



## **CALL FOR PROPOSALS: INCUBATOR PARTNERS TO ADVANCE LOCAL WOMEN, IMMIGRANT, AND MINORITY ENTREPRENEUR BUSINESSES**

### **WURWAND FOUNDATION GOALS AND OBJECTIVES**

FOUND/LA, a Wurwand Foundation initiative, supports local entrepreneurs to help them build their business, purpose, and community. We connect future and existing business owners—particularly women, immigrants, and minorities—with resources to help them succeed.

This call for proposals aims to help us find and fund partners who are providing resources, events and mentorship for entrepreneurs to grow their businesses. We are hoping to identify multiple organizations who are already running programs that provide educational support for local entrepreneurs. Grants will be for a one-year pilot to help us get to know the organizations and the communities where they work before potentially establishing a longer-term, multi-year grant in 2020.

We think about our partners as an ecosystem, with individual partners adding value in unique and complementary ways.

### **PURPOSE**

To identify a diverse set of organizations that provide support to entrepreneurs, with a specific focus on women, immigrant, and minority businesses.

### **WHO SHOULD APPLY**

- Organizations or programs that meet all of the following requirements:
  - 501(c)3 or is fiscally sponsored
  - Is currently operating programs to support entrepreneurs via education, workshops, coaching, mentorship, or other skills-based training
  - Based in and focused on Los Angeles
- Current grantees for whom the majority of their work is entrepreneurship-based, regardless of when their current grants are up for renewal. (All current grants will continue uninterrupted.)

### **WHO SHOULD NOT APPLY**

- Organizations that do not meet the requirements above

- Organizations who are providing accelerator support for seed ideas; this call for proposals specifically focuses on growing or expanding of *existing* businesses
- Organizations that do not focus their work on supporting entrepreneurs
- Organizations focused on supporting entrepreneurs solely at a national level
- Organizations who do not already have established programs to support entrepreneurs (i.e. we're not looking to create something completely new)

## **CRITERIA FOR DECISION MAKING**

Wurwand Foundation will assess the strength and relevance of eligible applications based on the following four criteria:

### **1) Alignment of Work To Be Funded**

Applicants will be assessed on:

- Alignment between who the applicant's program serves and FOUND/LA's strategy of providing education support to existing businesses, with a focus on women, immigrant, and minority entrepreneurs
- Existing curriculum and tested approach for their programs

### **2) Vision of Success**

Applicants will be assessed on clear articulation of:

- Short and long term success of both the institution and the specific program
- The organization's contribution towards the success of the entrepreneurs it supports
- How the organization will measure increase in scale, such as number of entrepreneurs served, engaging neglected communities, partnerships with other organizations, etc.
- A path to source entrepreneurs to participate in these programs

### **3) Adaptability & Community Building**

Many entrepreneurs are working constantly, often in isolation. They also are following a journey that is specific to their own experiences and are often in different places along that journey. We believe that when entrepreneurs are brought together, they will work together to solve the problems that others are facing. Application will be assessed on clear articulation of:

- How your program fosters a sense of community and engagement among its entrepreneurs

- How you plan to adapt your program to accommodate the needs of its participants

#### 4) Organizational Culture

Application will be assessed on clear articulation of:

- Prioritization of results over process
- Your ability to reach women, immigrant, and minority entrepreneurs with your services as well as within the organization itself

### FREQUENTLY ASKED QUESTIONS

**How long will grants be?** Up to one year. We are hoping that through our pilot grants this year, we will find programs and partners that we will be able to fund for multiple years.

**How many applicants do you expect to fund?** Between 1-5 organizations.

**What will the amount of the grants be?** It depends on the size and scope of the work, but the total grant amount per organization should not exceed \$50,000. Please include amount of funding requested.

**Why doesn't the RFP ask for a specific grant amount?** The size of each grant will depend on the number and range of potential grants, the size of your overall organization or project budget, and the total amount of funds available.

**Can we apply for a multi-organization grant?** Yes. Please identify one coordinating partner and primary contact and submit a joint proposal.

**Can we apply if our organization is not only focused on supporting entrepreneurs through incubation?** If you are a multi-issue organization and you have a specific program focused on supporting entrepreneurs via education, mentorship, or community building, you may apply.

**Download the attached form below and email it to [hello@foundla.org](mailto:hello@foundla.org) by February 1, 2018**

#### KEY DATES

Call for Proposals Issued	January 14, 2019
Clarifying Questions submitted to FOUND/LA	February 1, 2019
Final Proposals Submitted	February 28, 2019



Selection & Notification

April 2018