



CALL FOR PROPOSALS: INCUBATOR PARTNERS TO ADVANCE LOCAL WOMEN, IMMIGRANT, AND MINORITY-OWNED BUSINESSES AND AID IN COVID-19 RECOVERY

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.

There is no question that COVID-19 has most strongly impacted small businesses and their employees. At FOUND/LA, we remain steadfast in our commitment to find and fund partners who are providing education, resources, mentorship, acceleration, skills-based training, and/or coaching to these entrepreneurs to help their existing businesses thrive. We are hoping to identify 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.

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

PURPOSE

To continue to add new partners to our existing portfolio of diverse organizations that provide support to entrepreneurs, with a lens towards supporting women, immigrant, and minority-owned 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 entrepreneurs in 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 or early stage businesses- this call for proposals specifically focuses on growing or expanding of *existing* businesses who have been affected by COVID-19;
- 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 educational support via training, accelerator/incubator programs, mentorship, coaching, etc. to existing businesses, with a special lens towards supporting women, immigrant, and minority-owned businesses;
- 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 organization and the specific program;
- The organization's contribution towards the success of the entrepreneurs it supports;
- How the organization will measure an increase in scale, such as number of entrepreneurs served, engaging neglected communities, partnerships with other organizations, etc.;
- An existing pipeline of entrepreneurs to participate in these programs.

3) Adaptability & Community Building

Many entrepreneurs are working constantly, often in isolation to keep their businesses alive. 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 for any new partnerships.

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 \$75,000. Please include the amount of funding requested in the application.

How will the grant amount be determined? The size of each grant will depend on 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.

We will be accepting proposals on a rolling basis through October 1, 2020. The sooner we receive your application, the sooner we will be able to evaluate it. To apply, download the application on the website and email it to hello@foundla.org. Questions can be directed to hello@foundla.org as well.

KEY DATES

Application Window Opens	August 17, 2020
Application Window Closes	October 1, 2020