

COVID-19 Emergency Microgrant Fund for Small Businesses & Nonprofits

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Eligibility:

- Operate within the corporate limits of the City of Battle Creek
- Have 15 employees or less
- Have annual revenue of \$1 million or less

Priority will be given to businesses owned by women, minorities, and people of color as well as nonprofits whose mission serves children, women, minorities, and people of color.

\$250,000 Fund
Max amount of award \$10,000

Deadline April 22, 2020

Apply at www.battlecreekcovid-19.com

BATTLE CREEK UNLIMITED

Battle Creek Unlimited Establishes \$250,000

COVID-19 Emergency Microgrant Fund for Small Businesses & Nonprofits

PRESS RELEASE Battle Creek, Michigan – April 16, 2020 Battle Creek Unlimited has established a \$250,000 emergency microgrant fund for small businesses and nonprofits located in the City of Battle Creek which have been negatively impacted by the coronavirus pandemic. Priority will be given to businesses owned by women, minorities, and people of color as well as nonprofits whose mission serves children, women, minorities, and people of color. This program is made possible by a generous donation from the W.K. Kellogg Foundation, based in Battle Creek.

The COVID-19 Microgrant Fund is intended to alleviate negative economic impact to eligible applicants and their employees on an interim basis until federal or state programs become available (SBA loans, etc., and/or other Federal or State programs). To qualify for the grant, applicants must meet the following criteria: 1) operate within the corporate limits of the City of Battle Creek; 2) have 15 employees or less; and 3) have annual revenue of \$1 million or less.

Funds may be used to maintain payroll and workforce expenses, including accounts payable, rent, utilities, and other bills that could have been paid otherwise if the executive order had not been issued. The fund is not intended to replace lost sales, profits, or business expansions. Grants to small businesses will be determined on the basis of annual revenue; grants to nonprofit organizations will be based on annual operating budgets. The maximum award will be \$10,000.

“As the pandemic crisis continues, here at Battle Creek Unlimited, we remain vigilant on ways to help our community,” said Joe Sobieralski, President & CEO of Battle Creek Unlimited. “This microgrant fund will support some of Battle Creek’s most vulnerable companies. I am encouraged every day by the stories I hear on how Battle Creek residents and companies have come together

and are helping each other.”

The COVID-19 Microgrant Guidelines and Application are available at battlecreekcovid-19.com. Applications are due by the close of business on Wednesday, April 22, 2020.

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ABOUT THE W.K. KELLOGG FOUNDATION

The W.K. Kellogg Foundation (WKKF), founded in 1930 as an independent, private foundation by breakfast cereal

innovator and entrepreneur Will Keith Kellogg, is among the largest philanthropic foundations in the United States. Guided by the belief that all children should have an equal opportunity to thrive, WKKF works with communities to

create conditions for vulnerable children so they can realize their full potential in school, work and life. The Kellogg Foundation is based in Battle Creek, Michigan, and works throughout the United States and internationally, as well as with sovereign tribes. Special attention is paid to priority places where there are high concentrations of poverty and where children face significant barriers to success. WKKF priority places in the U.S. are in Michigan, Mississippi, New Mexico and New Orleans; and internationally, are in Mexico and Haiti. For more information, visit www.wkkf.org.

ABOUT BATTLE CREEK UNLIMITED

Established in 1972, Battle Creek Unlimited (BCU) is a private, non-profit corporation which serves as the economic development arm for the City of Battle Creek and manages the Fort Custer Industrial Park. The Fort Custer Industrial Park is home to over 80 businesses, including 25 international companies, and employs over 13,000 people. BCU's mission is to build a strong community by driving strategic investment and job creation.

MEDIA CONTACTS

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