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# NEIGHBORHOOD BUSINESS GRANT REVIEW CRITERIA

## Grant Goal






We support small businesses who are “doing well by doing good” in their neighborhood by making annual grant awards of up to \$5,000. These awards can provide funding to support the wide range of initiatives your business undertakes to positively impact your community, especially those that are custom-tailored to meet the local needs you see.

We believe that small businesses are the backbone of our local communities. NYC businesses are more than just a place of commerce: they are often a gathering place where neighbors come to enjoy a sense of community. Small businesses preserve and sustain local culture, serving as anchors and meeting places where community members make connections, share values, strengthen culture, and support local leaders. As a small business leader, when you get involved in your local community, you both create enormous goodwill and set up your business for greater success.

As with every funder, CitizensNYC has a limited amount of funds that we can give out every year. This document outlines how we review applications based on our funding availability.

# ELIGIBILITY SCREENING

A 'NO' RESPONSE TO ANY OF THE QUESTIONS BELOW = INELIGIBLE  
ANY INCOMPLETE APPLICATIONS ARE NOT CONSIDERED:  
NO DOCUMENTS ATTACHED OR A QUESTION(S) NOT ANSWERED.

-  Based in one of the five boroughs of NYC
-  Generating revenue as of January 2020
-  10 or less employees
-  For-profit business
-  Provided proof of business, such as bank statements, tax documents and POS terminal statement

# SCORING CRITERIA

## NEED



**Applicant clearly demonstrates a community problem that their business is able to address. They also demonstrate a clear plan for how they will support their initiative.**

An effective needs statement describes the implications and importance of the problem to the wider community. Explain previous and current challenges in addressing the need. Then, illustrate the gap between the current situation and the desired state.

## RELEVANCE AND URGENCY



**How is the business suited to address this problem?**

Now that you've established the problem, you need to talk about why now—and why your business can address it. Let us know what people in your community will benefit from this work. Even if you're not the only one working on it, show us how you still have unique value to add.



## QUALITY OF LIFE IMPACT

**How important to the neighborhood is the service or product provided by the business?**

Businesses must demonstrate their ability to have a long-term impact with their project. This can include sustainability efforts, such as partnering with other organizations in the neighborhood. You tell us what success looks like in your community.

## CITIZENSNYC FUNDING MAKES A DIFFERENCE



**CitizensNYC's grant will have a meaningful impact in your community.**

Explain your budget and your need for that specific amount. Have you tried to get funding for this project but been unsuccessful? Are you looking to have other funding sources?