>	%
* Hispanic / Latinx	<input type="text"/>	%
* Native American	<input type="text"/>	%
* Pacific Islander	<input type="text"/>	%
* Other	<input type="text"/>	%
Information Not Collected (if the organization does not collect this data, mark this field as 100%)	<input type="text"/>	%
Total		0 %

All fields are required, if the projected/estimated percentage is 0, please enter the number "0".

* Does the program serve 51% or greater of female and/or non-binary populations?

- Yes
- No
- Information Not Collected

Please provide projected/estimated gender identification percentage breakdown served by this program:

(All fields must have a numeric response, if the percentage is 0, please enter 0 in the respective field.)

* Identify as Male	<input type="text"/>	%
* Identify as Female	<input type="text"/>	%
* Non-binary	<input type="text"/>	%
Information Not Collected (if the organization does not collect this data, mark this field as 100%)	<input type="text"/>	%
Total		0 %

Note: The percentages entered in this section should reflect the population served specifically by the program for which funding is being sought, NOT the population served by your organization overall.

Please provide the projected/estimated information, to the best of your ability, on the population served by this program. If funded, your organization will be asked to report on the actual population served later in the funding cycle.

* Does the program serve 51% or greater of youth (children and young adults and/or senior populations)?

- Yes
- No
- Information Not Collected

Please provide projected/estimated age group percentage breakdown served by this program:

(All fields must have a numeric response, if the percentage is 0, please enter 0 in the respective field.)

* Children (0-16 years)	<input type="text"/>	%
* Young Adults (17-26 years)	<input type="text"/>	%
* Adults (27-64 years)	<input type="text"/>	%
* Seniors (65+ years)	<input type="text"/>	%
Information Not Collected (if the organization does not collect this data, mark this field as 100%)	<input type="text"/>	%
Total		0 %

Application Walkthrough

Section: Community Served (continued)

Note: the percentages entered in this section should reflect the population served **specifically by the program for which funding is being sought**, NOT the population served by your organization overall.

Please provide the **projected/estimated information, to the best of your ability**, on the population served by this program. If funded, your organization will be asked to report on the actual population served later in the funding cycle.

*** Does the program serve 51%+ of at least one of these demographic groups: LGBTQ+, veterans/military, ability/disability, and/or individuals and/or families at or below the Federal Poverty Guidelines?**

- Yes
- No
- Information Not Collected

Please provide projected/estimated demographic percentage breakdown served by this program (please note, the percentages below do not need to equal 100%):

(All fields must have a numeric response, if the percentage is 0, please enter 0 in the respective field.)

*** LGBTQ+ (%)**

*** Veterans/Military (%)**

*** Ability/Disability (%)**

*** Individuals and/or families at or below the Federal Poverty Guidelines (FPG) (%)**

Information Not Collected (If the organization does not collect this data, mark this field as 100%)

All fields are required. If the projected/estimated percentage is zero, please enter the number "0".

As program beneficiaries may identify with multiple demographics here, the percentage total does not need to equal 100%.

Application Walkthrough

Section: Brand Awareness

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Brand Awareness

*Will there be an opportunity for Honda associates to be engaged?

- Yes
 No

*Will Honda have the opportunity to speak or present during the program/event?

- Yes
 No
 Not applicable

*What are your plans to recruit or attract participants for this program?

- New constituents
 Constituents from within our program(s)
 In collaboration with other nonprofits/community organizations, public/private partners
 Other

*Will there be opportunities for Honda brand awareness?

- Yes
 No

*What type of brand awareness will Honda receive from this support?

- Visible on TV
 Visible on banners, apparel or equipment
 Visible on marketing materials
 Visible across organization's online channels (website, social media, app)
 Visible at on-site activities (booth, speaker, presentation)
 Not applicable

*Will website/media/social media impressions be provided?

- Yes
 No

*Please select any elements that may be available to Honda from this support:

- We offer free benefits (tickets, education, events, etc.)
 We offer benefits (tickets, education, events, etc.) at a discount
 Not applicable

The section will ask a series of questions to learn more about potential engagement and brand awareness opportunities.

Application Walkthrough

Section: Program Budget

Please provide a breakdown of the **Total Budget Amount** (the cost of running the program overall) and the **Total Contribution Request Amount** (the amount you are requesting in this proposal) based on the expense categories.

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Program Budget

***Total Budget Amount**

Please enter the total cost of running the program overall

Please provide a breakdown of the Total Budget Amount (listed above) and the Total Contribution Request Amount (the amount you are requesting as part of this proposal) based on the expense categories listed below.

Personnel and Benefits

Examples: Salaries and benefits of applicable program staff

***Sub-total Budget Amount**

***Sub-total Contribution Request Amount**

Training and Professional Development

Examples: Expenses incurred to train program staff, volunteers and/or others responsible for delivering program activities, travel and fees to attend conferences or offsite training sessions.

***Sub-total Budget Amount**

***Sub-total Contribution Request Amount**

Program and Support Services

Examples: Cost for program expenses such as curriculum/curriculum development, recruitment, training for program participants, food, rent/classroom space, printing of program materials, transportation for participants, mentoring, case management, etc.

***Sub-total Budget Amount**

***Sub-total Contribution Request Amount**

Supplies and Materials

Examples: Materials and supplies needed to carry out program activities.

***Sub-total Budget Amount**

***Sub-total Contribution Request Amount**

The sub-total Budget Amounts for each category should add up to the Total Budget Amount

The sub-total Contribution Request Amounts for each category should add up to the Total Contribution Request Amount

Application Walkthrough

Section: Attachments

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Attachments

For 501(c)(3) nonprofit organizations or 501(c)(3) university foundations, please attach the following **REQUIRED (2) documents**:

- Most Recent Form 990 filed with the IRS (**Required**)
- Completed Form W-9 - must be less than 2 years old (**Required**)
- Detailed program budget (Optional)
- Logo - Please attach if Honda has permission to use your logo for promotional purposes related to the grant (Optional)
- Event Sponsorship Perspective (if applicable)
- Supplemental information that supports the proposal: photos, letters of support, testimonials, etc. (Maximum 4 for internal use only) (Optional)

For accredited schools (K-12), please attach the following **REQUIRED (1) document**:

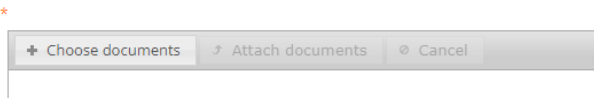
- Completed Form W-9 - must be less than 2 years old (**Required**)
- Detailed program budget (Optional)
- Logo - Please attach if Honda has permission to use your logo for promotional purposes related to the grant (Optional)
- Event Sponsorship Perspective (if applicable)
- Supplemental information that supports the proposal: photos, letters of support, testimonials, etc. (Maximum 4 for internal use only) (Optional)

Please ensure each required document is attached separately.

To upload the required documents, please follow these two steps:

1. Click on "**Choose document**"
2. Click on "**Attach document**"

Note: You must attach the minimum of 1 document in order to proceed.



Attachment file formats:

Document formats accepted are either images (JPEG or PNG), PDF, Microsoft Word, Microsoft Excel and Microsoft PowerPoint.

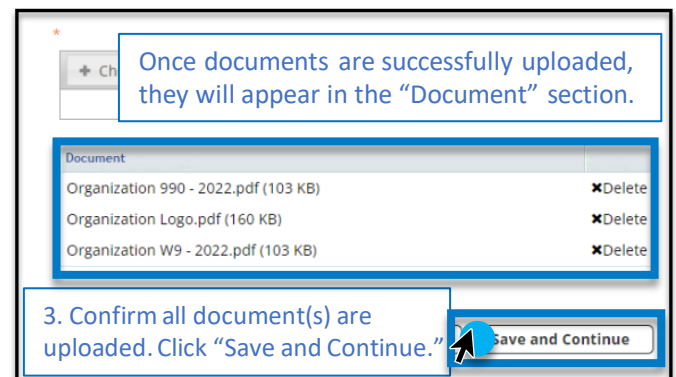
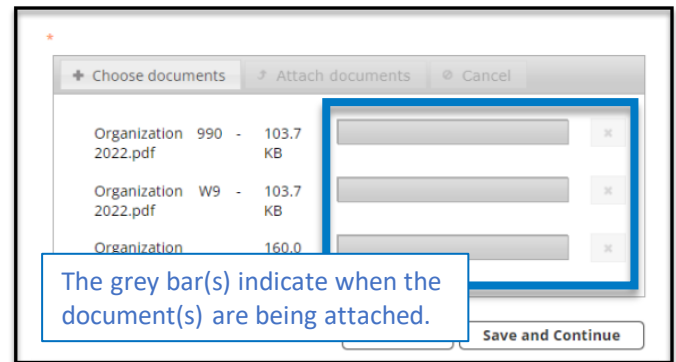
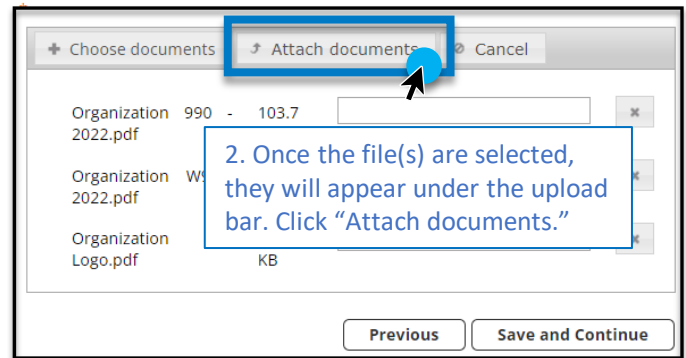
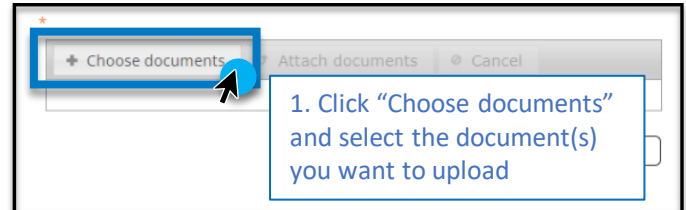
Maximum # of files:

A maximum of 10 files can be uploaded in this section.

Maximum file size:

The total combined size for all attachments cannot exceed 10mb

How to upload attachments:

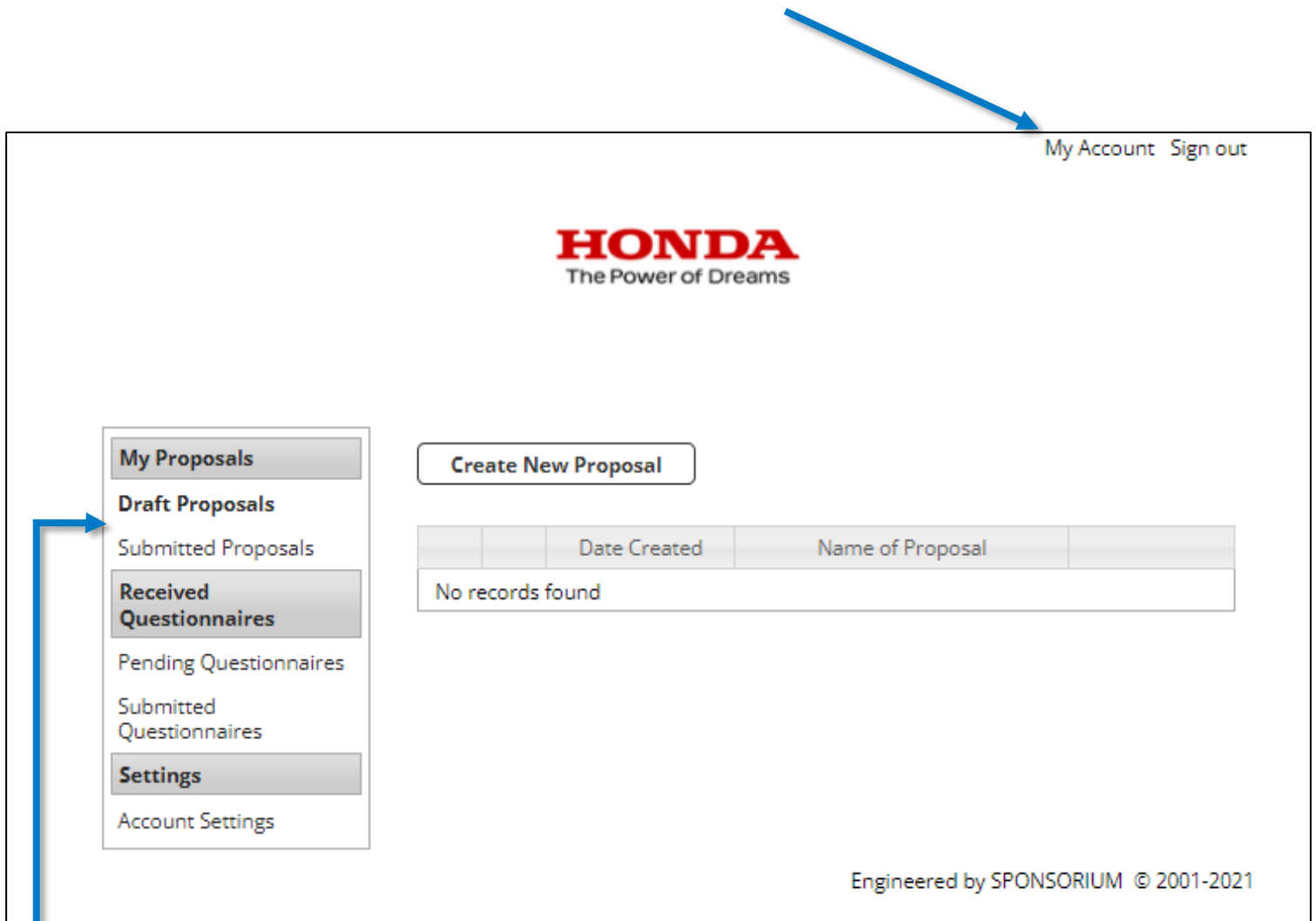


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How to Access Your Application(s)

To access your application(s), login through the respective application using your credentials and click on “**My Account**” in the top right corner.



The screenshot displays the user interface of the Honda application. At the top right, there are links for "My Account" and "Sign out". The Honda logo, "The Power of Dreams", is centered. On the left, a navigation menu includes "My Proposals", "Draft Proposals", "Submitted Proposals", "Received Questionnaires", "Pending Questionnaires", "Submitted Questionnaires", "Settings", and "Account Settings". A "Create New Proposal" button is located to the right of the menu. Below the button is a table with columns for "Date Created" and "Name of Proposal", showing "No records found". The footer text reads "Engineered by SPONSORIUM © 2001-2021".

	Date Created	Name of Proposal	
No records found			

You can access any draft application(s) in progress by clicking “**Draft Proposals.**” Submitted application(s) can be viewed by clicking “**Submitted Proposals**”.

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6. Timeline/Important Dates

Confirmation of Submission



Printable Form

Eligibility



Contact Information

Organization Information

Program Details & Impact

Community Served

Brand Awareness

Program Budget

Attachments

Review & Submit

Review & Submit

Your proposal is now ready. You may review or print it before submitting by clicking on the "Printable Form" link above. To edit your document, please use the Previous button on this page.

Please ensure that you have reviewed your application and that all required documents are attached, as you will not be able to make any changes once you submit your request. **Do not forget to click on the Submit button below.**

Previous

Submit



- At the end of the application, we highly encourage you to click on the "Printable Form" to review your answers prior to submitting your application. If you need to make edits, please use the "Previous" button to navigate to the necessary sections.
- Once you have reviewed your application, confirmed that all required documents are attached, and have no other edits, please click "Submit" to finish your application.
- Please note, you will not be able to make any changes once you submit your application.
- Once submitted, you will receive an email confirmation from the application portal.
 - If you do not see the confirmation email, please check your spam/junk folder. Please mark the sender as "safe" to ensure you receive all future email correspondences regarding your proposal(s).

Submission Guide Content

1. Honda Funding Opportunities
2. Application Access and Registration/Sign-in
3. Application Overview and Walkthrough
4. How to Access Your Application(s)
5. Confirmation of Submission
- 6. Timeline/Important Dates**

Timeline / Important Dates

September 1, 2023

- Application Window Opens

October 31, 2023 (11:59 PM PST)

- Application Window Closes

Review Process

- Additional Information May Be Requested

Spring 2024

- Award Decision Notifications (Tentatively April 2024)

If you have any questions regarding the application and/or application process, please contact:
CommunitySupport@ahm.honda.com