

\$25 million Grants to Start to Address Racism as a Public Health Crisis

SMALL BUSINESS GRANT APPLICATION

The Gathering Collaborative and King County have jointly prioritized these investments to start to undo the harms on the following populations who, based on extensive research and data nationally and in King County, most negatively experience the generational, current, and longstanding impacts of racism, making it a public health crisis:

Focus Populations

- **Black Americans who are the descendants of enslaved Africans and continue to experience the ongoing and deep impacts of systemic racism in all of its facets.**
- **Indigenous Peoples directly impacted by settler colonialism within the US borders which have created the systems of institutional and structural racism perpetuated by the United States government and ongoing settler colonialism of the United States. It includes American Indians/Alaska Natives/Native Americans, Native Hawaiians, American Samoa, and Pacific Islander communities.**

For all references to “Black and/or Indigenous” throughout the grant application, please use the description above as determined by The Gathering Collaborative.

Eligibility Requirements

Organizations who are doing the work in the community as described and meet the minimum criteria below are eligible to apply for funding. All organizations that meet the minimum eligibility criteria are encouraged to apply.

To be eligible, your organization must meet ALL of the following criteria:

- Businesses currently registered with Washington State, including all proper, applicable licenses and permits. This includes corporations, LLCs, general and limited partnerships, and sole proprietorships.
- Located and operating in King County
- Primarily and directly serving King County residents
- Equal to or less than \$5,000,000 in gross annual total revenue
- 50 or fewer full-time equivalent (FTE) employees
- In business since at or before January 1, 2022

AND your organization must be:

- Dismantling systemic racism and working to undo its harms to address the public health crisis;
- Able to show their deep roots in local Black and/or Indigenous communities (see focus populations) through their effective connections, partnerships and accountability within the communities;
- Reflective of the Black and and/or Indigenous communities they serve as indicated by how they center their work in traditions, cultural practices, and approaches to providing services; and
- Able to advance the priorities and well-being of these communities who are most harmed by racism (see *Focus Populations*).

Anticipated Business Grant Amounts Based on Gross Annual Revenue

Gross Annual Business Revenue	Award Amount
<i>Business revenue is below \$1 million</i>	<i>Up to \$100,000 max</i>
<i>Business revenue over \$1 million</i>	<i>Up to 11% of the highest gross annual revenue during 2019-2022 OR \$550,000 - whichever amount is lower</i>

Grant funds generally will be paid to grantees on a reimbursement basis, to provide documentation that funds are spent on eligible expenses incurred to support the business in providing public benefits.

All grantees will be required to commit to providing specific benefits to the King County community in exchange for the awarded funding, and will be required to provide periodic reports on the public benefits provided.

Grants will be awarded to address the negative impacts of racism, and without regard to the applicant’s protected classifications. Grant recipients will be required to comply with civil rights and anti-discrimination laws.

Ineligible Expenses

- X Paying of debt
- X Lobbying
- X Alcohol (other than for inventory needs of their business)
- X Salary increases, bonuses, and dividends to owner(s) or investor(s)
- X Costs already reimbursed previously by federal programs (e.g. SBA Paycheck Protection Program) or expenses previously reimbursed by any other grant or loan program
- X Personal expenses
- X Illegal activities
- X Purchasing, selling, and/or use of firearms, ammunitions, other weapons, and/or other illicit and exploitive activities such as prostitution, strip clubs, etc.

General requirements of business award recipients: Businesses awarded grants will be required to demonstrate how they will provide specific public benefits as a result of getting the grants. The details of those requirements (and associated reporting forms) will be developed with awardees in the contracting phase of the awards.

Public benefits must be concrete and specific and may look like paying living wages to employees, purchasing locally to further support the local economy, providing subsidized, low-cost goods and/or services to customers who may not be able to afford those goods and/or services, etc. Additionally, all businesses will be required to commit to staying open during the contract period.

[This application must be submitted online through ZoomGrants.](#)

Part I: Basic organizational information (not scored)

a) Confirm that your organization meets the following eligibility criteria below by checking each box.
*

- Businesses currently registered with Washington State, including all proper, applicable licenses and permits. This includes corporations, LLCs, general and limited partnerships, and sole proprietorships.
- Located and operating in King County
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b) Enter your legal business name. *

c) Enter the name and position of the person who is authorized to sign legal documents on behalf of your business. *

d) Contact email and Contact phone number*

e) Business Address *

f) Month and Year when business first opened*

g) How many full-time equivalent employees does your business employ? *

h) Check the areas and zip codes in King County where you do your work. * (*King County will include the list in the actual application platform*)

i) Did your business revenue at some point during 2019-2022 surpass \$1 million annually?
• Yes/No

j) (check list) Select all classifications that apply to your business:

- Black-owned business:** a business in which **Black Americans who are descendants of enslaved Africans** who continue to experience the ongoing and deep impacts of systemic racism in all its facets own 51 percent or more of the equity, interest, or stock of the business

Indigenous-owned business: a business in which those directly impacted by settler colonialism within the US borders own 51 percent or more of the equity, interest or stock of the business. This definition encompasses the following communities:

- American Indians/Alaska Natives/Native Americans
- Native Hawaiians
- Pacific Islanders, including American Samoa

Other Business Ownership: a business in which members of the respective communities listed below own 51 percent or more of the equity, interest, or stock of the business

- Asian, Asian American
- South Asian/South Asian American
- African diaspora
- Latino/Latina/Latinx

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Amended for clerical changes on 2/9/2023.

- Middle Eastern or North African
- White, Caucasian
- Other: _____

- Prefer not to disclose

Part II: Storytelling Narrative About the Organization’s Work (scored)

Instructions: Please provide a narrative for each question below. A full and complete response to a question is one that speaks to most if not all the bullet points in that question.

If you are using a separate word processor or text editor to create your application responses, we prefer that applicants share their full stories in short versions and limit their application to less than 5 pages, and/or less than 3 minutes, if submitted by audio or video. *(In ZoomGrants, if your files are larger than 8 MB, please select "Link to File" in the "File Upload" window. This will allow you to upload a link to your document that is stored in Dropbox, Google Drive, etc.)*

1. *(Required)* **Please describe your business and how it makes a difference in the local Black and/or Indigenous community. Include the work your business does to tackle racism as a public health crisis. Use the bullet points below to guide your story.** (40 points)

- Tell us how your business got started, how you have built connections in this community, and how long you have been serving this community.
- Share what your business does, who you serve (be as specific as you can), the specific goods and services you provide, and why your business cares about the work you do.
- Speak to your approach of incorporating Black and/or Indigenous communities in your organization’s structures, staffing, decision making, and services.
- Describe how your business centers traditions, histories and cultural practices of local Black and/or Indigenous people and communities (examples: in the services you provide, the goods you sell, your approach to serving the community, etc.). *What is your approach to incorporating Black and/or Indigenous communities in your business’ structures, staffing, decision making, and services?*
- Describe how your business begins to undo the harms of racism in the local Black and/or Indigenous community and helps bring healing and restoration.

SCORING CRITERIA: Accountable to Black and Indigenous people and communities - (40 points)

A strong response is likely to get the full points for this question when it meets most and/or all the scoring criteria below.

A moderate response is likely to get at least half of the points for this question when it meets many of the scoring criteria below.

A weak response is likely to get a few or less than half of the points for this question when it meets little to none of the scoring criteria below.

- a) Applicant clearly shows how their work is effectively led by the lived experiences and perspectives of the Black and/or Indigenous communities that they serve in all critical facets of their business’ work



- b) Applicant describes specifically what their business does, whom they serve in local Black and/or Indigenous communities, how many clients/customers they serve, the goods and services they provide, the approaches they use, and why they serve the community they do
 - c) Applicant shares stories of impact that speak to the type of healing and restoration that is happening in Black and/or Indigenous communities because of their business and service to community
 - d) Applicant speaks to tangible results, depth of community relationships, the history of their business within and with communities that show how they are accountable to Black and/or Indigenous people and communities served through their business
2. *(Required)* **Share what your business does to build community power ¹and economic stability in local Black and/or Indigenous people and communities. Use the bullet points below to guide your story. Take a moment to really give yourself and your idea the credit they deserve!** (15 points)
- Speak to why your business matters to the community you serve and your impact in the community.
 - Describe what your business does to provide economic stability, community connections, and other benefits that serves the community.
 - Share how the work you are doing honors your ancestors and lifts up the next generation.
 - Describe how you collect data that demonstrates your impact. If you are a new business, describe what approaches you will use to gather data that demonstrates your impact?

SCORING CRITERIA: *Builds collective Black and Indigenous strength, power and community (15 points)*

A strong response is likely to get the full points for this question when it meets most and/or all the scoring criteria below.

A moderate response is likely to get at least half of the points for this question when it meets many of the scoring criteria below.

A weak response is likely to get a few or less than half of the points for this question when it meets little to none of the scoring criteria below.

- a) Applicant shows a clear understanding of the need(s) in their community through stories, observations, historical and/or other information (numbers, trends, etc.) on what has been staying the same and/or changing for the communities they serve
- b) Applicant shows how their business is trying to address community needs they see and how their approaches are creating economic stability and other social benefits in the local Black and/or Indigenous community
- c) Applicant shows a clear link to their business' work and building intergenerational Black and/or Indigenous leadership in the community, and why it is important for those they serve
- d) Applicant clearly defines how they see and measure success and impact of their business in the community

¹ <https://nam.edu/wp-content/uploads/2022/06/Why-Community-Power-Is-Fundamental-to-Advancing-Racial-and-Health-Equity.pdf>



3. (Required) **Share the business need you are trying to meet and the gap you are trying to fill.** Use the bullet points below to guide your story.

A ***budget must be submitted*** for this question. *Use the budget sheet as a resource.* Note that grant funds generally will be paid to you on a reimbursement basis. (30 points)

Enter the amount of funding you are requesting: _____

- Describe what issues and challenges your business is trying to address and why.
- Speak to your business' vision two to five years from now, in light of those challenges.
- Share the practical ways your business is working to get closer to that vision.
- Speak to how you want to use the money to meet your current business needs and what success might look like for your business.

(Examples of what it could look like include but not limited to: increase the number of customers by %, increase communications about your business services to the community, improve the quality of services you provide by asking people what they want you to better, more of, etc., design new goods, products, or services, or serve new clients by expanding your business, etc.)

- **Describe specifically how using the money from this grant will benefit Black and/or Indigenous communities, and the public in general in King County.** How will you measure and share about those public benefits?

(Some examples may include and not limited to: hiring or paying a certain number of people living wages for the contract term, purchasing specific goods or services locally to support the local economy, subsidizing cost of services you offer to those who may not be able to afford it, etc.)

Provide a proposed budget with estimated expenses that shows how you will use any grant funding you may get through this program.

(Examples may include but are not limited to: payroll and employee benefits, supplies, operational costs (e.g. rent), professional services (e.g. marketing), technology and software to advance digital equity, business technical assistance, professional development, etc.)

SCORING CRITERIA: Allow for sustainable investments that communities can build from confidently (30 points)

A strong response is likely to get the full points for this question when it meets most and/or all the scoring criteria below.

A moderate response is likely to get at least half of the points for this question when it meets many of the scoring criteria below.

A weak response is likely to get a few or less than half of the points for this question when it meets little to none of the scoring criteria below.

- Applicant shows a clear understanding of their business need(s) through stories, observations, historical and/or other information (numbers, trends, etc.) on what has been staying the same and/or changing for their business environment
- Applicant shares tangible goals for their business in the near future, in light of those needs
- Applicant clearly shows how they currently spend their funds and how this funding request will fill the gap they describe
- Applicant states their funding need and provides a clear budget for spending their funds

- e) Applicant states tangible examples of benefits to King County Black and/or Indigenous communities and the general public and how those benefits align to the funds requested
 - f) Applicant clearly defines how they see and measure success and impact of their business
4. *(Required)* **Describe how COVID-19 has affected your business and how this grant would better position your business in case of another public health emergency. Use the bullet points below to guide your story.** (15 points)

- Describe the negative impacts to your business due to the COVID-19 pandemic.
- Speak to past, current and added challenges your business has had to take on to make it through the pandemic, and what you have learned from them.
- Share how you want to build capacity for your business to weather the next public health crisis (may need to provide examples) and how this grant can help your business.

(Some ideas may look like but are not limited to: develop an emergency preparedness plan, train employees on how to handle different types of crises, establish a crisis response team and reliable ways of communicating among staff, develop a plan for how your business will continue to stay open, develop contingency plans for supply chain disruptions, expand the types of products and services you offer, pay living wages and provide health benefits to staff, etc.)

SCORING CRITERIA: Allow for sustainable investments that communities can build from confidently (15 points)

A **strong response** is likely to get the full points for this question when it meets most and/or all the scoring criteria below.

A **moderate response** is likely to get at least half of the points for this question when it meets many of the scoring criteria below.

A **weak response** is likely to get a few or less than half of the points for this question when it meets little to none of the scoring criteria below.

- a) Applicant clearly states the negative impacts to their business due to COVID-19 through stories and/or numbers
- b) Applicant describes the barriers and challenges they have had to go through with their business both before and during the pandemic
- c) Applicant shows what lessons they have learned about their business needs to become stronger in the face of the next public health emergency and how this funding will support those business needs