

National Urban League — Urban Empowerment Fund

National Urban League · National (private)

Amount	\$5,000 – \$25,000 (via partner programs)
Deadline	Multiple annual cycles
Eligibility	Black and minority entrepreneurs; often channeled through local Urban League affiliates.
Apply at	https://nul.org/program/entrepreneurship-center-program

OVERVIEW

The National Urban League deploys capital through its Urban Empowerment Fund (a CDFI) and partner grant programs to Black-owned businesses across the country.

KEY DETAILS

- Access is best via a local affiliate (in our case, DFW Urban League).
- Programs include Wells Fargo Connect to More and NUL Entrepreneurship Center Program.
- Combines grants with technical assistance and low-cost lending.

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