Call for Proposals

Advancing Entrepreneurship in the Greater Kanawha Valley
THE GREATER KANAWHA VALLEY FOUNDATION
TRUIST FOUNDATION

WWW.TGKVF.ORG | PO Box 3041 Charleston, WV 25331
Description
The Advancing Entrepreneurship Program (AEP) is a special initiative of The Greater Kanawha Valley Foundation (TGKVF). AEP will provide funding to nonprofits for projects aimed at building the capacity of entrepreneurs, microenterprises and small businesses in the Greater Kanawha Valley area of West Virginia. For the purposes of this program, a microenterprise is a commercial participating business with five or fewer employees, at least one of whom is the owner, while a small business has no more than 50 employees. Additionally, an entrepreneur is a person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so.

TGKVF is particularly interested in creating and sustaining jobs for low-wealth individuals. Therefore, applicants to AEP should outline strategies to stimulate job growth through entrepreneurship, microenterprises and small businesses.

Desired Outcomes:
- Prospective entrepreneurs, microenterprises and small business owners will receive the support and technical assistance that they need to start a new venture.
- Existing entrepreneurs, microenterprises and small business owners will receive the support and technical assistance that they need to operate their venture more efficiently and effectively.
- Entrepreneurs, microenterprises and small business owners will increase their knowledge about available resources.
- Existing entrepreneurs, microenterprises and small business owners will receive the support and technical assistance that they need to recover from the COVID-19 pandemic.

Eligible Activities:
Eligible activities that may be funded through AEP in support of entrepreneurs, microenterprises and small business owners include:
- Technical assistance – a problem-solving service generally using the services of a specialist and specifically customized or tailored to the needs of a particular organization. Such services may be provided on-site, by telephone, or by other means of communication;
- Business coaching - the process of engaging in regular, structured conversation with a "client": an individual or team within a business. The goal is to enhance the client’s awareness and behavior so as to achieve business objectives for both the client and their organization. Business coaching enables the client to understand his/her role in achieving business success, and to enhance that role in ways that are measurable and sustainable;
- Business operations training; and
- Business plan preparation assistance.
**Eligible Applicants:**
To be eligible for the Advancing Entrepreneurship Program, the applicant must meet the following conditions:

- Applicant must be a community-based, non-profit organization with 501(c)(3) status;
- Applicant must be based in Kanawha County, West Virginia; and
- Applicant must have articles of incorporation or bylaws demonstrating that the organization has business development and/or community economic development activities as a principle purpose.

Applications from individuals (including sole proprietorships) and organizations not based in Kanawha County, West Virginia are not eligible for funding.

**Geographic Service Area:**
The program target area includes Boone, Clay, Fayette, Kanawha, Lincoln, and Putnam Counties, West Virginia.

**Award Limits:**
- Ceiling: $75,000
- Floor: $30,000

**Application and Submission Information:**
An online link to the application will be posted on www.tgkvf.org/special-initiatives/ on April 30, 2020. The application deadline is July 15, 2020 at 4:00 PM. Grant awards will be announced on September 21, 2020.

**TGKVF Contact:**
For more information about the AEP:
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