



**Grant Process Announced:
Emerging Regions Growth & Opportunity (ERGO)**

Applications are now being accepted for Emerging Regions Growth & Opportunity (ERGO) Grants of the Virginia Enterprise Initiative (VEI). ERGO Grants will provide resources to bolster stability and growth in micro-enterprise development organizations (MDOs) providing services to entrepreneurs in Virginia's most difficult to serve communities. The outcomes of the grant will be fiscally stable MDOs and an increase in loans made in the emerging regions.

MDOs working at the regional level may apply for grants of up to \$50,000. Two awards will be made on a competitive basis. Applications will be accepted until *June 7, 2011*. Funds will available until exhausted, and by June 30, 2011 at the latest.

To be eligible for the funding, an MDO must provide the full suite of micro-enterprise development services (business skills training, credit repair/counseling, micro-loan origination and post-loan business assistance) and have made a minimum of 10 loans or at least \$175K in microloans in FY 2011.

The successful applicant organizations will have the demonstrated ability to nurture regional partnerships; a record of employing innovative strategies to reach hard-to-target entrepreneur groups; and a history discerning and implementing strategies that support regional community and economic development priorities. The MDO's capacity and plan to leverage Department of Housing and Community Development (DHCD) funds will be measured by the percentage of match. Finally, there must be a plan for service in an emerging region.

An emerging region is defined here as a region not currently served by a VEI Regional Service Provider (RSP). See the attached Emerging Regions Map encompassing primarily rural populations. These areas have traditionally been deemed as "hard to target" and "difficult to serve." For this grant, "rural" is defined as a county with a 2010 census population of 80,000 or fewer or a city with a 2010 census population of 50,000 or fewer.

The plan should also estimate the number of loans that will be anticipated as an outcome of the investment. This should be presented within the context of the importance of entrepreneurship as a vital economic strategy in the emerging region.

To apply, MDOs should complete the following application and all required attachments and file the application electronically (by email) to jeff.sadler@dhcd.virginia.gov no later than 5pm, June 7, 2011. Please read the application in its entirety before beginning.

For more information contact Program Manager Jeff Sadler at (804) 371-7040, Jeff.Sadler@dhcd.virginia.gov.



Applicant Contact Information	
Lead applicant organization name:	
Date of incorporation:	Federal identification number:
Please check one: <input type="checkbox"/> Current VEI grantee <input type="checkbox"/> New applicant	
IRS Designation:	
Authorized contact person and title:	
Direct telephone number(s):	Email address:
Microenterprise Development Organization's (MDO's) mailing address:	
Telephone number:	Fax number:
Website address:	
Number of years of MDO practice experience:	

Virginia Enterprise Initiative (VEI) is interested in creating stable sources of micro-enterprise development services throughout Virginia. The Emerging Region Growth and Opportunity (ERGO) Grant has been developed to provide leveraged administrative support to Micro-enterprise Development Organizations (MDOs) that have shown strong abilities to serve “hard-to-target” populations with innovative delivery methods in regions that have traditionally not had effective access to micro-enterprise assistance.

The following application has been developed to help VEI award grant funds to the MDOs that best demonstrate their aptitude in the following priorities:

1. Competency in serving a region that has traditionally not had effective micro-enterprise service delivery
2. Provides the full suite of Micro-enterprise Development services
3. Demonstrated growth in organizational capacity to serve the region
4. Innovative service delivery
5. Ability to discern, develop and implement a regional focus

1) Mission and Vision:

- i) Please state your organization’s mission and vision.
- ii) Explain how these statements affect your daily work.

- 2) Area of coverage:
 - i) Attach a map that clearly indicates the geographic areas in which you currently operate.
 - ii) Attach a second map that clearly shows the geographic area in which you propose to operate in FY 2012.
 - iii) Attach a third map that clearly shows the geographic area in which you propose to operate in FY 2013.
- 3) Describe the continuum of services that your organization provides to clients.
- 4) Please provide the following information:
 - i) Budget for FYs 2009, 2010, 2011 and proposed budget for FYs 2012 and 2013
 - ii) Number of clients serviced in FYs 2009, 2010, 2011 and the number of clients you propose to serve in FY 2012 and 2013
 - iii) Total number of business plans your clients completed in FYs 2009, 2010, 2011 and the number of business plans you propose to have clients prepare in FYs 2012 and 2013
 - iv) Total number of micro-loans (no more than \$35,000 in 2009 & 2010 and \$50,000 in all subsequent FYs) that your organization made in FYs 2009, 2010, 2011 and the number of micro-loans you propose to make in FYs 2012 and 2013
 - v) Number of separate borrowers to whom you made micro-loans in FYs 2009, 2010, 2011 and the number of borrowers to whom you propose to lend in FYs 2012 and 2013
 - vi) The total amount of capital loaned through micro-loans in FYs 2009, 2010 and 2011 and the total amount of capital that you propose to lend in FYs 2012 and 2013
- 5) List your sources of funding, the total amount from each source and the length of the funding commitment.
- 6) Review the geographic areas that you have proposed to serve in FYs 2012 and 2013. In narrative form, no more than one page, describe the economic state of this area. Be sure to include references to the major economic drivers, levels of poverty and unemployment, as well as recent changes, both positive and negative.
- 7) Within the geographic areas that you currently serve and propose to serve, there are most likely opportunities for economic restructuring (rebuilding the economy or transitioning the economic drivers). Your answer to this section should be between three and five pages.
 - i) Describe what you believe these opportunities are and any evidence to support your beliefs.
 - ii) What impediments are there to capitalizing on these opportunities?
 - iii) What is your vision for a regional economy in this geographic area? How will you convince others to partner with you in achieving (even partially) your vision and overcome the impediments identified above.
 - iv) Discuss any innovative delivery methods and partnerships that will assist you and whether they have been implemented yet or not. If they have been implemented, discuss their success and measurable indicators thereof.
- 8) Consider your organizations vision of success for the next year and in five years. Discuss what that success would look like. Explain what measurable indicators of this success would be. Use no more than two pages for this section.