

NAACP Powershift Entrepreneur Grant

NAACP + Wells Fargo · National (private)

Amount	\$25,000
Deadline	Annual — opens spring
Eligibility	Black-owned small businesses with revenue between \$10k–\$1M.
Apply at	https://naacp.org/powershift-entrepreneur-grant

OVERVIEW

Cash grant to accelerate growth for Black entrepreneurs, sponsored by NAACP in partnership with Wells Fargo.

KEY DETAILS

- Application: financials, growth plan, community impact.
- Grants delivered in a single cash award.
- Recipients featured in NAACP media channels.

FIT FOR WOW — NOTES

Waffles On Waffles is a woman-owned, family-run mobile waffle-stick brand based in Little Elm, Texas. The trailer serves events, fairs, and private parties across the DFW metroplex, with a franchise/licensing model in development. This grant aligns with our next-stage funding needs: trailer build-out, brand marketing, and expansion of our operator network.

APPLICATION CHECKLIST

- EIN and Texas Certificate of Formation on file
- Latest P&L; and balance sheet (12-month view)
- Business plan and marketing plan (one-pagers linked from wafflesonwaffles.com)
- Founder story + 60-second pitch video
- Photos of trailer, team, and product
- Use-of-funds narrative tied to this grant amount