



Application for the 4-H Pitch Your Idea Grant/Loan project

Grant application ideas should tie into the 4-H program priorities for Maine including club and individual projects, including new small business, agriculture and innovative projects within the 4-H program. Funds can be requested for grant amounts from \$100 to \$500, in a rare occasion the grant request may be considered for more that \$500. In addition loans can be requested for up to \$500 for small business ideas.

Sponsor: Maine 4-H Foundation Youth Trustees in Philanthropy

(Grants are available on a rolling application basis. Please allow four to six weeks minimum for decisions to be made and checks to be issued based on acceptance)

Youth Applicant Name:

4-H Club or Group:

E-mail address:

Physical Address:

Phone:

Adult Mentor/Leader:

E-mail address:

Physical Address:

Phone:

Grant Application

Name of Project:

Project/Business Description:

What are you contributing toward your project?

Expenses (to get he business/project started):

Purchases:

Supplies/Materials:

Travel:

Printing:

Advertising:

Equipment:

Other:

Total Expenses:

Total Request:

Your contribution (Description/Amount):

Please Note: Following Grant Approval:

You, your club or team will be expected to submit photos and impact information. The Youth Trustees will anticipate seeing a written description of the project success, and data that applies to the project and photos (with signed University of Maine photo releases).

Please Note: The Youth Trustees in Philanthropy will not support individuals, illegal activities, or any other costs not in compliance with 4-H Youth Development program, Maine 4-H Foundation or University of Maine policies. The Youth Trustees may at times limit funding to areas financially supported by the donor request until such time that the Youth Trustees have developed a general fund.

Questions: Please Contact Susan Jennings at 615-7300 and one of the Youth Trustees will get in touch with your youth leadership representative.

I, _____ agree to the conditions of the grant proposal and agree that if for any reason I cannot complete the project I will return all unspent funds.

Youth Applicant

Club/Team Leader



MAINE 4-H FOUNDATION

4-H Small Business Plan Components

Basic Contact Information for You

Name, address, phone, e-mail

Summary (appears first, but write last)

Tell us about your business idea.

Business Objectives and Goals

This section gives you a place to answer the following questions.

- Why are you starting a business?
- What are your goals?
- What return do you expect from your business in both time and money?
- When do you plan to get it started? Pick a specific time and create a timeline.
- How will you decide if your business is successful?
- What is the time frame for measuring success (i.e., where do I want to be in 1 month, 3 months, 6 months)?

Business Description

- How would you describe your business?
- What product or service will you offer?
- Where will you obtain products or supplies?
- Where will your business be located?
- What is unique about your business?
- What are your estimated sales?

Market Analysis and Strategy

Can you make a profit with your business?

This may well depend on the analysis of your market, competition and your location? A market analysis begins with the question, "Is there a need for my product or service?" To answer this, you must describe the market and your potential customers.

Who are your potential customers?

Where do they live?

What is their age?

Why will customers buy from you instead of the competition?

Describe how you plan to promote your product/service.

Financial Information

As accurately as possible, list all your start-up costs including assets such as equipment, materials and fixtures. Also, list initial operating expenses. Be sure to include inventory, supplies, advertising and promotion costs.

Management and Organization

How will your business be organized? Will it be a sole owned or partnership? Outline the responsibilities of all principal personnel in your business: who will do what? Do you have an operating plan or schedule for upcoming work? Have you considered other needs?

Loan contracts

There will be an additional contract for the terms of the loan and will need to be signed by an adult is under the age of 18.

Resources

Deb Kantor will be available to help review small business plans.