Women's Business Development Council

WBDC Child Care Business Opportunity Fund
Emergency Facilities Grant Application Guide

Information about this grant program can be found on the Emergency Facilities Grant page of our website. Please start there for eligibility requirements and to ensure this is the right grant program for you.

Please note: This is NOT the application document you will submit. There will be an online application portal available in English and Spanish starting on March 23, 2022. The Emergency Facilities Grant program will remain open throughout the year, and there is no deadline to apply.

Once you have determined you are eligible to apply by reading the criteria on our website, below is the process you will take to submit a complete application package. WBDC Advisors are here to support you in preparing your application.

Step 1: Pre-Application (Complete a Profile in eCenter)

Before you access the grant application, you will need to create a profile to provide general information about you and your business. These questions should be simple to answer, and include contact information, demographics, and basic business details. Rest assured, your data will be kept confidential and only some data will be shared in ways you authorize in the Terms and Conditions at the end of the profile.

You can get started on this today! Visit https://ctwbdc.ecenterdirect.com and follow the instructions in the center of the screen. If you have completed a profile in WBDC's eCenter client portal already, you will simply need to review and update your information once logged in by going to "My Information" on the left-hand menu of eCenter. eCenter is available in English and Spanish/

Step 2: Grant Application (Online Portal)

Once you have completed your eCenter profile, you will be ready to begin your application. Visit our website to access the link to the grant application portal.

Grant Account Creation & Profile

You will be asked to create an account in our grants management platform. Once your account is created, you will provide contact information and answer a handful of questions about your business. Some of these questions are the same as in eCenter but allow us to manage your grant application effectively in our grant platform. **The portal is available in English and Spanish.**

Eligibility Questions

*** There will be questions around eligibility on the application that will need to be answered accurately. Doing so will save you time from applying for a grant you are not eligible for. ***

Please visit our [website](#) to see a complete list of eligibility criteria.

If you are not eligible, you will get a message on-screen stating so. If you believe you made a mistake in answering the eligibility questions, you can try to fix your answers. If you meet the eligibility criteria, and the system is saying Ineligible, contact us at childcarebusiness@ctwbdc.org for support. Include your name, phone number, and an explanation of the issue.

If you are not eligible at this time, you may be eligible to apply for another one of the Child Care Business Grants currently open – visit our [website](#) to see which programs you may qualify for. If you are not eligible for any grant programs currently, you may qualify the next time we run our grants, anticipated to be by Fall 2022. Remember, you can apply for an Emergency Facilities Grant anytime throughout the year, but you can only receive one of these grants per year. WBDC can support your business through education and other resources as well.

Application

There are four sections to the application:
   Section 1: Business Operations & Financial Summary
   Section 2: How You Would Use the Grant
   Section 3: Narrative of Your Business
   Section 4: Supporting Documents for Uploading
   Compliance and Consent

Section 1: Business Operations & Financial Summary

This section has a series of short dropdown questions about your business, including:

- Any changes to license type or licensed capacity within the last 60 days
- Details on OEC open consent order or corrective action plan, if applicable
- If you collect parent fees
- If a family home, your time-space percentage if known
- If OEC, Department of Public Health, or the Fire Marshall has given you any recommended facilities upgrades (You can provide more detail in Section 2)
- Profit/loss figures for your business for 2019, 2020, 2021, and 2022 (January-March) for the years the business was operating - these figures should match what is on your tax returns and/or financial statements you upload in Section 4
- Any savings or other funding your business has received in the last 6 months, that may be able to help support the project you are seeking WBDC funds for

Section 2: How You Would Use the Grant
For each of the following questions, you will have an open text field to provide your response, not to exceed 400 words. We recommend 1-3 paragraphs per question. **Responses can be in English or Spanish.**

1. Grant Request Amount
How much are you requesting from WBDC?

Consider the necessary costs to make the critical upgrades needed to your business to remain open and operate safely. This should tie to quotes/invoices you have received from contractors for these upgrades. Funds cannot be for wish list upgrades that are not operationally needed, nor for real estate purchases, renovations for a leased building with less than 1 year left on lease, or projects that are fully covered by insurance. Funds also cannot be used for general operating expenses, e.g., payroll, mortgage, utilities, supplies, etc. Note: The maximum grant award is $25,000. Amount awarded will be at the sole discretion of WBDC & review committee based on a variety of factors.

2. Use of Funds
Describe what you will spend the money from the grant on. Be specific on what goods or services you will purchase with the grant. Below you must upload back up evidence for how you will use the grant (e.g., proposal, estimate or other evidence to support the amount you are asking for).

Itemize your expenses so that reviewers will understand the costs tied to the backup documentation you will provide in Section 4. For example, if you are requesting a grant of $15,000, explain what each of the expenses are and how much each cost, that adds up to $15,000, or more if you have other funds to also support this project. If your expenses add up to $7,000, then you should only request $7,000 in the previous question.

3. Other Supporting Funds
Required if you have received other funding or have savings that could be used to help support this project you are asking for a WBDC grant for.

How much of the funds you already have can be allocated to this project? If you have used all your savings, or if you need more funding to complete this project, please explain. If you really do not want to use your savings for this project, please explain. What is your plan to cover this project if not awarded?

4. Grant Purpose
Choose from a drop-down list which best option describes your grant request, if it's for a past facilities issue that has not yet been addressed, an anticipated one, reimbursement of a recent facilities maintenance project, or something else.

5. Impact of the Grant
Describe how the grant will help your business sustain or grow and meet an immediate need. Be specific. Explain what your business will look like once you have integrated the grant funds into your business. Explain if the OEC, Dept. of Public Health, and/or Fire Marshall made recommendations that this project will address.

Section 3: Narrative of Your Business

For each of the following questions, you will have an open text field to provide your response, not to exceed 400 words. We recommend 2-3 paragraphs per question. **Responses can be in English or Spanish.**

1. Business Description
Describe your business. Include an overview of the types of child care services that are offered, your curriculum, the ages you serve, number of classrooms, services that you deliver and what makes your program unique.

Reviewers understand the basics of family homes, group homes and centers, so instead, think about how you would pitch your program to a prospective parent or funder. Consider what makes your program different than the ones around you, if it's the hours you operate, the language(s) you teach, arts program you have, location you're in, etc. Paint us a picture of your amazing program.

2. Business Performance
Describe how your business is doing today. Explain the recent decline or growth of your business and if/how it has been impacted by COVID-19. Reference enrollment trends, revenue changes, profit/loss changes, and unexpected large costs if applicable. Your description should showcase why you have an unmet or urgent financial need for this funding and provide context for the tax returns/financial statements you upload in Section 4.

If you have low enrollment, closed classrooms, staffing challenges, or other important items that effect the day-to-day operations of your business, please describe. Also think about the financials trends of your business – if there are periods when it did well or suffered, and what the driving factors were (e.g., pandemic affecting enrollment, school reopening/closing, late payments, unexpected income, or expenses). This should correlate with your tax returns / financial statements.

3. Marketing
Explain how you market your program to parents. Describe the channels you use to reach and communicate with prospective parents for your program (e.g., word of mouth, email, website, advertising, social media, physical advertising) and which you find most effective. Describe your current parents/children and why they choose your program.

4. Pricing
Explain how you set your program fees and rates, and what your profit margins are for different services and age groups. Describe how your pricing compares to your competitors. Explain how your parent fees operate - if you collect them, rely on Care4Kids, or a combination of both, and if this meets your expenses.

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Section 4: Supporting Documents for Uploading

The following is a list of the documents you will need to prepare for submission. Only PDF files can be uploaded to the application portal, aside from the last 2 items on the checklist. If you need help converting your files to PDF, reach out to us.

☐ Back up documentation for Use of Funds (e.g., proposal, estimate or other evidence to support the amount you are asking for)

☐ If applicable: Documents received with OEC, Dept. of Public Health or Fire Marshall with recommended facilities improvements

☐ Copy of the most recent bank statement used for the business, showing the name of the business or owner of the business.

☐ Attendance report for months operating from July 2021 to date, by month

We recommend using a document or a software-generated report to show how many children you had each month, rather than providing weekly attendance sheets. Include a total of all full-time and part-time children served in the month, even if some started later in the month or left early. It is helpful to break monthly numbers by age group, but children's names are not required.

☐ Letter of Good Standing from the State of Connecticut

For businesses with a Tax ID #, obtain from myConnect at: https://drs.ct.gov/eservices/_/#1
For those that are a Sole Proprietor or Single Member LLC and do NOT have a Tax ID #, obtain at: https://drsindtax.ct.gov/AUT/welcomeindividual.aspx. For help, call DRS at (877) 729-6691.

☐ For non-profits only: Most recent audited financial statement

☐ Optional: Historical financial statements for period of operation, up to a max of 2 years

If your Net Profit/Loss on your tax return is largely due to a one-time expense or deductions, we encourage you to upload your Profit & Loss Statement to show the reasons behind the variation. If a Center, we also encourage you to include your Balance Sheet.

☐ 2019 & 2020 business tax returns, for years operating; 2021 business tax return, if filed

At minimum, include forms showing the Profit & Loss from your business.
Family Homes/Sole Proprietors: Include Schedule C: Profit or Loss from Business, and Form 8829: Expenses for Business Use of Your Home. Can upload all of Form 1040 if easier.
LLC's: Include Schedule K-1 (Form 1065): U.S. Return on Partnership Income
S-Corps: Include Form 1120-S: U.S. Income Tax Return for an S Corporation

☐ Pictures or video showing your project / repairs needed, or else your existing program/ classroom(s).

If you have multiple photos, we recommend pasting them into one document to upload.

☐ Optional: If there is anything else you would like to include to help us better understand your business, please upload.

This could include a business plan, additional photos, collateral, for example. Several file types are allowed in this section. Label files with your "Business Name/Name - Type of Documentation" (e.g., ABC Center - Business Plan).

Compliance and Consent

Before submitting your application, you will be asked to attest that the information you provided in the grant application is accurate. Given that this grant program is made possible through financial support from the Connecticut Office of Early Childhood (OEC), you will also be asked to acknowledge that WBDC will share limited data with them, including demographic data in aggregate, license number, and type of grant sought. You cannot opt out of this as a grant applicant.

If you belong to an OEC Resource Agency, such as a Staffed Family Child Care Network, or Accreditation Quality Improvement Support (AQIS) marked in my profile, you can opt-in to WBDC sharing general information with this partner including that you have applied, the status of your grant (awarded or declined), and if awarded, the grant amount.

Rest assured, your private business data, including financial statements (income, expenses, profit/loss) and household income, will not be shared with the OEC, or any third-party agency.

Additional Tips for a Successful Application

We understand this grant application may be more detailed than others you may have experienced in the past. This information all goes into helping us evaluate each application effectively. It will also better prepare you for accessing funding from a bank or non-bank lender.

What We're Looking for in an Application Package

- Thoughtful, complete, and well-developed picture of your business
- Clear use of funds, with a strong link to its need for continued business operations, along with strong supporting detail
- Tax returns / historical financials are consistent with good practices for industry
- Return on investment – that funds will allow for the business' continued operations
- Grant will have a meaningful impact on the business
- Unmet financial need