



FUNDING CRITERIA

For more than 30 years, Nissan Foundation has inspired people to see the world through multiple perspectives. Each year, the Foundation awards grants to nonprofit organizations that unite communities by sharing and celebrating diverse cultural perspectives. Nissan Foundation's singular mission—to build communities by valuing cultural diversity—strives to connect audiences and create spaces where all people feel that they are seen, heard, and valued. Nonprofit organizations that offer programming in support of this mission may submit a letter of intent for consideration of funding.

Please review the following criteria to ensure eligibility.

ORGANIZATIONAL ELIGIBILITY CRITERIA

To be considered for funding, organizations must:

- have 501(c)(3) nonprofit status;
- have been in operations for a minimum of three years;
- serve audiences where Nissan has a significant operational presence, specifically:
 - Southern California
 - Middle Tennessee
 - Central Mississippi
 - Dallas/Ft. Worth
 - Detroit
 - New York City
 - North Central New Jersey
 - Atlanta
- demonstrate history of engagement with populations served; and
- reflect an understanding of the mission of Nissan Foundation.

PROJECT DESIGN CRITERIA:

For a project to be considered for funding, it must reflect Nissan Foundation's mission to build community by valuing cultural diversity. Other considerations include:

- implementation between July 1, 2025—June 30, 2026 (or later);
- authenticity and engagement with the community/communities being served and/or celebrated;
- service to multiple audiences through intentional programmatic design;

- clearly defined objectives toward building community by valuing cultural diversity through offerings such as:
 - celebrations or observances that promote and explore diverse cultural heritages;
 - facilitating or creating educational content that explores cultural differences, customs, values, and traditions with the goal of creating awareness and greater understanding; or
 - producing public events, programs, workshops, etc. that:
 - promote respect for others;
 - generate alternative ways of thinking about difference;
 - build curiosity, wonder, and excitement about the people and world around us;
 - promote learning about diverse cultural origins, beliefs, and traditions;
 - explore the value that diversity brings to society;
 - create opportunities for dialogue about cultural identity and customs;
 - encourage respect for others; and/or
 - promote or center on cultural inclusion.

Proposed projects may extend beyond June 30, 2026, however, Nissan Foundation does not make multi-year grants at this time. Organizations with successfully funded projects are welcome to apply for funding for the same project in the next (2025) grant cycle.

Among the activities not supported by Nissan Foundation funding are:

- disease advocacy;
- research;
- political activities or advocacy;
- endorsement of a particular religion and/or spirituality practice;
- fundraising;
- event sponsorships;
- capital investments and campaigns;
- endowments;
- scholarships;
- travel-based experiences
- refugee and immigrant resettlement;
- social and humanitarian services, including healthcare;
- expansion or underwriting of permanent staff;
- workplace DEI program implementation;
- exhibition construction costs (ex. mounting, crating); and
- projects where the primary outcomes are related to:
 - arts and culture access and exposure;
 - artistic work creation;
 - youth development;
 - upskilling and/or personal professional development; or
 - neighborhood development.