

How to Find and Get Small Business Grants

Nav

SCORE 

Today's Agenda

- What is a grant?
- Who makes them?
- COVID-19 grants
- Government and private grants
- Lifecycle of a grant
- Success tips & Resources

Poll: Have you ever applied for a grant?



“

**Grants offer funds that
advance goals of
government agencies or
private organizations.**

Myths about grants



Free easy money to start or save a business



Only available to certain groups of entrepreneurs



Finding the grant is the hardest part

Warning

The federal government does not offer grants or “free money” to individuals to start a business or cover personal expenses, contrary to what you might see online or in the media. Websites or other publications claiming to offer “free money from the government” are often scams.

- USA.gov

Who Makes Grants?



Private organizations

Companies & foundations



Federal Government

Multiple agencies



State & Local Government

For local projects or efforts



COVID-19 Grants

Targeted EIDL Grant

- Economic Injury Disaster Loan (EIDL) program
- Targeted grants up to \$10,000
- Low-income area
- 30% or greater economic impact
- May apply even if you didn't get EIDL grant in 2020
- Not taxed

Visit [SBA.gov/STEP](https://www.sba.gov/step)

Shuttered Venue Operators Grant

- \$15 billion in grants
- Live venue operators or promoters, theatrical producers
- Live performing arts organization operators
- Relevant museum operators, zoos and aquariums who meet specific criteria
- Motion picture theater operators, talent representatives
- In business by February 29, 2020

Visit [SBA.gov](https://www.sba.gov)

PPP: Can Work Like a Grant

- Paycheck Protection Program (PPP) loans – fully forgivable
- First draw and second draw loans
- 2.5x average monthly payroll. (2nd draw 3.5x NAICS code 72)
- Self-employed & independent contractors eligible (profit)
- Not taxed as income
- Must be in business by Feb 15, 2020

[Nav.com/ppp](https://nav.com/ppp)

State and Local COVID-19 Grants

- Grants to small businesses impacted by COVID-19
- Amounts and eligibility varies
- Often geographically specific
- Be ready: *funds often go quickly!*

Connect with your SCORE chapter



Government Small Business Grants

STEP Grants

- The State Trade Expansion Program (STEP): SBA awards funds to competing states and territories to help qualifying companies with export development costs, (for example, foreign trade shows and trade missions, translating marketing materials, websites globalization, etc.).
- Includes businesses **new to exporting**.

Visit [SBA.gov/STEP](https://www.sba.gov/step)

SBIR Grants

- The Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs encourage domestic small businesses to engage in Federal Research/Research and Development (R/R&D) with the potential for commercialization
- Highly competitive
- For STTR, must partner with research institution

Visit [SBIR.gov](https://www.sbir.gov)

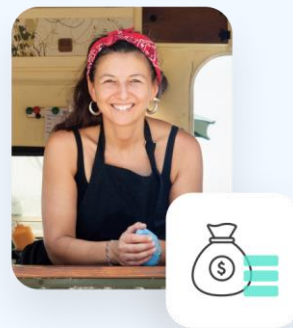
USDA Rural Development Grants

- Provides technical assistance and training for small rural businesses. (Fewer than 50 new workers and less than \$1 million in gross revenue.)
- Awardees are rural public entities such as towns, nonprofits, higher education institutes etc.
- Examples of uses: Community economic development or technology-based economic development

Visit [RD.USDA.gov](https://rd.usda.gov)

Find and Apply for Government Grants

- Federal: search at Grants.gov
 - 1000+ government grant programs
- Register at Grants.gov
- Get a D-U-N-S number
- Follow directions *exactly*
- Consider hiring a grant writer
- Beware of scams!





Private small business grants

Private small business grants



Amounts/eligibility varies



Often flexible



Can likely apply yourself

Examples of private grants

- Barstool Fund (no set amount)
- GoFundMe Small Business Relief Fund (\$500)
- Made for More Small Business Contest (Ball, up to \$10k)
- FedEx Small Business Grant Contest (up to \$25k)
- StreetShares Foundation Veteran Business Grant (up to \$5K)
- Halstead Jewelry Grant (up to \$7K)
- Amber Grant (women entrepreneurs, \$10k/month)

More at [Nav.com/grants](https://nav.com/grants)

Background: [Nav.com/grant](https://nav.com/grant)



Lifecycle of a Grant



Search for Grants

State, federal and private grants



Register/review

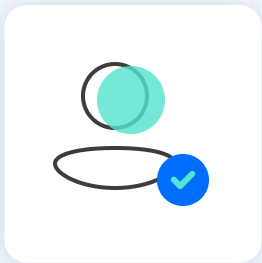
Government grants register at SAM.gov



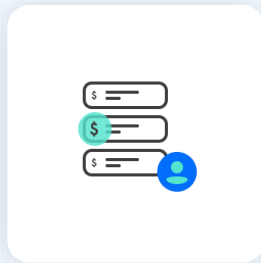
Apply

Understand requirements and deadlines

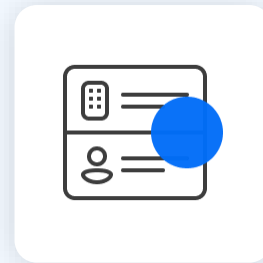
After the Grant



**Fulfill
Requirements**



Reporting



Pay Taxes

Before You Apply



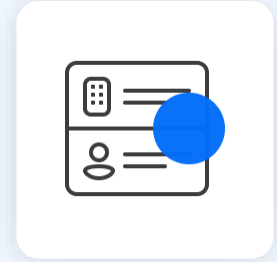
Who are you?

What do you and your
business bring to the table?



What do you do?

Be able to articulate what
your business does.
Tell your story!



Who do you serve?

Who is your audience?
Be specific!

Tips for Applying

- Have a business or detailed business plan first
- Perfect your elevator pitch
- Know your numbers
- Nurture your fans
- Understand the grantor's motivations
- Follow directions exactly
- Get a second opinion
- Don't wait until the last minute!

Where to find grants



Grants.gov



Grantwatch.com (subscription)

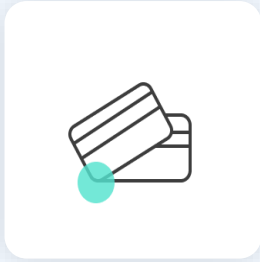


Funding Directory Online/ Your Local Library

Get a Mentor

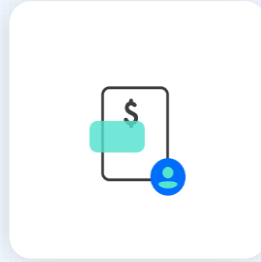


Alternatives to Grants



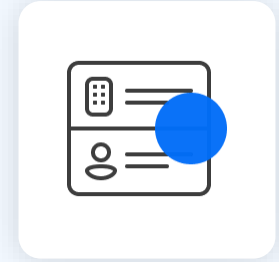
Financing

SBA loans, traditional loans,
alternative financing



Crowdfunding

Rewards, equity, debt and
donor based campaigns



Bootstrap/Pivot

Focus on finding new
customers/markets

Poll: How likely are you to apply for a grant?

Q & A

Type your question into the “Ask a Question” box

We will address as many questions as we can in the time remaining

If your question does not get answered:

Get Mentoring Assistance Today

visit

www.score.org/find-mentor

Get FREE Help from SCORE for the Life of Your Business

Work with a SCORE Certified Mentor

<https://www.score.org/find-mentor>

Weekly LIVE Webinars

<https://www.score.org/live-webinars>

OnDemand Webinars, Courses and Workshops available 24/7

<https://www.score.org/recorded-webinars>

Small Business Resiliency Hub to help you during a crisis

<https://www.score.org/recovery/small-business-resilience>

Thank you for attending!