Information Session:
Puente Fire Relief Fund for Businesses & Organizations
Request for Proposals (RFP)

APRIL 26, 2021
Agenda

- Welcome & Introduction
- Background
- Grant purpose & eligibility
- Application & selection process and timeline
- Application & budget document review
- Tips for a successful application
- Questions & Answers
Background
Puente’s role in response to the August CZU Lightning Complex Fires
Goal of this RFP: support recovery of local businesses & organizations most affected by the wildfires
Brand new opportunity and process
Grant Purpose & Eligibility
Grant Purpose & Allowable Uses

- Grant funds may be used for:
  - Replacement/improvement of business/organization property lost/damaged in fires
  - Lost production/income due to fires
  - Fire preparedness/prevention efforts
- Maximum funding request: $40,000. Applicants may apply for any amount up to $40,000.
- Grant repayment
  - If insurance is expected to cover some/all costs applied for in the grant, the business/org may apply for funds to receive more immediate assistance, but will be expected to repay the funds to Puente upon insurance payout
  - Repaid amounts will be put into a special Puente fund that will be made available to the community in case of future natural disasters and emergencies
  - Businesses/orgs with no insurance or limited coverage will receive grants which they are not required to pay back
Eligibility Criteria

- Private business or 501(c)(3) non-profit organization (or organization with fiscal sponsor)
- Businesses/Organizations located in Puente service area: Pescadero, La Honda, Loma Mar, San Gregorio
- Priority funding: direct fire damage, but businesses indirectly affected also eligible
- Businesses/orgs must not discriminate
- Fair labor practices
- One application per business/organization
Application & Selection Process and Timeline
Application Process & Timeline

- Application and other documents available at: https://mypuente.org/fire-relief-fund-rfp/
- Submit via email to Elena (ebettsbarahona@mypuente.org)
- **First round application deadline: Friday, May 7 by 8pm.** Applications are being accepted immediately and may be submitted before deadline.
- Second round application deadline (if funds remain after first round): Friday, May 28th by 8pm
- Selection committee will review applications and selected recipients will be notified by email.
- Applicants may receive follow-up call or request for site visit.
- Grantees will be publicly announced
- All grantees will be required to submit mid-year and final reports
Application & Budget Document Review
Submitting Application & Required Documents

- **Application**
  - Complete all sections. Applications not properly filled out will be sent back and may be disqualified if they cannot be updated in time for committee review.

- **Budget**

- **Application attachments:** question #6 documentation of losses
  - If files are too many/too large to attach to email, send as a zip file or linked to a document sharing site (dropbox, google docs, etc) that allows files to be downloaded

- Clearly name/save all files with your business/org name. For example:
  - “McDonalds RFP Fire Relief Application”
  - “McDonalds Grant Budget”
  - “McDonalds #6 Fire Damage Photos”
Application & Budget Walk-Through

See screen share
Tips for a Successful Application
To submit a great application:

**Prepare: read carefully and ask questions**

**Writing**
- **Perspective**: imagine that someone who knows absolutely nothing about your business or how the CZU fires impacted it will be reading this, and write your application responses from that perspective.
- **Tell your story**: clear, concise, but detailed.
- **Proofread. Proofread again.** Have someone else read over it.
- **Tech tip**: Type your question responses into a word document, then copy/paste into the PDF application once you have your final version. This makes editing much easier!

**Be specific about projects and use of funds**

**Budget**
- **Match project descriptions** exactly.
- **High-level budget, but still project-specific**

**Timing**
- **Allow more time** than you think you need to fill out application and supplemental materials.
- **Respect the deadline.** Triple-check everything before submitting.

**Communication**
- **Communicate thoughtfully, early and often.** Have questions? Confused? Have an issue? We are here to help!
- **Be responsive.** Check your emails and phone calls so you don’t miss important follow-up.
Questions & Answers
Stay in touch!
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(650)-262-4103
*Part time schedule

- Add your email address in the chat to get added to our applicant email list for reminders, updates, & a copy of this presentation
- Contact for questions/support with application
- Ayuda disponible en español (Help available in Spanish)
- RFP Documents available at: https://mypuente.org/fire-relief-fund-rfp/