

**Zonta Club of Hilo**  
P.O. Box 1915  
Hilo, HI 96721-1915  
[www.zontahilo.org](http://www.zontahilo.org)



**Zonta International**

*is a global organization of professionals empowering women worldwide through service and advocacy*

## **Pay It Forward Entrepreneur MicroGrant Application**

**Application Deadline: July 31, 2022 by midnight HST**

The Zonta Club of Hilo Pay It Forward program was launched in 2014 with an initial generous donation from Nancy Cabral, a Zonta member and owner of Day-Lum Rentals & Management, Inc. She wants other women to achieve financial independence and business success.

The program goal is to help women on Hawai'i Island start up or expand a business through an entrepreneur microgrant intended to give a helping hand. The grant will be up to \$2,000. The amount as well as a schedule for funds distribution will be as recommended by the Pay It Forward committee to the Zonta Club of Hilo Foundation.

We encourage awardees to "Pay It Forward" when they are financially able, and to give a report to the club.

How to Apply: Prepare and submit an application, organized as per the outline below. Please include any supplemental relevant business-related samples, such as a business or marketing plan, brochures, logos, website URL, or other materials you would like Zonta to review.

Email the application, with any attachments, to:  
[info@zontahilo.org](mailto:info@zontahilo.org)

Or mail the application/attachments to:  
**Zonta Club of Hilo**  
**Pay It Forward Program**  
**P.O. Box 1915**  
**Hilo, HI 96721-1915**

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**Prepare and submit a document based on the following outline.**  
**If any of these does not apply to you, please explain why.**

1. Business and Personal Contact Information. State the following:
  - a. Your name
  - b. Your address, phone number, and email address,
  - c. Your company's name
  - d. Name of owner(s)
  - e. Your business address, phone number, website, and email address
2. About Your Business. Include:
  - a. A general description of your business, including its service(s) or product(s)
  - b. The date your business started or will start
  - c. A description of the current stage of your business (Idea state, start-up stage, expansion, etc.)
  - d. A description of how your business is housed and staffed or how you plan to accomplish this (e.g., you are in or have secured space, arranged suppliers, hired staff, etc.)
3. Mission, Vision and Core Values. *A University of Iowa Business Development article describes a Vision as a big picture of what a business owner wants to achieve; a Mission as a general statement of how you want to achieve that vision; and Core Values as a description of how you will behave during the process.*
  - a. Include a description of your Vision, Mission, and Core Values.
4. Goals, Objectives and Marketing. *There are many ways to describe how a business owner can start, grow and strengthen a business. A forbes.com article several years ago proposed this explanation: "A goal is a broad primary outcome. A strategy is the approach to achieve a goal. An objective is a measurable step to take to achieve a strategy. A tactic [action plan] is a tool you use in pursuing an objective associated with a strategy."*
  - a. Using this explanation or another that you prefer, explain your business's goals and objectives, including time frames for meeting them.
  - b. Describe your target market and your specific plans for marketing your product(s) or service(s).
  - c. Describe how you plan to measure the effectiveness of your planning and marketing.
5. Finances.
  - a. Explain how funds that have already been invested in the business are being used.
  - b. Explain how you intend to use the Zonta Pay It Forward grant.
6. Community Impact. Explain how your business will create or is creating a positive impact on our community.