Washington State Microenterprise Association
Spring 2024 Urban Grant Information Session & Grant Portal Walkthrough

Jena Yang, Grant & Project Specialist
Lisa Smith, Executive Director

March 6, 2024
Agenda

- Overview of Grant Purpose and Logistics
- Budget Request
- Selection Criteria & Review Process
- Expectations of Grantees
- Project Information
- Q&A
- Grant Portal Walkthrough
Overview of Grant Purpose and Logistics
Overview

- **Focus:** Workers/entrepreneurs in the gig economy.

- **Purpose:** This grant cycle invites organizations working in urban communities that are eager to showcase their tools, programs and resources that strengthen business services tailored for gig workers/entrepreneurs throughout the state.

- **Goal:** Develop and share tools that will help the Entrepreneur Support Organizations (ESOs) work more effectively to provide business training, technical assistance, and financing support to gig business workers/business owners.
Definitions

- **Gig Economy**: Activity where people earn income providing on-demand work, services or goods. Examples of gig workers include freelancers, independent contractors, project-based workers and temporary or part-time hires.

- **Urban Communities**: Within or immediately adjacent to the metropolitan core of the urban counties or in these urban counties and having a population of more than 20,000 people.

- **Entrepreneur Support Organizations (ESOs)**: Organizations, including CDFIs, that predominantly provide business training, technical assistance and/or microloans.
Eligible Applicants

- Have IRS 501c3 nonprofit status.
- Services also provided to Black, Indigenous, People of Color (BIPOC), veterans, woman-owned enterprises, entrepreneurs with disabilities, justice involved entrepreneurs and others historically shut out from funding, training programs, financing and other opportunities.
- Organizations must be a Resource Partner on Evergreen BizLink OR have an application submitted.
- Provided services in urban communities of Washington state.
- Provide business training, technical assistance, microlending or referrals to financial services to gig workers in Washington state.
- Track record of collaboration with relevant and diverse community stakeholders in planning, implementation, and evaluation of the work.
- Have a general liability insurance coverage.
Ideal Applicants

► Offer tested training and/or technical assistance services that specifically support the unique challenges gig entrepreneurs face.

► Explore and provide specific research-based tools, strategies, and initiatives to support gig workers with their business.

► Have demonstrated experience assisting businesses in the gig economy with their taxes, operations, business systems, support networks, and other resources.

► Provide education, tools and resources for other providers who are working with gig workers with their businesses.

► Have existing relationships with networks of gig workers who are open to sharing their experience and needs with surveys, focus groups or other methods.
Important Dates

- **March 1, 2024:** Grant Guidelines/RFP Released
- **March 6, 2024:** Grant Portal Opens
- **March 6, 2024:** Information Session & Grant Portal Walkthrough Webinar
- **March 27, 2024:** Proposals due by 5:00pm PST
  - Late submissions will **NOT** be accepted.
- **April 19, 2024:** Applicants will be notified of funding decision(s) on or before this date
- **June 21, 2024:** Project Completion and Report Due
Application

- Word document with the requested questions from the Program Guidelines
  - Maximum: 3 pages
- Expected Outcomes (quantitative data) ready to insert into the portal
- Completed Funding Request Form
- 2024 Organization Budget
- Organization P&L (Statement of Activities) or Income Statement for the previous 12 months
- Organization (or fiscal sponsor) IRS 501c3 Letter of Determination.
  - Note: If you use a Fiscal Sponsor, you will also need to upload a written agreement documenting the relationship.

NAME your documents with the organization name and the document name.
Ex: FCS_IRS501c3_Letter.doc vs IRS.doc
RFP Process

- Language translation services and support are available. Guidelines can be translated on WSMA’s website.
- All proposals will be electronically submitted utilizing the WSMA Grant Portal
- Incomplete proposals will not be accepted.
- Submitted proposals require an electronic signature in the WSMA portal.
- Will receive officially signed hard copy original with proper attachments will be accepted by mail up to **March 27, 2024** at
  - Address: Washington State Microenterprise Association P.O. Box 1914, Olympia, WA 98507
  - Send email to WSMA at jena@wamicrobiz.org ahead of the deadline about the mail
  - WSMA assumes no responsibility for delays caused by any delivery method.
Expected Outcomes Definitions

Jobs & Businesses
- Jobs created:
- Jobs saved:
- Businesses started:
- Businesses expanded:
- Total UNDUPPLICATED business served:

Business Training Series: Group based, multiple related sessions with an end date
- Sessions to be provided:
- Businesses (existing and start-up) served:
- Total hours of instruction:
Expected Outcomes Definitions

Business Workshops/Webinars: a single event
- Sessions to be provided:
- Businesses (existing and start-up) served:
- Total hours of instruction:

Technical Assistance (1:1 and small group)
- Sessions to be provided:
- Businesses (existing and start-up) served:
- Total hours of technical instruction:

Access to Financing (Loans/Grants)
- Businesses (existing and start-up) served:
- Referrals to local/regional lenders:
- Loans/grants applied for:
- Loans/grants funded:
- Total amount funded/received:

Demographics of those to be served
Other Logistics

- All funds must be expended by June 21, 2024
- Activities can begin on the date of contract signing.
- Initial grant funds will be available to grantees within 20 business days of contract signature with final disbursement of funds upon the submission of the final report.
- Priority areas of focus include Black, Indigenous and People of Color (BIPOC), veterans, people with disabilities, returning citizens, LGBTQ+ and other historically marginalized microbusinesses in Washington State.
Budget Request
Budget Item Description

- Make sure your budget accurately describes the costs to complete your project with wages only (roles/hours/rates) and clear description for each purpose, expenditure, consultant descriptions, etc.

- Make sure your budget is proportionate to the product/resource/service being provided

- Avoid costs in any line item that are not accompanied by clear detailed descriptions
Budget Request must be either $10,000 or $20,000!
Eligible Uses for Grant Funds

- Directly to businesses or gig workers, including stipends and transportation support
- Equipment (tangible property) including copiers, vehicles, furniture, software and technology infrastructure
- Expensive meals

- Project related expenses including education materials, translation and interpretive services
- Light refreshments
- Staff wages and transportation including mileage
- Marketing materials
- Facility rental fees
- Consulting fees
Selection Criteria & Review Process
Selection Criteria

- Funding will be awarded based on the quality of the strategies, demonstrated relevance to the needs of gig entrepreneurs, and the capacity of the organization to accomplish the goals of the initiative within the timeline of the grant.

- A demonstration of services, resources, tools, etc. being provided by the grantee for small gig based businesses must occur within this grant period.

- WSMA encourages applications that inspire innovation, ensure social inclusion and the use of circular economy principles in key sectors of our economy. Cross-sector collaboration and innovation within and among sectors will also be prioritized.
Review Process

- WSMA will provide preliminary assessment for completeness and then go through the formal review process.

- Applicants will be notified of funding decision(s) on or before April 19, 2024.

- Each proposal will be independently evaluated. WSMA is dedicated to ensuring that funds are distributed throughout the state to achieve geographic and demographic equity.
Expectations of Grantees
Expectations

► Upload required payment documents:
  ► 2024 W-9
  ► WSMA Payment Processing Form

► Incorporate WSMA logos and acknowledgment in marketing materials.

► Accomplish work outlined in the approved Scope of Work.

► Join Evergreen BizLink as Resource Partner.

► Participate in a WSMA-sponsored webinar highlighting the projects.

► Submit final report by June 21, 2024.
Reporting Requirements

- All reporting documents must be uploaded to the WSMA Grant Portal on or before June 21, 2024
- 4 page Summary Report
- Input final outcome numbers in the portal
- Technical Assistance available
- Certification that funds were used in accordance with contract
Question #1

- Describe your organization’s ability to reach and serve gig workers/business owners in your urban area.

- Provide details of your connections with these workers and how you know you are on track with what they need.

- Provide examples of how your organization has supported the business needs of gig workers and owners.
What research, partners or other information have you used to gather data or understand the needs and gaps in support noted by gig workers?
Question #3, #4, and #5

3. Regarding your outreach, engagement and services for BIPOC-owned businesses in your service area, identify the communities you serve below.

4. Does the executive director of your organization identify as BIPOC?

5. Identify the communities below for which you currently provide dedicated services and/or seek to provide with this grant funding (check all that apply).
Question #6

- List the primary deliverables your organization will provide with these grant funds.
  - Examples:
    - Information about protections for gig workers
    - Workshop template(s) for gig workers (network, mentor training, social media campaign, inspiration/mindset)
    - Business services tool kit for supporting gig workers

- How do you intend to use WSMA grant funds?

- What tools and resources will you provide to gig workers/business owners for their small enterprises?
Deliverables = Expected Outcomes

- **Training**: We provide webinars, workshops, and training programs that build the capacity of small businesses with an effort to attract new customers, manage their finances, apply for financing, etc.

- **Technical Assistance**: The types of assistance we provide to small businesses include technical support for accessing federal and state loans/grants, business coaching, development and implementation of their business plans, troubleshooting, improving marketing strategies.

- **Microlending or Access to Financing**: Providing microloans or access to financing for microenterprises.

- Toolkits
| S | Specific | What will you accomplish?  
What actions will you take to accomplish it? |
| M | Measurable | What data will measure the goal?  
(how much? How well?) |
| A | Achievable | Is the goal doable?  
Do you have the needed skills and resources? |
| R | Relevant | How does this goal align with the broader goal, mission of organization?  
Why are the results important? |
| T | Time-Related | What is the timeframe? |
Washington State Microenterprise Association

The Washington State Microenterprise Association (WSMA) builds capacity in Entrepreneur Support Organizations (ESOs), also known as Microenterprise Development Organizations (MDOs), to ensure that Washington’s smallest businesses have access to the business tools, resources and financing they need to innovate, grow and flourish with a strong sense of place in their communities.

WSMA accomplishes this by providing ESOs with grants, training, technical assistance, capacity building support and connections to essential networks to ensure quality businesses tools and needed resources are accessible to every business in the state and the path to prosperity is integrated, community driven and meaningful for Washington’s smallest businesses.
Q&A Break
Post Webinar Survey Reminder!
Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because of this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Grant Portal Time!
Jena Yang
Grant & Project Specialist
jena@wamicrbiz.org

Questions?
Email me with subject line “Urban Grant”