

the **TRANSFORM** business grant

GRANT INFORMATION

Who we are

TRANSFORM is actively anticapitalistic and antiracist, continually working to identify and dismantle oppressive systems of power. Funding shouldn't be the reason you sacrifice your business idea or your professional development.

We offer growth-focused micro-grants up to \$1,000 to social impact focused individuals looking to grow their own business or business acumen. In addition to funding, grantees are provided a customized year-long growth-based program, which includes access to pro bono services from a roster of experts in branding, coaching, skill-based learning, marketing, website development, blogging, and more.

Read our purpose, vision, and values here: <http://www.transformgrant.org/about-us>.

Who we fund

The TRANSFORM Business Grant supports:

- Individuals in systemically oppressed groups including, but is not limited to, BIPOC individuals, individuals who have a disability, formerly incarcerated individuals, and queer, trans, and nonbinary folks.
- Those in financial need. **What does financial need mean?** First off, we're not going to ask for your bank statements and you don't have to show any proof of your struggles (that goes against our values). We define financial need as not being able to get the things you need with the resources you have. We know financial need is going to look different for everyone. We trust you will be able to share with us about your individual need in your application.
- Businesses or business ideas aligned with TRANSFORM's values, including centering antiracism and anticapitalism in how your business operates and in the impact you are making in your community or the world.

- Social impact driven business or business ideas. We want to see and understand how your business positively affects your community or the world. What social injustices are you challenging?

At this time, The TRANSFORM Business Grant is only open to applicants in the United States, regardless of citizenship or immigration status. Individuals and teams/groups are welcome to apply.

Grant cycles

We've made some changes for 2023!

March 2023 Cycle

Grant applications may be submitted between February 20th – March 20th for review in March/April. Any applicant selected to move forward to a virtual face-to-face meeting will be notified by April 8th and meetings will be held April 12th – 14th.

August 2023 Cycle

Grant applications may be submitted between July 20th – August 20th for review in August/September. Any applicant selected to move forward to a virtual face-to-face meeting will be notified by September 2nd and meetings will be held September 6th – 8th.

Applying for the grant

The grant application can be found on the following pages. If any of the terms or ideas we ask about are new to you, we encourage you to do some independent learning to determine if and how these concepts may apply to your business.

Please reach out with any questions. We can be reached at info@transformgrant.org or 303.583.5640. If your application is selected to move on, you will be scheduled for a virtual face-to-face interview with members of TRANSFORM's Advisory Council. Whether or not you are selected to move forward in the process, you will hear from us!

Not sure if you're a good fit? Reach out to our team at info@transformgrant.org to talk about your qualifications and if your business is in the right stage to apply.

Please note: This grant does not fund political organizations or activities, religious organizations for religious purposes, or student loans or other debt payments.

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2023 GRANT APPLICATION

Applications for 2023 may be submitted between February 20th – March 20th for March/April review and July 20th – August 20th for August/September review. Only applications submitted during these timeframes will be reviewed.

Completed applications or questions can be sent to info@transformgrant.org or TRANSFORM, P.O. Box 741082, Arvada, CO 80006-3044.

Please reach out with any questions about the application or application process. We are here to help!

Name _____

Pronouns _____

How should we address you? _____

Email _____

Phone _____

Mailing Address _____

Business name _____

Are you applying as an individual or team? _____

Business website (please hyperlink) _____

Social media handles (please hyperlink to each site)

Twitter _____

Instagram _____

Facebook _____

TikTok _____

Snapchat _____

Other online presence _____

All About You

1. Tell us about yourself. What are your identity factors?
2. If you are applying on behalf of a team, please tell us about the identity factors of the other members of your team.
3. How does your identity influence your worldview and how you approach your business?

4. What do you love about yourself? What makes you you?

Your Business or Idea

1. What is your business or business idea? What does your business do? Share a summary of your business or business plan.
2. If you are a returning applicant (you've applied for the grant at any point before), what changes would you like us to notice between this and your last application to us?
3. How long have you been in business or developing this idea? What was the impetus for starting your business?

4. What problem does your project solve or what need does it fill?
5. Is anyone else doing this? If so, how are you doing this differently?
6. What are the purpose, vision, and values of your business or idea? Tell us why you do what you do. Please elaborate on your organization's values. Why are these intrinsically important to you and your work?
7. Tell us about the social impact of your business or idea. Does it challenge systems of oppression? How is it making the world a better place?

8. What does anticapitalism mean to you and how does it show up in your business?

9. What are the goals of your business and what is your desired community impact?

10. What have you identified as determinants of success for your business? How are you measuring these areas?

11. What does your workforce look like now? Do you have paid or unpaid staff or volunteers? Is just you? Are others helping out? Tell us about your division of responsibilities and team relationships.

Financial Support

1. Are you in financial need? Please describe what this means to you in terms of your business or business idea.
2. What sources of financial support or revenue are you currently receiving for your business or business idea?
3. Grants of \$1,000 are available. What will you do with these funds? If you don't need the full \$1,000, that's okay. Please provide a breakdown of what you need and additional detail.

4. If we provide funding for what you've listed in the previous question, how will this impact your business? How will this grant allow you to grow in the short-term and the long-term in ways that are currently unavailable to you?

Grantee Mentorship

1. This grant includes pro bono access to expert coaches and other resources. What additional areas of support would your business benefit from?

- | | |
|---|--|
| ☐ Brand development | ☐ Negotiation |
| ☐ Business establishment | ☐ Human resources/staffing |
| ☐ Legal assistance | ☐ Event planning/logistics |
| ☐ Financial planning | ☐ Fundraising ideation |
| ☐ Graphic design | ☐ Personal development and coaching |
| ☐ Mentorship | ☐ Customer/donor relations |
| ☐ Board development | ☐ Space design/buildout |
| ☐ Marketing strategy | ☐ App & software development |
| ☐ Business coaching | ☐ IT/technical operations |
| ☐ Website development | ☐ Sales strategy |
| ☐ Project management | ☐ Blogging |
| ☐ Product development | |
| ☐ Public speaking | |

2. For the areas you selected where your business could benefit from support, in how would you like to see you and your business/business idea grow through access to the above resources through a customized, year-long business development program?

3. In looking at the above areas, what do you see as your strongest areas? How are you excelling? (We want you to brag about yourself here!)
4. With the knowledge and resources gained through The TRANSFORM Business Grant, how do you hope to be able to pay it forward and support other entrepreneurs and your community in the future? Please be specific in your examples.