



U.S. Small Business Growth and Innovation Program – Application Questions

To facilitate application completion, Rockefeller Philanthropy Advisors has provided the application questions required for this RFP below. Please note that general contact and organizational information will also be required but is not listed below.

Organization and Programming Overview

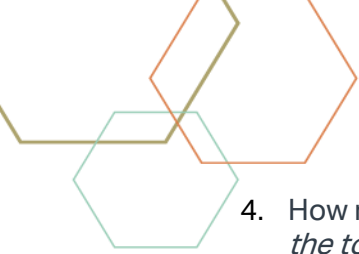
1. Please provide a brief overview of your organization, including its history, mission, and core programs and services. (400 words)
2. Please describe the small and micro businesses (SMBs) your organization serves, including business size, stage, sectors, geographies, and any populations that are a particular focus of your work. (300 words)
3. What are the most significant challenges and opportunities facing the SMBs you serve, and how do your programs and services address those needs? What makes your organization's approach distinctive from other similar organizations? (300 words)
4. How does your organization build and maintain trust with the SMBs you serve? Please describe the specific practices you use to understand SMB needs and provide at least one example of how input from SMBs has shaped or improved your programs or services. (300 words)

Learning and Innovation

1. How does your organization gather insights, test new ideas, and apply learning to strengthen its work? What insights, questions, or trends would you be most eager to discuss with peer organizations? (300 words)
2. Describe a significant innovation or adaptation your organization has implemented over the past three years. What prompted the change, and what impact did it have on the businesses you serve? (300 words)
3. What challenges and opportunities related to AI and digital tools are you seeing among the SMBs you serve? How is your organization helping SMBs navigate, adopt, or benefit from AI and digital tools? (300 words)

Impact and Outcomes

1. What impact has your organization had over the past year? Where possible, please quantify your impact, including information on both outputs, such as SMBs reached, trainings delivered, or coaching hours provided, and outcomes, such as changes in revenue, jobs created or sustained, or increases in digital adoption. (300 words)
2. If awarded funding, how would your organization use this grant to strengthen its work and increase its impact for SMBs over the next 12 months? (300 words)
3. Please share a story of a small business owner or entrepreneur who recently benefited from your organization's programs or services, including how your support contributed to meaningful change for their business. (300 words)

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4. How many SMBs did your organization reach over the past 12 months? *Please provide the total number of unique SMBs that engaged in at least one program or service offered by your organization, such as a workshop/webinar, training program, coaching, capital access, or other business support services.* (Number response)

Partnerships and Funding

1. Please describe any current or prior engagements between your organization and Visa/Visa Foundation or its employees. (300 words)
2. Please provide a full list of your organization's current corporate partners, including donors. (300 words)
3. Please provide a full list of your organization's current government partners, including funders. (300 words)
4. (Optional) If there is anything you'd like to share narratively that relates to your funding or financials, please feel free to describe here. (300 words)

Attachments

1. IRS Determination Letter
2. Financial Statements
Please upload your organization's audited financial statements for your two most recent fiscal years. If your organization does not have an audited financial statements, please upload your organization's two most recent 990s. Please label your saved files with your organization's name, year, and what the file is.
3. Organization Budget
Please upload your 2026 operating budget and 2027 operating budget, both showing revenue and expenses. Please label your saved files with your organization's name, year, and what the file is.
4. Optional Supplement
We know many organizations already have materials that tell their story. If you'd like, you can upload an existing document (e.g., program flyer, one-pager, or report) to give us a fuller picture. This is completely optional.