CitizensNYC

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.

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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
- ☑ Operating for at least 2 years
- ☑ 10 or less employees
- ☑ For-profit business
- ☑ Provided proof of business, such as bank statements, tax documents and POS terminal statement

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SCORING CRITERIA

01 CLARITY

Are the descriptions of the project and its goals clear? Is the outreach strategy clear? Is the work plan adequately detailed, focused, realistic and clear? Does it support project goals?

02 QUALITY OF LIFE IMPACT

Is the project expected to improve quality of life issues identified by residents and community members?

03 COMMUNITY ENGAGEMENT

Is the project expected to build community engagement and capacity for the future?

04 NEED

Does the proposal clearly convey that the project is warranted and needed in identified neighborhood or for a particular community (identity-based)?