



# Track 3: Innovation Session Two: 1:30 – 2:30PM

Resources for your business, project and community

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- **Women Work and Community (New Ventures)** - small business building basics.
- **GrowSmart Maine and The MaineDowntown Center** - Making Headway in your Community, a tool of resources to help communities starting in revitalization or needing direction on a local project.
- **Grant Basics** - how to get started, where to look and tips for writing your grant.



# Basics, Building Blocks and Innovation: Resources

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- Maine blessed with Economies of Intimacy\*
  - **2 degrees of separation**
  
- What we learned in Kindergarten –
  - **Share Toys and Play well together\***

\*John Dorrer, Mary McAleney



# Women, Work, and Community / New Ventures Maine

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- Building small businesses since 1984

- Training Basics

- Business plan
- Cash Flow
- Marketing

- Coaching, consultation

- Connection to resources

*“We serve as the salt marsh, where new ventures are nourished and strengthened.”*

# Entrepreneurial Eco-System

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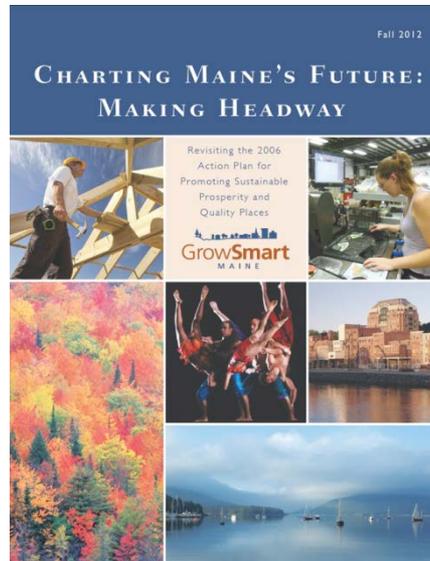
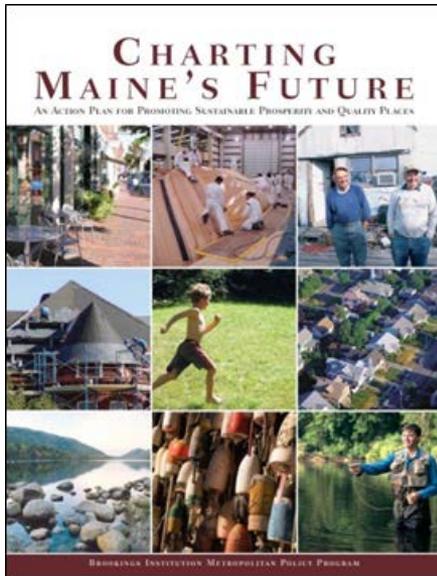
“It’s all about relationships.”

- Alphabet soup: SCORE, SBA, SBDC, MDF, EDD, MECED, UMS/CC, CEI
- Networks: Chambers, Women Standing Together/Women’s Networks, Main Street
- Communities: friends, family, local leaders

**Grow Smart!**

# GrowSmart Maine

Fostering Connections Across the State



# MakingHeadway.me

The screenshot shows the homepage of MakingHeadway.me. At the top left is the logo with the text "MAKING HEADWAY IN YOUR COMMUNITY". To the right are navigation links for "Home", "About Us", "My Profile", and "Sign Out". Below the logo is a search bar with a "Search" button. A secondary navigation bar contains "Sort by Project Type" followed by icons for "All", "Green", "Red", "Yellow", and "Blue", and a "Filter" button. The main heading reads "Making Headway Projects Browse, Comment, Share!". Three project cards are displayed in a grid:

- Project 1:** "I love our town BELFAST" with a red chicken icon. Description: "Pedestrian Signage Download: Our downtown is growing! Where once stood empty storefront..." with 0 comments.
- Project 2:** "7 Blocks Workout Station" with a photo of a red obstacle course. Description: "Our Healthy Maine Streets group announced and installed..." with 0 comments.
- Project 3:** "South Berwick Public Library" with a photo of a large building. Description: "Located near the southern New Hampshire border, the town of..." with 0 comments.

Each card includes a user profile picture and name at the bottom.

# FOUNDATION BASICS with thanks to



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## ■ Types of Foundation

Public charities and Private Foundations

**Corporate:** Bank of America,  
UNUMProvident, Bangor Savings  
Bank, TD Banknorth, etc.

**National:** Ford Foundation, Surdna, Pew

**Regional:** Jane's Trust, Cox Trust

**State:** MaineCF, Stephen & Tabitha King,  
The Betterment Fund

**Family:** Sewall; Davis

When you've seen one  
foundation....

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...you've seen one  
foundation!

# What Foundation Funding Can Do

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- General Operations
- Projects and Events
- Capital Investments

# Foundations like it when applicants:

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- Treat staff like professional colleagues
- Research the foundation
- Submit appropriate proposals
- **Follow directions**
- Can talk about their work
- Give polite feedback



# Other Sources of Funding

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- Government –
  - Local
  - State
  - Federal
- Crowd-funding
- Individual Donors



# Elements of a Good Proposal

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## General Tips:

- **Follow directions!!!!**
- Do your homework
- Write in a compelling and understandable style. Tell your story. Why does your proposal matter?



# Elements of a Good Proposal

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**Can the potential funder identify the:**

- Goals**
- Objectives**
- Outputs**
- Outcomes**

**... What will be the impact of your proposal?**



# Elements of a Good Proposal

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## THE BUDGET

- **Follow directions**
- Ask for help
- Align with proposal
- Be realistic



# Other Tips for grant writing

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- ❑ Beware of Mission creep – match your mission with funding source
- ❑ Know your own capacity – stretch but don't break
- ❑ Plan Ahead – know the deadline, build in extra time, proof read
- ❑ Demonstrate connectivity – to a cause, a community, a solution