

# **BUILD. BLACK.**

**THIS IS A MOVEMENT. NOT A MOMENT.**

**Build.Black. wants to INVEST & AWARD  
Black-Owned Businesses  
&  
ENTREPRENEURS  
in the Greater Sacramento area!**

**APPLY NOW!!  
buildblack.org**

**Top applicants will PITCH their Business to Judges**

**The BEST will receive Grant Awards:  
1st place: \$15,000  
2nd place: \$10,000  
3rd place: \$5,000**

**APPLICATIONS are Due: MAY 8TH @ 1:00 PM**

**Funded by the City of Sacramento RAILS program.**



**THE CENTER**  
at Sierra Health Foundation



## **Build.Black. Awards and Innovation Competition Application Instructions**

### **SECTION 1: GENERAL INFORMATION**

#### **About Build.Black.**

##### **What is Build. Black.?**

The Build. Black. Initiative is spearheaded by a coalition group of activists, non-profits, legal support teams, youth advocates, faith leaders, police accountability and policy experts, and Sacramento community leaders in the fight for equity.

Build.Black. is managed by The Center at Sierra Health Foundation. The Center brings people, ideas and infrastructure together to create positive change. Our collective impact model seeks to improve community health in California.

We have four guiding pillars:

- a) Uplifting Black Youth Voices
- b) Health Equity and Access
- c) Justice and Policing in Black Communities
- d) Investment in Black Neighborhoods and Businesses

The focus of this opportunity is in partnership with funding from the City of Sacramento Rapid Acceleration Innovation and Leadership program (RAILS). Build.Black. has a focus on inclusive economic development, with specific attention on investment in Black neighborhoods and businesses.

#### **Proposed Outcomes**

The goal of the RAILS program is to support economic development at the neighborhood level to ensure that communities of color participate in and benefit from the economic renaissance in Sacramento.

RAILS funding has connected economic development leaders with local entrepreneurs and innovators, enabling the Build.Black. Coalition to integrate our networks to assess marginal neighborhoods for economic potential, opportunities, and innovations; and develop a professional economic innovation learning community that includes economic leaders, investors, and local entrepreneurs.

## **SECTION 2: FUNDING CRITERIA**

### **Timeline**

**April 22, 2019:** Release of Applications

**May 8, 2019:** Application Deadline

**May 10, 2019:** Pitch Invitation

**May 17, 2019:** Pitch Event

### **Eligibility and Project Criteria: Who Can Apply**

Awards are open to many different kinds of projects. However, we have criteria you need to follow to receive a Build.Black. award.

1. We want to give money targeted towards Black-owned businesses or Entrepreneurs in Sacramento County. You and your business must be based in Sacramento County.
2. Your project should have a connection to the four pillars of Build.Black.
  - a. Uplifting Black Youth Voices
  - b. Health Equity and Access
  - c. Justice and Policing in Black Communities
  - d. Investment in Black Neighborhoods and Businesses
3. Your project and pitch will demonstrate a passion for your community
4. You must be able to tell us how you will spend the money to enhance a business or idea
5. You must be willing to share your story with the greater Build.Black. audience

### *What Funds Can Be Used For:*

- Materials and supplies for your business (product, stock, packaging, etc)
- Marketing materials and design, such as flyers, graphic design, website design, postage, etc.
- Training costs for employees

- Event costs

*What Funds Cannot Be Used For:*

- Automobile purchases
- Anything that is not going to be directly used for the business or project
- Fund-raising activities

**If Selected for Award Funding**

If your business or project is selected for funding, you will need to:

1. Sign a Contract Grant Agreement
2. Attend professional development trainings
3. Report back on how the funds were spent and any outcomes of funding through a narrative and financial grant report
4. Be willing to tell your story and talk about your business on video, in writing and print.

**Award Level Amounts**

Three awards will be made, following the Build.Black. Pitch event:

First Place: \$15,000

Second Place: \$10,000

Third Place: \$5,000

**Selection Criteria**

The best applications and pitches will be selected based on the content and information provided to the panel and judges.

**Application and Pitch Content**

Judges will be looking closely at the application and pitches for the following information:

- Product/Service information and how it will solve a problem or take advantage of an opportunity
- Target Market
- Business Model
- Market and Its Size
- Competition and Competitive Advantage
- Leadership Team and Background
- Connection to the Build.Black. Community & Pillars
- Budget

**Pitch Delivery**

In-person and video pitches will be judged on the following:

- Spoken Clearly
- Told a Story (not a list)

- Provided Examples
- Related to the Audience
- Easy to Understand
- Enthusiastic, Passionate and Full of Energy

### **SECTION 3: HOW TO APPLY FOR FUNDS**

Apply for funds through these easy steps:

1. Review selection criteria and eligibility
2. Tell us about yourself, your business and how you would spend the funds using our online application (see instructions below to access the application)
3. Upload a short 1 minute pitch video about you, your business and the connection to the Build.Black.pillars to your social media platform and send us the link through the online portal. Please make sure your link is accessible to the public!
4. Fill out the budget form and upload it through the online portal.
5. Complete a budget narrative describing the line items of your budget and upload it through the online portal.
6. Fill out and sign the video, photo and story release form and upload it through the online portal.
7. Submit your application online **no later than** Wednesday, May 8 at 1:00 p.m. through the grant portal.
8. If invited, make a 5 minute pitch to a panel of judges at our pitch event. *Please note: Not every application submission will receive a pitch invitation.*
9. Find out if you get the money! Awards winners will be selected the night of the pitch event and publicly announced the following week.

This funding opportunity is managed by The Center at Sierra Health Foundation. *Please note that all submission documents will become property of The Center at Sierra Health Foundation.*

#### **Instructions for Submitting Online:**

Submit the application via our online grants portal:

[https://www.GrantRequest.com/SID\\_5509?SA=SNA&FID=35086](https://www.GrantRequest.com/SID_5509?SA=SNA&FID=35086)

- New users of the portal will need to create an account as the first step in the application process. Click on the “New Applicant” link below the log-in fields in the portal.

- For optimal functionality, if working on a PC, use Internet Explorer as your web browser for the portal. Use Safari if you work on a Mac.
- Whenever you step away from your in-progress application, click the “Save & Finish Later” button, to avoid losing the content you have entered. When you click “Save & Finish Later,” your application will close and you will receive an e-mail with a link to return to your in-progress application. Use this link each time you return to your in-progress application.
- Required fields are marked with an \*.

### **Application Checklist**

- Access and complete the Build.Black. Awards and Innovation application at [https://www.GrantRequest.com/SID\\_5509?SA=SNA&FID=35086](https://www.GrantRequest.com/SID_5509?SA=SNA&FID=35086)
- Complete Budget Form
- Budget Narrative
- 1 minute video pitch, highlighting you and/or your team, your business and its connection to the Build.Black pillars
- Photo, Video and Story Release Form

*If you are applying as part of a team of collaborators, please designate an applicant contact person and complete and submit one application packet.*

### **Contacts**

Kindra Montgomery-Block, Senior Program Officer  
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Madeline Sabatoni, Senior Program Associate  
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For more information on Build.Black. visit [www.buildblack.org](http://www.buildblack.org)

# Build.Black. Economic Development Business Grants

**FOR REFERENCE ONLY! SUBMIT YOUR APPLICATION ONLINE!**

## SHORT APPLICATION

*Please complete the following application to the best of your ability. If the question is not applicable to your business or project, please write N/A.*

**Applicant Contact:**

**Business Name:**

**Business Website (full URL):**

**If applying as part of a group, the name(s) of your collaborator(s):**

**Your relationship to your collaborator(s) (if applicable):**

**Contact Information:**

Your Street Address:

City/State/Zip:

Phone #s: home:

cell:

work:

E-mail:

**Applicant Contact Information:**

Did you participate in Cohort 1 of the Build.Black. RAILS program?

Gender:

Ethnicity:

Age Range:

Occupation/Place of Employment:

Previous Occupation/Place of Employment:

School(s) Attended & Degree(s) Completed (include year(s)):

- 1. Describe in DETAIL what your business or product is. What does it do? Provide as much detail as possible.**

2. How much equity do you own in your business?
3. What do you intend to do with the investment funds? Where will they go?
4. What stage is your company in the business life cycle? (check boxes)
 

GOOD IDEA	RESEARCH & DEVELOPMENT	PRODUCT DEVELOPMENT
SHIPPING/LIVE	REVENUE	EXPANSION
5. How much money have you invested in the company and during what time frame? What was that investment used for?
6. When did you start the business and how long have you been operating as a business?
7. What are your business's total lifetime sales since starting?
8. What was the GROSS income from your business last year? *Gross income is commonly defined as a business's revenues before taking any costs, taxes, or other deductions into account.* What was the NET income of your business last year? *Net income is commonly defined as a business revenues minus any costs of doing business.*
9. As of the date of this application, what are your current sales THIS CALENDAR YEAR to date?
10. Have you ever tried to raise money from outside sources? If YES, provide details, including how much money you have raised to date.
11. What attempts have you made to build your business? Have you been successful?
12. Why do you want to pitch your business?
13. What is your unique selling proposition? What is your "hook," and why is your business notable?
14. Describe the circumstances surrounding how you conceived and developed your business.
15. What are the biggest hurdles your business has had to face, and how did you and your business overcome them?



16. List any organizations or clubs with which you are associated.
17. List any awards or accolades you have received.
18. How did you hear about applying for this funding opportunity?
19. If you received an award, how would you use the money?
20. How will your business or project benefit the Sacramento community?
21. How is your work connected to the Build.Black. pillars: Uplifting Black Youth Voices, Health Equity and Access, Justice and Policing in Black Communities and Investment in Black Neighborhoods and Businesses?