



Empowering Doers Around the World to Build a Better Future

A Grantmaking Program of the WD-40 Company Memory Making Fund

2025 Request for Proposals



Introduction – Let's build a better future together

501(c)(3) charitable organizations that work in the disaster preparedness space in the U.S. are invited to apply for a **Water-Related Disaster Preparation Grant**. WD-40 Company and its Memory Making Fund are interested in helping communities prone to hurricanes, heavy rainfall, and flooding to prepare for – and recover from – these events, protecting equipment, machinery, tools, and other valuables and reduce the economic impact of these events.

About WD-40 Company

At WD-40 Company, we are dedicated to creating positive lasting memories in every interaction we have. Our company is headquartered in San Diego, California, where it was founded in 1953, when chemists set out to create a line of rust-prevention solvents and degreasers for use in the aerospace industry. It took them 40 attempts to get their water displacing formula to work, but on the 40th attempt, they got it right in a big way and WD-40® Multi-Use Product was born. WD-40 stands for Water Displacement, 40th formula.

Today our small but mighty team of less than 700 people live and work in 18 countries and speak more than seven languages and live in too many time zones to count. Our products live under the kitchen sinks, in the garages and toolboxes of the world, and have loyal end-users and dedicated fans in more than 176 countries and territories worldwide who rely on our portfolio of well-known and popular brands to solve their everyday problems. We create opportunities. We solve problems. We make things run smoothly.

About WD-40 Company's Memory Making Fund at San Diego Foundation ("SDF")

One of the ways we practice good citizenship is through our Memory Making Fund, a donor-advised fund at San Diego Foundation. In partnership with SDF, our 2025 RFP aims to identify one or more organizations in the U.S. to help us carry out our social mission. Our target geographies within the United States are Southern California, South Florida, or New Jersey where the majority of our U.S. based.

We seek to partner with organizations who help reduce the impact of disasters by supporting communities in preparing for and recovering from storms, floods, and other crises. Through partnerships, we provide tips, tools, product donations, and education on disaster preparedness and recovery.

Our objective is to educate and prepare communities, reducing the economic losses typically suffered after water-related disasters occur. We intend to donate a total of \$200,000 during the 2025-2026 grant cycle, along with product donations, tips, and expertise, aimed at the priority of preparing communities prone to water-related disasters.

About Our Commitment to Corporate Citizenship

WD-40 Company's citizenship program is a strategic expression of our social mission, grounded in our people-first culture, core values, and brand purpose. Driven by our commitment to building a better future, the program brings that mission to life through three supporting initiatives that create a meaningful impact in the communities where we live, work, and do business. The focus of our 2025 RFP will be on our priority of **Preparation**, and will be limited to communities prone to water-related disasters in the U.S.

About Our Priority of Preparation

We are looking for one or more charitable partners to help us reduce the impact of disasters—including water-related disasters—by helping communities prepare for, respond to, and recover from disasters. When essential infrastructure and equipment is properly prepared and maintained before a water-related disaster strikes, businesses and consumers benefit. We seek to partner with organizations that have a demonstrated track record with disaster preparedness. We are eager to share our expertise in preventing rust and corrosion caused by water, along with offering tips, tools, product donations, and education on water-related preparedness.

WD-40 Company Corporate Citizenship Purpose & Priorities

Purpose	Empower doers around the world to build a better future.		
Priorities	TRAINING	PREPARATION	RESTORATION
How We Help	<p>Know-how drives progress, and we support technical education, maintenance training, and digital and hands-on learning for trades professionals.</p> <p>Through strategic partnerships and educational funding, we open doors to opportunity while helping close the skilled trades gap.</p>	<p>We help reduce the impact of disasters by supporting communities in preparing for and recovering from storms, floods, and other crises through the maintenance and readiness of essential infrastructure and equipment.</p> <p>We partner with organizations that focus on disaster preparedness and recovery, offering tips, tools, product donations, and education on preparedness and recovery.</p>	<p>By helping repair products and extending their useful life, we help reduce unnecessary replacements and cut down on waste. We collaborate with organizations that focus on repair, reuse, and restoration of tools, equipment, machinery, and other valuables, reducing consumption and landfill waste.</p>
Global SDG Alignment	<p>UN SDG 4 Target 4.4 Education and lifelong learning</p> <p><i>By 2030, increase the number of people who have relevant skills, including technical and vocational skills.</i></p>	<p>UN SDG 11 Target 11.5 Resilient, safe, sustainable communities</p> <p><i>By 2030, reduce the impact of disasters—including water-related disasters—by helping communities prepare for, respond to, and recover from disasters.</i></p>	<p>UN SDG 12 Target 12.5 Responsible consumption and production</p> <p><i>By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.</i></p>

Grant Criteria & Eligibility

- Each proposal must be led by a nonprofit that meets the following criteria:
 - 501(c)(3) public charity status, which is in good standing
 - Serves communities in Southern California, Southern Florida, or New Jersey.
- A 501(c)(3) public charity may serve as a fiscal sponsor for another applicant to administer the grant and provide regular financial reporting to San Diego Foundation.
- Proven track record in community preparedness for, and recovery from, water-related emergencies and disasters.
- Demonstrated alignment with U.N. Sustainable Development Goal 11, Target 11.5.
- Holds a Candid GuideStar Gold or Platinum Seal of Transparency.

Additional Considerations

- Clarity in articulating strategy, costs, and selected communities.
- Ability to provide quantifiable results at the end of grant cycle.
- Willingness to allow the WD-40 Company to share results publicly.
- Ability to offer physical or virtual volunteer opportunities for WD-40 Company employees in the U.S., the majority of whom reside in Southern California, Southern Florida, or New Jersey.
- Effectiveness in demonstrating organizational strength, past performance, and strong community partnerships.
- Whether/if the organization also provides disaster relief services in the same/targeted communities.

Restrictions & Exclusions

We are unable to provide grants for the following:

- Individuals;
- Capital campaigns, endowment funds, or debt reduction;
- Fundraising events;
- Sectarian or denominational religious groups;
- Political parties, candidates, or partisan groups; or
- For-profit organizations.

How To Apply

- SDF utilizes the grant application portal (Foundant Grant Management System) for grant applications and final reporting submissions.
- To apply, access the Foundant platform here: <https://www.grantinterface.com/Home/Logon?urlkey=sdf>
 - **Enter Access Code** provided to you by San Diego Foundation staff.
 - **Returning applicants/users:** If your organization has previously applied for funding consideration through SDF Foundant platform, please enter your credentials and log in. If you forgot your password, please use the "Forgot your Password?" link to reset your password.
 - **New applicants/users:** If your organization has never applied through SDF Foundant, please click on "Create New Account" to complete the registration process and create your logon credentials. Once logged in, click the "Apply" button to access funding opportunities.
- Complete grant application on or before the deadline of October 3, 2025. Late or incomplete applications will not be considered.
- If an application is accepted, organizations will be invited to join a Zoom (Virtual Call) with WD-40 Company employees and SDF staff.
 - At least one organization from each region where the majority of WD-40 Company employees reside will be selected.
 - Plan for the meeting to take place during the Decision Window (reference Timeline for dates).

Be prepared to upload the following documents with your application:

- A copy of your organization's (or your fiscal agent's) IRS Determination Letter.
- A list of your organization's Board of Directors and staff list, highlighting any individuals holding government positions; if using a fiscal agent, please include the list for both organizations.
- A copy of your organization's most recent audited financial statements, most recent 990, and/or latest annual report **if more recent than is shown in your Candid GuideStar Gold or Platinum profile**.
- A budget and timeline for the program you have articulated, and the quantifiable metrics you will provide at the end of the cycle.
- One or more examples of your disaster preparedness efforts to demonstrate your capabilities and success in the area of preparedness.

Grant Process Timeline

Dates	Milestones
Wednesday, September 3, 2025 – Friday, October 3, 2025	Grant Application Window
Monday, October 6, 2025 – Friday, October 31, 2025	Decision Window / Q&A with WD-40
November 3, 2025 – August 31, 2026	Program / Project Execution Timeline
May 2026	6-mos check in (virtual call)
September 30, 2026	Final Report Deadline

Frequently Asked Questions

How do we apply?

Applications will be accepted from September 3, 2025, until October 3, 2025, 5:00 p.m. PDT. All applications must be submitted online using SDF's online portal. [Apply Now](#) to access the portal.

How much can we request?

WD-40 Company will award \$200,000 in total and anticipates awarding a minimum of 3 grants, one per geographic regions where the majority of our U.S. based employees reside (Southern California, South Florida, and New Jersey).

Who is eligible to apply?

To be eligible for this grant opportunity, organizations must have 501(c)(3) tax-exempt status and provide services where the majority of WD-40 Company employees reside. An organization may serve as a fiscal sponsor for a charitable organization that does not have 501(c)(3) tax-exempt status if a cooperative relationship between the two can be clearly demonstrated. The fiscal sponsor must be willing to administer the grant if awarded. Please see Eligibility & Recommendations above.

What is the grant period?

Projects must be implemented within 12 months of grant approval.

When will applicants be notified?

Applicants will be notified by October 31, 2025.

Who can I contact if I have questions about the application?

Please contact WD-40 Company's fund administrators at philanthropy@sdfoundation.org if you have questions about the grant cycle, application, or encounter any technical issues.

What are the reporting requirements?

Grantees will be invited to a mid-year grant check virtual call. A Final Report will be due by September 30, 2026, to be submitted through SDF Foundant platform using the same link as the application.