



# IABC Foundation

2024-2025 Gift of Excellence Grant  
for CMP/SCMP Certification

## **IABC FOUNDATION GIFT OF EXCELLENCE GRANT FOR CMP/SCMP CERTIFICATION**

Dear Applicant,

The IABC Foundation supports your commitment to excellence and seeks to help you on your journey to advance your career. We believe communication is a force for good in business and society. By assisting IABC members achieve certification, we hope to help you take your work and career to the next level.

We are thrilled to launch the 2024/2025 Gift of Excellence grants to fund certification fees for certain IABC members through the Global Communication Certification Council (GCCC) certification programs. The IABC Foundation is particularly interested in helping to expand the availability of the program to IABC members globally, where currency discrepancies or developing economies may make it financially difficult for members to take part in the program. IABC members living and working in areas designated as developing nations by the World Bank and International Monetary Fund, as well as those living in areas significantly impacted by a natural disaster, will receive highest priority in the disbursement of the Gift of Excellence grant funds. However, all applicants demonstrating financial need will be considered.

This packet contains information critical to your application, including:

- More information about the IABC Foundation and the Gift of Excellence program.
- The funding, criteria and eligibility requirements.
- The application process and timeline.

Please review the packet carefully and feel free to [email us](#) if you have questions.

Again, congratulations on your commitment to excellence in your career. We look forward to receiving your application.

Sincerely,

IABC Foundation

## ABOUT THE IABC FOUNDATION

The IABC Foundation is a 501c3 not-for-profit organization that funds and supports strategic initiatives designed to drive forward communication as a force for good in business and society.

The IABC Foundation supports communicators at all levels and phases of their careers, through 4 pillars of focus which we call Gifts. Our work on the four Gifts ensures that we help keep the communication profession relevant, vibrant and moving forward through leadership, resources and philanthropy.

For further information, please visit [www.iabc.com/About/Purpose/IABC-Foundation](http://www.iabc.com/About/Purpose/IABC-Foundation).

## THE GIFT OF EXCELLENCE

The purpose of this grant program is to support IABC members seeking to improve their career trajectory, advance excellence in professional practice and gain certification through the [Global Communication Certification Council \(GCCC\)](#).

The Gift of Excellence funds a limited number of eligible IABC members to apply and sit for the Global Communication Certification Council's Communication Management Professional (CMP) or Strategic Communication Management Professional (SCMP) exam to attain certification. Applicants must meet all [GCCC application and exam requirements](#), and receipt of a grant through this program does not guarantee an individual will qualify or pass the exam. All such determinations are made directly by the GCCC in their standard exam application and exam administration processes. This grant program is designed only to provide funding support.



### Why Certification Matters

Ethics. Consistency. Context. Analysis. Strategy. GCCC certification provides an internationally recognized standard of communication excellence based on a global understanding of key principles and job competencies worldwide. Being certified gives professionals the ability to demonstrate their knowledge and expertise and provide evidence of their outstanding abilities. It is a pathway that not only elevates an individual's career, but also to ensure the continual advancement and positive impact of the communication profession.

### Available Certification

Communication Management Professional (CMP)—For generalist, specialist and other business communicators established in their careers as managers and looking to demonstrate their competence.

Strategic Communication Management Professional (SCMP)—For highly skilled business communicators practiced in providing strategic communication advice and counseling to an organization's leadership.

For more information on GCCC Certifications, visit [www.gcccouncil.org](http://www.gcccouncil.org). In addition, applicants should review the certification exam resources page: <https://gcccouncil.org/Study-Resources>.

## ESTABLISHED GUIDELINES

The IABC Foundation Gift of Excellence program is funding up to five (5) grants for GCCC certification. Each grant totals US\$490 and is inclusive of the exam fee (US\$395) and the year one maintenance/renewal fee (US\$95). Grants will only be awarded to eligible applicants and all eligible applicants are encouraged to apply.

Grant applicants are selected through a peer-based evaluation by the IABC Foundation grant selection task force.

### Criteria

In order to be considered for a Gift of Excellence grant, applicants must:

- Be an IABC member in good standing.
- Have a clear demonstrated need.
  - Reside in low/low-medium income countries as defined by the World Bank & International Monetary Fund.
  - Reside in disaster-stricken areas in the last 12 months or
  - Demonstrate other documented financial need.
- Satisfactorily answer all application questions, demonstrating a personal commitment to certification and ethical, professional practice.
- Have not received previous grant funding from the IABC Foundation within the last two years.
- Submit an application by 12 February 2025.

Please note: Once a recipient receives grant funding, they must submit an application to the GCCC to sit for an exam. When their application has been verified and accepted by the GCCC, they will be notified within 30 days whether they are approved to sit for an exam. If they are eligible to sit for an exam, they will have two years from the date of their application approval to pass the exam for that level. Every effort will be made to help support grant recipients access an exam site.

Additional requirements:

1. Recipients of the grant are required to submit:
  - Questionnaire upon passed or failed certification exam.
  - Follow-up report to the IABC Foundation six months following certification exam, including:
    - Whether certification was achieved.
    - Length of time to complete the certification process.
    - How certification has affected your career.
    - Feedback on the Gift of Excellence grant and certification process.

Grant funds are awarded directly from the IABC Foundation to the GCCC for awardees. Grantees will not receive a cash disbursement.

Certification candidates, including grant awardees, who fail the exam have an opportunity to retake the exam within two years for US\$100. Grantees who do not pass the test may apply the funds intended for the first-year maintenance fee to retake the exam. This will exhaust all grant funds and no further funds will be awarded for the annual maintenance fee.

Recipients understand that IABC Foundation grant funding does not guarantee certification and that the IABC Foundation has no influence on certification results.

## APPLICATION PROCEDURE

IABC members are invited to apply using the following online grant **application form** (link: <https://iabcfoundationgoe.secure-platform.com:443/a/solicitations/209/home>). At the time of completing the online form, you will be asked to provide your resume or curriculum vitae, answer a series of questions, and provide one professional reference.

### A few questions to expect within the application

Please explain why you are seeking certification.

What impact do you anticipate this certification will have on your career?

Please explain your financial need for this certification.

Have you tried to get certified before?

How have you prepared for the certification exam?

## TIMELINE

Open call for applications	5 April 2024
Closing date for applications	12 February 2025
Application review and scoring	February / March 2025
Foundation task force candidate slate selection meeting	March 2025
Vote and approval by Foundation Trustees	March 2025
Outreach to all applicants	March 2025

Any further questions about how to apply, please [email](#) the IABC Foundation.