



# Small Business Resilience Fund

## Application Questions & Rubric

### Application Type

Please select the circumstance that best describes why you are seeking support from the Small Business Resilience Fund below.

- ☐ **Continuance:** My business is threatened with an unexpected cost that I cannot afford.
- ☐ **Growth:** My business has been presented with a valuable opportunity, but I do not have the funding necessary to pursue it.

### Severity of Circumstances

**Question:** Please answer ONE of the following questions, based on the type of funding you selected above.

- **Continuance:** Describe the impact of this unexpected cost on your business. Include what may happen if the cost is not paid, or if an award is not given to help cover it.
- **Growth:** Based on your research, what financial opportunities will come because of this investment? Would passing on this opportunity bear any consequences for your business?

**What We're Looking For:** Fund awards are meant to support a business through one of two life-changing circumstances: 1) an unexpected expense that threatens the survival of the business, or 2) an unplanned opportunity that can secure its long-term viability.

#### *Point Scale (Continuance)*

5	Demonstrates the cost is critical to business survival, details potential consequences like closure, significant layoffs, or loss of personal assets.
3	Explains the cost will cause hardship but not threaten immediate closure or termination, could hinder growth or affect operations over a moderate period of time.
1	Minor inconvenience caused by the cost with minimal impact on long-term business operations.

#### *Point Scale (Growth)*

5	Clearly defined financial opportunity with concrete projections for increased revenue or market share, missing the grant would lead to a missed chance for significant growth or lost market share.
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<b>3</b>	Identifies an opportunity for growth with some supporting data. Missing the grant could hinder progress but not stop it entirely.
<b>1</b>	Vague or minor opportunity presented; minimal long-term impact is expected for the business.

## Funding Use Description

**Question:** How will awarded funds be used? Be specific, including cost quotes where possible and a timeline that addresses both expenditure of the award and resolution of the challenge your business is facing.

**What We're Looking For:** The application details a well thought out plan to use awarded funds that is relevant to a clearly stated objective and highly likely to be an effective solution.

<b>5</b>	Provides a thorough breakdown of costs, a clear timeline with milestones, and demonstrates strong financial literacy.
<b>3</b>	Identifies key expenditures, includes a timeline, but may lack some details or justification.
<b>1</b>	Vaguely describes the use of funds, provides an unclear timeline or no timeline at all, lacks financial details or justification.

## Funding Sustainability

**Question:** If awarded, will the amount you've requested be able to fully resolve the challenge you face? If not, how will you bridge the gap? What can you do moving forward to prevent a similar shortfall?

**What We're Looking For:** Businesses are eligible to receive funding only once. Successful applicants will show how one-time assistance will help them overcome an obstacle without needing additional investments from the Foundation or other entities to address the obstacle further.

<b>5</b>	Grant amount fully addresses the challenge, demonstrates clear steps to prevent future shortfalls (e.g., improved budgeting, diversification or growth of revenue streams).
<b>3</b>	Grant partially resolves the challenge, but applicant acknowledges further steps may be needed in the future (e.g., seeking additional funding, securing a loan).
<b>1</b>	Grant amount is insufficient to address the challenge, no clear plan to prevent future shortfalls.