

# Seed Money Grant Application

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Self Help, Inc.

2390 North Road • Los Alamos, NM 87544

505.662.4666 • [seed@selfhelpla.org](mailto:seed@selfhelpla.org)

## Application Instructions:

**Please provide a three year business plan with this application.** You are also welcome (and encouraged) to include any pictures, samples, mock-ups, marketing materials, resume(s), letter(s) of support, or other materials to support your application.

This application and all attachments are to be submitted either in-person, via email at [seed@selfhelpla.org](mailto:seed@selfhelpla.org), or via mail at 2390 North Rd, Los Alamos, NM 87544.

Applications are reviewed by the Self Help Seed Grant Committee, which is made up of Self Help board members and community volunteers. Staff or committee members may follow up with the applicant for more information. Applicants will be contacted once a decision is made. For questions regarding the application, contact the Self Help office.

## Applicant Contact Information and Attestation:

**Full Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Email and website** \_\_\_\_\_

*I certify that the information I have provided in the application is true and accurate. I will accept the decision made by the Self Help Board of Directors regarding this application. I will accept follow-up contact from the staff of Self Help, Inc.*

**Applicant Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

## **PART ONE – APPLICANT INFORMATION**

The Seed Money program is intended to help people achieve financial independence. We want to know how this grant would help you do that, and why it's necessary.

Name(s):

Date(s) of birth:

Monthly average household income:

Names of other adults in household:

Number of children in household:

Current source of income & financial situation:

How does your household currently make money to pay bills—jobs, fixed incomes, help from friends and family, something else? Is it easy to keep everything paid, or is it difficult? Have you recently suffered any hardships that have made it harder to make ends meet?

What skills do you have that you plan to apply to your business, and how did you learn them?

Include years of experience, certifications, degrees, licenses, coursework, or other education.

Do you financially support (or want to eventually support) someone else, such as children or elderly family members? How many people live in your household?

## References:

A business reference (a former employer, instructor, or business partner) is ideal, but caseworkers and other community connections are also fine. If you would like to include more than two references, you may write in more.

Name:

Relationship to you:

Phone number:

Email:

Name:

Relationship to you:

Phone number:

Email:

## **PART TWO – BUSINESS INFORMATION**

Name of business:

Phone:

Email:

Website:

Social media URL(s):

Physical address (if applicable):

Mailing address:

Describe what your business will create or what service it will provide.

What makes you want to start/expand/rebuild this business? What drew you to it?

**Describe the history of the business so far.**

If the business is brand new, what work have you done so far to research it and get it started? If the business is an existing business looking to expand, what's the next step? If the business is an existing business that has suffered a major setback, what did that look like and what does the business need to overcome it?

**What is the business's target market (what type of customer, and in what area)?**

What does this industry look like currently? What competition does/will your business face?

Specificity is good—how many businesses will your business be competing with, and what are their names? If you have plans to join up or collaborate with an existing business, mention that here too.

What type of costs does this business face?

Start-up (could include durable equipment, certification or licensing fees, uniforms, marketing materials, etc):

Overhead (could include registration fees, insurance, website, phone, office space, transportation costs, etc):

Production/service cost (could include supplies or staff time needed to create an item, supplies or staff time needed to provide a service, etc):

## How will this business fit into your life?

How much time can you devote to it? Do you have enough stability and schedule flexibility to give it that time?

## What kind of help and support will you have?

Will other household or family members be involved? Will you employ people outside your household? Will you have help or guidance from a small business center, mentor, or caseworker?

## What long-term goals do you have for the business?

How big would you like to see it get? What other products or services might you grow to offer? Would you want to hire more people someday?



## What benefits will the business have for you?

Describe the expected impact of the business on your financial situation. You can also describe impacts to your life in general (a sense of independence and accomplishment, inspiration for kids, etc).

## What benefits do you hope your business will have for the community?

Possibilities: offering a great new or better service or product; hiring community members; revitalizing a small business district; eventually giving back to the community through collaborative or charitable means; etc.

## **PART THREE – ABOUT THE GRANT**

*Please fill out the attached worksheet showing what items you need to start up, expand, or rebuild your business, and how much they will cost.*

What amount are you requesting Self Help's assistance with?

Is that amount sufficient to pay for all the things you listed?

If not, which items do you need most immediately, and what's your plan to purchase the rest?

Can you run a smaller version of the business and use the income to pay for more materials? Will you take out a loan? Will you have help from family or friends? Will you use savings?

What difference will the requested grant make in your ability to start, expand, or rebuild your business?

What need will the grant fill for you that could not be filled via savings, loans, or family support?

## **PUBLICITY & CONFIDENTIALITY**

Self Help often talks about our seed money recipients in public marketing materials (to spread the word about your business and about Self Help). Generally, we set up a publicity photo with you and share it on our website and social media with pictures of your work, links to your website, etc. For a new or expanding business, a notice might be published in a local newspaper. We might also invite you to speak at our events, again to tell people about our program and help market your business (you can always decline these invitations). We do not share any personal information about you, beyond your name and that of your business, and especially do not share any sensitive personal or financial information about you or your background. The point is just to get people in the community excited about your business and get the word out about this program.

The eligibility criteria for the program in general are not secret, so people who know a lot about the program might assume that you meet those criteria (that you live in Los Alamos, Rio Arriba, Taos, or northern Santa Fe counties, and that you needed the grant to help with your business given your own financial resource situation).

**If you would like to opt out of a particular part of this publicity, or if there is something in this application that you want to make extra sure is kept confidential, please let us know what and give a brief explanation as to why:**

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**In either case, sign below to acknowledge the above paragraph and any alterations requested.**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# START-UP COST WORKSHEET

	Item description (incl. quantity)	Estimated cost	Vendor
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
	<b>TOTAL</b>		

