What is the DoorDash #BlackFoodEnergy Grant?

The **#BlackFoodEnergy Grant** is a partnership between DoorDash and the Black Opportunity Fund (BOF). #BlackFoodEnergy is a campaign that celebrates, amplifies and supports Black Chefs and Black-Owned food businesses to showcase the amazing things they are serving up in neighbourhoods across Canada.

Access to capital is the greatest barrier faced by Black entrepreneurs. The #BlackFoodEnergy Grant program aims to support Black-owned food businesses in Canada by providing them with non-repayable funding. This grant is part of the DoorDash Entrepreneurship & Access Program, designed to offer additional resources to restaurants owned by women and people of color.

What are the funding amounts and how many grants are available?

In this round of funding, a total of 30 food businesses will each receive \$10,200 to support their projects.

Who is eligible to apply for the grant?

To be eligible for the **#BlackFoodEnergy Grant**, your restaurant must meet the following criteria:

- Majority Black-Owned: At least 75% of the ownership or executive team (board, management) must identify as Black.
- Incorporated and in good standing: Your restaurant must have a valid CRA business number and be incorporated under relevant federal or provincial statutes.
- **Business operation:** Must not have more than 3 locations and must be open for at least 6 months of the year.
- **Business model**: Must be a restaurant, bakery, virtual kitchen, ghost kitchen or cloud kitchen.
- **Employees:** You must have 50 or fewer employees per location.

- **Web Presence:** Your restaurant must have an online presence, such as social media.
- **Community Impact:** You must demonstrate how your restaurant supports its local community or neighborhood.
- **Innovation:** You must articulate how your restaurant is innovating within the food industry.
- **Bankruptcy:** Your restaurant must not have been declared bankrupt or subject to a consumer proposal.

What project activities can be funded?

The grant is intended to support projects that focus on innovation within your food business. Example project activities include:

- **Technology improvements:** Upgrading your ordering system, POS system, or kitchen technology.
- Interior upgrades: Renovating or redesigning your restaurant space.
- **Equipment upgrades:** Purchasing new kitchen equipment, seating, etc.
- **Market expansion:** Developing marketing campaigns, rebranding, or expanding into new markets.

What documents will I need to provide in the application?

You'll need to provide the following:

- CRA business number
- Proof that your business is incorporated and in good standing
- A project budget for how you intend to use the grant funds
- A description of your innovation and how your business impacts your local community
- Social media or web presence details for your food business
- Must articulate what #Black Food Energy means to your business
- Attestation that at least 75% of the ownership group self identifies as Black

How should I explain #BlackFoodEnergy in my application?

In your application, you will be asked to articulate what #BlackFoodEnergy means to you and your food business. This could include how your business celebrates Black culture, supports the local Black community, and brings innovation and unique flavors to your neighborhood.

What should I include in my project budget?

Your project budget should outline how you plan to use the \$10,200 grant. Be specific about the costs for activities such as equipment purchases, renovations, technology upgrades, or marketing initiatives. You'll want to show that you have a clear plan for how the funds will be allocated.

Can I apply if my food business is a franchise?

Yes, you can apply for this grant if your food business operates under a franchise model. Please note, you must not have more than 3 locations and less than 50 employees at each location. In addition to this, 75% of the ownership group must self-identify as Black.

Can my food business apply if it only operates online (delivery-based)?

Yes, food businesses that operate as virtual kitchens, ghost kitchens and cloud kitchens can apply for this grant program. Please see this article from DoorDash for a detailed explanation to describe these different business models - <u>Is a Ghost Kitchen Right for Your Restaurant? Benefits and Guide | DoorDash for Merchants</u>

I'm a previous recipient of the #BlackFoodEnergy Grant, can I apply for my business to be considered again?

If you are a previous grant recipient under this grant program, you can submit an application for funding consideration. Please note, businesses who have not received funding from this program in the past will be prioritized. Access to capital is the greatest barrier faced by Black entrepreneurs.

How do I apply for the grant?

To be considered for grant funding, you must complete the online application via the SurveyMonkey Apply platform starting on January 16, 2025. Be sure to submit your application before the February 28, 2025 deadline by 11:59 PM EST. Please note that the application portal will not allow submissions after the deadline.

Before proceeding with your application, please review this <u>applicant guide</u> to help you navigate the SurveyMonkey Apply platform.

When will I find out if I've been awarded the grant?

The Black Opportunity Fund will communicate with unsuccessful applicants before the successful grant recipients are shared publicly. We anticipate that grant recipients will be announced before the end of June 2025.

Please consider subscribing to the BOF mailing list to receive the latest news and updates - <u>Subscribe | Black Opportunity Fund</u>

Who can I contact if I have questions about the grant?

For questions related to the program or the application process, you can contact the BOF Programs Team at <u>BOFGrants@blackopportunityfund.org</u>