



RISE Opportunity Fund Grant Application

The African American Chamber of Commerce of Wisconsin (AACCW) is pleased to offer the RISE Opportunity Fund (ROF). The ROF is designed to provide capital to assist with recovery efforts for underutilized businesses disproportionately impacted by the COVID-19 pandemic.

These funds were made available through the American Rescue Plan Act (ARPA) administered by the Wisconsin Department of Administration and part of the \$5 M grant the AACCW was awarded in 2022. This project is being supported, in whole or in part, by federal award number SLFRP0135 awarded to The AACCW via the Wisconsin Department of Administration by the U.S. Department of the Treasury.

GRANT AMOUNT

- Up to \$10,000 per applicant
- Any amount awarded is at the discretion of the AACCW ROF Selection Committee.
- The availability of the grant is subject to the availability of funds, and once the funds are exhausted, the grant will no longer be available.

In order to apply for funds, you must complete this application in its entirety, and provide the required supporting documentation upon request. By completing this application, you will help us determine the appropriate award amount and identify comparative need for various economic development activities that would benefit entrepreneurs and small businesses within our membership and throughout the state of Wisconsin. Any information collected in relation to this grant is subject to public open records requests via the Freedom of Information Act. However, personally identifiable and confidential information will be redacted and any reporting, to the fullest extent possible, will be reported collectively unless otherwise specified or required by federal law. After the initial review, which could take up to ninety (90) days, additional information may be required.

If you have any questions or concerns, please contact the African American Chamber of Commerce Wisconsin directly at riseopportunityfund@aaccwi.org, or (414) 462-9450. To review the eligibility criteria, eligible uses, required documentation and download the proposed use of funds template, please visit: www.aaccwi.org/rof.

DEMOGRAPHIC INFORMATION

1. Business Name *

2. Business Physical Address (No PO Box) *

3. City *

4. State *

5. Zip code *

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6. EIN/TIN Number *

7. Owner's Full Name *

8. Title *

9. Phone number *

10. Email Address *

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11. What Census Tract (CT) is your business located in? Enter the number only (i.e 20)

You can find your CT by searching your address here: <https://geocoding.geo.census.gov/geocoder/geographies/address?form> *

12. Do you operate a for-profit or non-profit entity? *

- For-profit
- Non-profit. If you select non-profit, you are ineligible to apply for funds. Please review the eligibility criteria here: <https://www.aaccvi.org/rof>

13. Percentage of ownership *

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14. Owner's Gender Identity (optional)

- Male
- Female
- Non-binary
- Prefer not to say
- Other

15. Owner's Race/Ethnicity (optional)

- Black
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Hispanic or Latino
- Multicultural/Multiethnic
- White
- Prefer not to answer
- Other

16. Did you participate in the AACCCWI's RISE MKE Program? *

- I did not participate in the RISE MKE Program
- Cohort 1
- Cohort 2
- Cohort 3
- Cohort 4
- Cohort 5
- Cohort 6
- Cohort7
- Cohort 8

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FUNDING REQUEST INFORMATION

17. Why are you applying for the RISE Opportunity Fund? *

18. Have you received any of the following pandemic-related financial support? (Select all that apply) *

- WEDC Mainstreet Bounceback Grant
- Paycheck Protection Program (PPP) Loan
- Economic Injury Disaster Loan (EIDL)
- None of the above
- Other

19. Have you requested and received funding from another organization offering a similar grant program funded through Diverse Business Assistance Grants? *

- Yes, and I received funding
- Yes, but my request was denied
- No

20. If you responded "Yes, and I received funding", what organization provided the funds?

You can find a list of organizations here:

<https://doa.wi.gov/DEO/Notice%20of%20Award%20Diverse%20Business%20Assistance%20updated.pdf>

21. What expenses were included and covered in your funding request?

22. If you responded "Yes, but my request was denied", please provide an explanation, the name of the organization and documentation you received from the organization that denied your request.

23. What is the total dollar amount of the funds you are requesting?
Maximum request cannot exceed \$10,000. *

24. Below are the eligible uses of funds. Please identify the categories you anticipate requesting funding for.

As part of the application process, you will be required to complete and submit a Proposed Use of Funds template providing a breakdown and explanation of expenses. You can find a copy of the template here:

www.aaccwi.org/rof *

- Business consultation** (i.e., financial planning, strategic planning, expansion, accounting, etc.)
- Equipment/supplies** directly related to the nature of the applicant's primary business functions
- Renovations** (i.e., improvements to storefronts, signage, landscaping, etc.).
- Technology upgrades** (i.e., POS system, laptop, printer, software, website, etc.)
- Professional services** (i.e., QuickBooks, ADP, tax accountant, marketing, etc.)
- Current payroll** (excluding owner), **commercial space rent and/or utilities.** Funding limited to three (3) months.
- Subscriptions, memberships, conference registration, certifications, and leadership development** opportunities to contribute to the growth of the business/owner.

BACKGROUND INFORMATION

25. What year was your business established? *

26. Type of business: *

- Corporation
- Partnership
- Limited Liability Corporation - LLC
- Sole Proprietorship
- S-Corporation
- Other

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27. In 250 words or less, please provide a description of your business. *

28. What is your primary business function? *

29. What is your NAICS Code? To find your NAICS Code, visit <https://www.census.gov/naics/> *

30. Why did you start your business? *

31. What would help improve your business performance? *

32. What are your short term business goals? *

33. What are your long term business goals? *

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34. Does you have any of the following for your business? (Select all that apply) *

Business Plan

Strategic Plan

Mission Statement

Vision Statement

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OPERATIONS MANAGEMENT

35. How many employees do you have, including yourself? *

36. Where do you operate your business? Select all that apply. *

Home-based

Leased office

Brick and mortar

Co-working space

E-commerce (online)

Other

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37. How many locations do you operate? *

1

2

3

4

5

38. How many hours per week do you dedicate to your business? *

39. How many hours per week do you dedicate towards sales/customer service efforts/activities? *

40. How many hours per week do you dedicate towards accounting/finance?

*

41. How many hours per week do you dedicate towards marketing? *

42. How many hours per week do you dedicate towards human resources management? *

43. How many hours per week do you dedicate towards operations? *

44. How many hours per week do you dedicate towards planning/strategy development? *

45. Who in your company has the authority to make financial decisions? *

46. Who in your company has the authority to make human resources decisions? *

47. Who in your company has the authority to make IT (information technology) decisions? *

48. Who in your company makes legal decisions? *

49. Who in your company makes marketing decisions? *

50. How well is your business running today compared to 2022? *

0	1	2	3	4	5	6	7	8	9	10
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Not well at all

Extremely well

51. How well is your business running today compared to 2021? *

0	1	2	3	4	5	6	7	8	9	10
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Not well at all

Extremely well

*Courtesy Copy
Not for Submission*

MARKETING

52. Do you have any of the following? (Select all that apply) *

Marketing budget

Marketing plan

53. Who is your target audience? *

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54. How do you currently market your business? Select all that apply. *

Facebook

Instagram

LinkedIn

Snapchat

Twitter

Radio

Email

Constant Contact

Print/newspaper

Word of mouth/referrals

None of the above

All of the above

Other

Courtesy Copy
Not for Submission

FINANCE AND ACCOUNTING

55. Who handles your bookkeeping? *

56. What platform do you use for bookkeeping? *

- Quickbooks
- Wave
- I do not use a book keeping system
- Other

57. Do you have an annual budget? *

- Yes
- No

58. Do you use financial indicators (key performance indicators) to track your financial data? *

Yes

No

59. Do you have a plan for financing future growth? *

Yes

No

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Not for Submission

GROWTH

60. What do you need to grow your business? *

61. What are your top three challenges? *

62. Do you have a succession plan? *

- Yes
- No
- No, but I would like information on creating one.
- Other

FILE SUBMISSION

After you submit your application, you must upload the following documents via a unique link that will be provided to you via email by the African American Chamber of Commerce of Wisconsin, Inc. In the subject line, please use the application number assigned to you along with your business name, for example ROF-001-ABC Business

We encourage you to gather all documents at one time and use the document checklist as a guide. You must combine all documents into one PDF. If you do not have Adobe, mobile apps such as GeniusScan or Apple Notes are options for creating PDFs. Please note, screenshots or photos of documents taken with a cell phone are not acceptable. Failure to provide the required documentation, in the required format, could delay the review and decision process and deem your application incomplete and therefore ineligible for consideration.

Required Documents:

- W-9 form
- Record of Account Transcript for 2022 Business Tax Returns (www.irs.gov/individuals/transcript-types-and-ways-to-order-them)
- 2024 Year to Date Sales, and 2022, 2023 Year End Sales
- Proof of business checking account (last 6 Months of bank statements)
- Profit & Loss and Balance Sheet
- Articles of Incorporation
- EIN Certification Letter
- Operating Agreement (if applicable)
- WDFI Annual Report
- ROF Proposed Use of Funds <https://www.aaccwi.org/wp-content/uploads/2023/09/ROF-Proposed-Use-of-Funds-Template.xlsx>
- Documentation to support the proposed use of funds such as receipts, invoices, or quotes for goods and services from providers addressed to the business entity

Should you have questions, please contact us at riseopportunityfund@aaccwi.org.

ATTESTATION

I do hereby attest that this information is true, accurate and complete to the best of my knowledge and I understand that any falsification, omission, or concealment of material fact may subject me to administrative, civil, or criminal liability.

63. Owner's Electronic Signature *

64. Date of submission *



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