The Miami Foundation
Miami Open for Business
Supported by Wells Fargo

Nonprofit Microgrant Application Party | April 25, 2024

In today's info session…

✔ Get to know the Open for Business **Microgrant** product

✔ Understand the **application requirements, structure, and questions**

✔ See what we look for in a **strong proposal**

✔ Learn about **resources** you can access to assist with your application

Technology & Equipment Grand

Up to $20K

Due May 31ˢᵗ

Nonprofits apply on the OFB Submittable website

$400K will be awarded to 20-30 nonprofits

Technology: Hardware like laptops, cameras, printers, scanners. Software like computer programs, website development, subscriptions.

Equipment and Machinery: Fixed assets for your business, not intended for resale, like furniture, appliances, tools, materials, etc.

Thelma Gibson Health Initiative, based in Coconut Grove, provides skills training and wraparound supports.

The equipment microgrant is being used to support their culinary job training kitchen by purchasing an industrial stove, refrigerator/freezer, and food prep equipment.

Fruit of Life LLC, based in Overtown, produces functional collagen infused beverages under the brand "VOUKE"

The equipment microgrant is being used to purchase industrial beverage machinery, such as an espresso maker, cooler, industrial blender, and more.

To be eligible to apply…

Located in Miami-Dade County

Org leader is disabled, Black, Latino, Middle Eastern/ North African, Native/ Indigenous, LGBTQ, veteran, or refugee
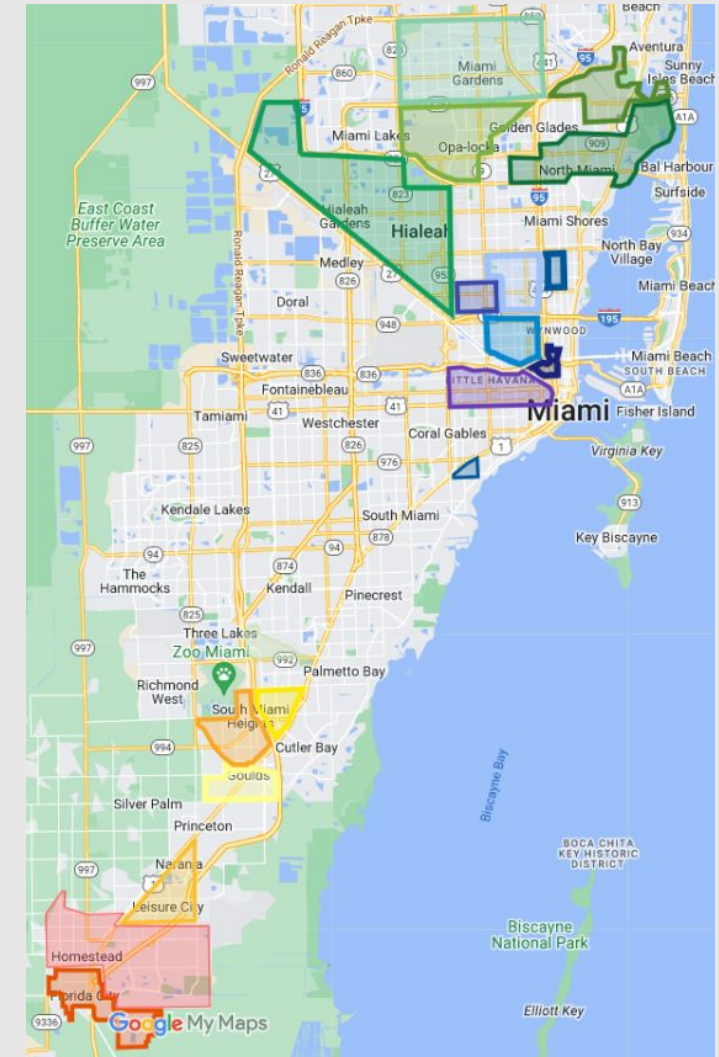
In operation at least 2 years

Annual operating budget less than $1 million
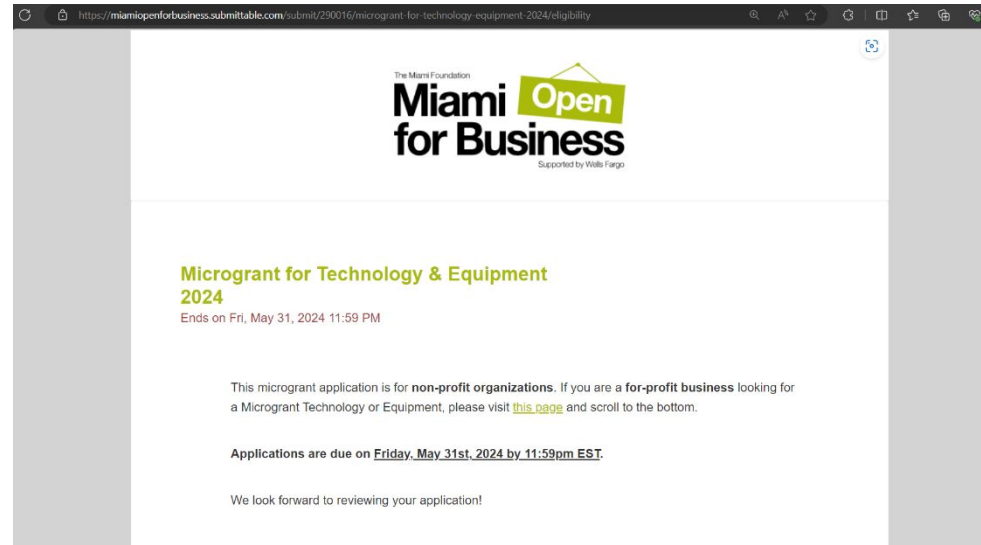
OFB Priority Neighborhoods

- **Purpose**: To support historically underinvested communities

- **Microgrant** applications receive a few extra points during review

  - **North Dade**: Hialeah*, Miami Gardens, North Miami, North Miami Beach, Opa Locka
  - **Central Dade**: Allapattah, Brownsville, Liberty City, Little Haiti, Little Havana*, Overtown, West Coconut Grove
  - **South Dade**: Goulds*, Homestead, Leisure City, Naranja, Perrine, Richmond Heights, South Miami Heights*

New in 2024

Application website is Submittable

Nonprofits

URL: miamiopenforbusiness.submittable.com

Microgrant Checklist

Take a look at our comprehensive microgrant checklist to ensure that you are on the right track to apply!

Overview of Application Sections

Organization Basics	Leader Demographics	Organization Details	Application Narrative
• Address • Issue Area • Mission	• Contact Info • Race/Ethnicity • Gender	• # clients served • Budget size • Staffing • Staff race/ethnicity and hourly pay	• Funding request • Org Background • Grant Purpose • Impacts • Vision • Social Benefits

Narrative Questions

Background

Briefly describe your organization. Include a description of your core programs, activities, and services and a description of your clients / beneficiaries.

Purpose

Describe in more detail the proposed use of funds. Please include specifics about the technology and equipment item(s) you plan to purchase, how you will acquire them, and deploy them in your organization

Impact

What impact do you anticipate having as a result of buying this technology or equipment? Please identify specific indicators or metrics you foresee being able to obtain as a result of the grant (e.g., # of clients served, #/% time saved, increased donations, etc.)

Vision

Where is your organization now and what is your future vision for growth? How would this funding help your organization reach your future goals?

Social Impacts or Benefits

Does your organization provide any exceptional social, environmental, health or other benefits to the community in which you work? Please describe.

Required attachments

Latest annual operating budget

- An operating budget includes **both** expenses (outgoing charges and expenditures) and revenue (incoming donations, contributions, earnings)

Optional: Form 990 and supplementary materials

Nonprofit budget example

Revenue	Amount
Grants	$45,000
Donations	$10,000
Events	$7,000
Total revenue	$62,000

Expenses	Amount
Personnel & staffing	$15,000
Consulting services	$2,500
Marketing & advertising	$6,000
Travel & conferences	$3,500
Office supplies & equipment	$4,000
Program services	$30,000
Total expenses	$61,000

To score well during review...

Background (1-3 pts each)

Proposal, Assets, etc. (1-5 pts each)

Owner(s) represent many aspects of historical disadvantage

Have paid employees with quality jobs

Located in historically underserved community

Employees reflect communities of historical disadvantage

Have strong financial capacity

Explain how your goods or services benefit the community

Funding will transform growth trajectory

Have strong organizational capacity

Have concrete and viable plans to acquire and deploy asset

Common reasons applications do not score as high

- **Disregarding eligibility** / pre-qualification requirements
  - More than $1M in revenue
  - Not owned by historically underserved entrepreneur
  - Not based in Miami-Dade County
  - Not operational for at least 2 years

- Requesting funding for **non-allowable categories** (salaries, rent, etc.)
  - Requesting a microgrant to buy vehicles
  - Requesting a loan to pay for technology
  - Requesting CREO funding for renovations on already-owned building

- **Lack of specificity** in funding request
  - "Scanners" vs "HD Epson V850 Pro Photo Scanners (3@ $1,500 = $4,500)"

- Could **not articulate impact** of funding in narrative questions

Example Response from Small Business Proposal

Purpose: Describe in more detail the proposed use of funds. Please include specifics about the item(s) you plan to purchase, how you will acquire them, and deploy them in your organization.

Response from a High Scoring Proposal

We intend to purchase 65 Dell Chrome 3110 laptops at a current unit cost of $263 or total cost of $17095; MacBook Pro 13" from Apple (for administrative use in STEM activities)-$1200; 1- Pochar C30BH Charging Cart $600 for 30 laptops and 1 Pochar C18-T Charging Cart $400 for 18 laptops Pochar for a total cost of $1000 and related software. The laptops will allow us to substantially increase our current device inventory, but also replace outdated devises that we've had for over 7 years. The additional charging carts would give us the ability to store 78 laptops when added to our current charging cart. All the foregoing equipment will be used by our 60 plus students in our After-School and 80 plus students in our Summer Camp. We also intend to use the devises in the weekly classes we are planning for the seniors in our community. If the forgoing items are not available at the time of the grant disbursement, we will use our best efforts to purchase comparable products at comparable pricing.

Response from a Low Scoring Proposal

We want to revamp some things that are really old and use more of the new stuff and have a better look and feel.

We want the kids to have the robotics and coding program, but at this point we are even over our budget to buy anything else and we really need the help.

Our children, some of them (25%) receive funds from the government and it is not easy for them to have a chance outside of our center.

Please help us help this new generation.

2024 Funding Cycle

- **Technology and Equipment Microgrant**
  - o Opened on Friday 3/1
  - o Closes on Friday 5/31
  - o Notified in July
- **ABLE Loan Fund**
  - o Opened on Friday 3/1
  - o Closes on Monday 9/30
  - o Notified within 8-10 business days
- **Collective Real Estate Ownership**
  - o Due by 4/15
  - o Notified by the end of following month
  - o Example: Apply by 4/15, notified by 5/31

Subscribe to Our Newsletter