

Ally Grant FAQs



Who can apply for an Ally grant?

Ally funds 501(c)(3) nonprofit organizations that support low- to moderate-income individuals and meet Ally's eligibility requirements.

Where does Ally focus its giving?

We focus our giving in Charlotte and Detroit in the areas of:

- Affordable Housing
- Financial Education
- Digital Job Training/Workplace Preparedness

How do I know if my organization and project are eligible to receive a financial grant from Ally?

Please read the grant guidelines and take the eligibility quiz to confirm eligibility before you complete the grant application.

If my organization's 501(c)(3), tax-exempt public charity status is pending, can we still apply for a grant?

Your organization must have an approved status to apply for one of our grants.

What is the process for applying for a grant?

1. Complete the [eligibility quiz](#) online.
2. If you're a first-time user, create a username and password.
3. Complete and submit your full proposal.

Does the entire application have to be completed in one online session?

No. You can save your information and return later to finish the application.

When is the submission deadline?

Ally offers one opportunity a year for eligible organizations to apply for grants. The application period is January 15 through February 28 at 11:59 p.m.

If the submission deadline falls on a weekend or holiday, does the deadline change?

The deadline will remain February 28, regardless of what day it falls on.

When will I be notified if I've been approved for a grant?

Please allow up to 12 weeks after the deadline for us to review applications. Once reviewed, your organization will be notified.

Can my organization receive multiple grants in one year?

We award one grant to each approved organization each calendar year.

If we are declined a grant award, can we reapply?

Your organization is welcome to reapply during the next grant cycle period.

Who do I contact if I have questions?

If you have additional questions about the grant application process, please email grants@ally.com.