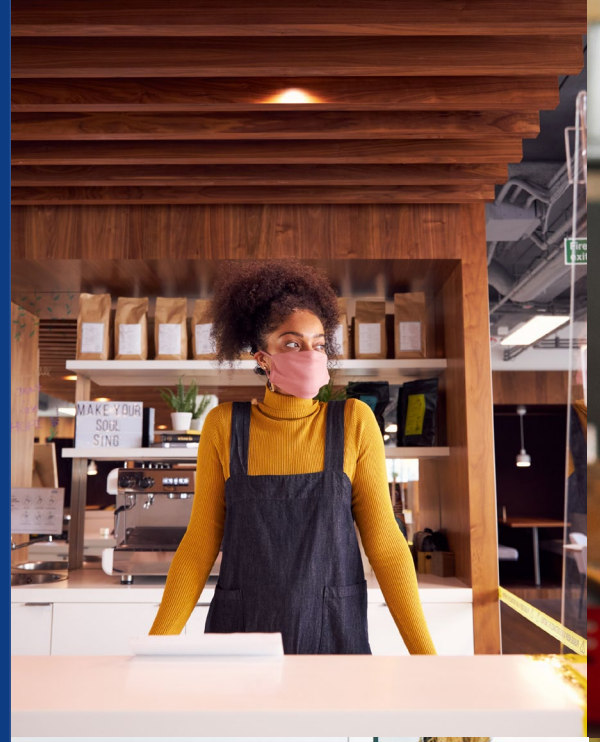
(Rev. 07-29-21)

This Program is funded by the State of California and administered by CalOSBA.

CALIFORNIA SMALL BUSINESS COVID-19 RELIEF GRANT PROGRAM

MARKETING TOOLKIT



BRAND GUIDELINES

COLORS

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#E2E7EF
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FONT

Body: Calibri
abc DEF

Header: Balboa
abc DEF

SOCIAL MEDIA

To help mitigate fraud, please only use graphics and captions that are provided to you in this Marketing Toolkit.

CALL CENTER NUMBERS AND HOURS

CALIFORNIA RELIEF GRANT

Call Center:
888-612-4370
M-F: 7:00am – 7:00pm PST

ARTS & CULTURAL PROGRAM

Call Center:
866-759-5320
M-F: 7:00am – 7:00pm PST

KEY DATES

WAITLISTED APPLICANTS ONLY

ROUND 7 (CLOSED)

Open: August 3rd, 2021
Close: September 16th, 2021

Eligible Applicants: This is a closed round and **only available to eligible applicants who were waitlisted in certain previous rounds** – only existing waitlisted applicants will be selected to move forward in the validation and verification review process. Selection does not guarantee approval or an award. Waitlisted applicants do not need to reapply.

Details: This is a closed funding round; **no new applications will be accepted.**

NONPROFIT CULTURAL INSTITUTIONS ONLY

ROUND 8

Open: August 27th, 2021
Close: September 8th, 2021

Eligible Applicants: Only nonprofit cultural institutions with any revenue size that meet eligibility criteria.

Details:

- Eligible nonprofit cultural institutions must complete a new application even if they already applied in Rounds 1,2, 5, or 6.;
- Nonprofit cultural institutions that applied in Round 4 do not need to re-apply;
- Grants will only be available to nonprofit cultural institutions that did not receive funding in any previous rounds;
- Grants will be prioritized based on the documented percentage revenue declines based on a reporting period comparing Q2 and Q3 of 2020 versus Q2 and Q3 of 2019

EXISTING AND NEW APPLICANTS (FOR-PROFIT AND NONPROFIT)

ROUND 9

Open: September 9th, 2021
Close: September 30th, 2021

Eligible Applicants: Current waitlisted small businesses and/or nonprofits not selected in previous rounds and new applicants that meet eligibility criteria

Details:

- Applicants not selected to move forward in the review process in Rounds 1, 2, 3, 5, 6, or 7 **do not need to re-apply** and will be automatically moved into Round 9.
- ***New applicants*** will need to apply at CAReliefGrant.com

SOCIAL MEDIA POSTS

CAPTIONS

- Funding is still available for the #CAReliefGrant. We are still in the process of selecting applicants from the current waitlist but will be accepting new applicants in Rounds 8 and 9. Learn more at www.CAReliefGrant.com.

- More grant opportunities are coming for the #CAReliefGrant! Continue to check www.CAReliefGrant.com for budget updates and information about additional funding rounds.

- Update for the #CAReliefGrant: We are still in the process of selecting applicants from the current waitlist but will announce additional funding rounds soon at www.CAReliefGrant.com.

- Grants are still being awarded! We are still in the process of selecting applicants from the current waitlist but there will be more opportunities for the #CAReliefGrant. Visit www.CAReliefGrant.com for more information.

DOWNLOAD ASSETS

Captions for All | Click HERE

Graphics for Facebook | Click HERE

Graphics for Twitter | Click HERE

Graphics for Instagram | Click HERE

Graphics for LinkedIn | Click HERE

APPLICATION HELP: ADDITIONAL RESOURCES

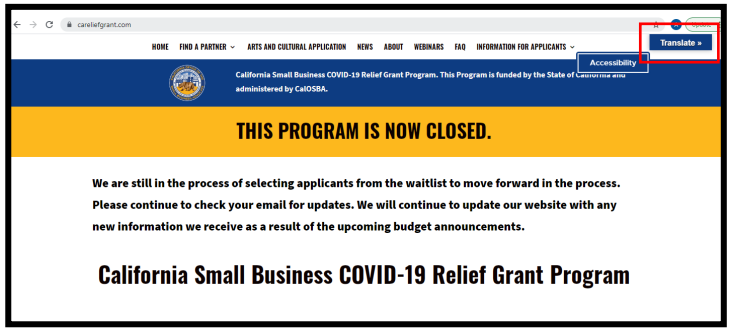
TRANSLATION TOOL

Our entire website and application can be translated in the following languages:

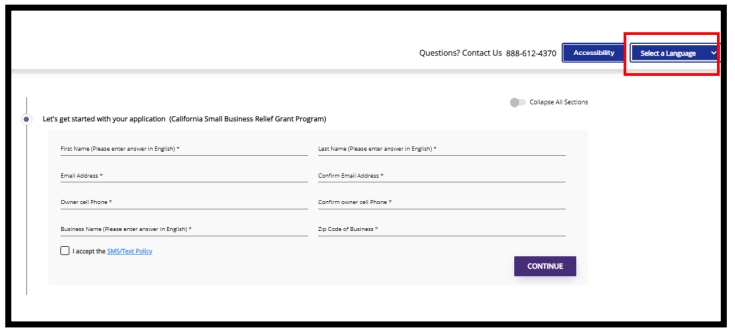
Armenian	**Hindi**	**Russian**
Chinese (Cantonese)	**Hmong**	**Spanish (Nocal)**
Chinese (Mandarin)	**Japanese**	**Spanish (Socal)**
Dari	**Korean**	**Tagalog**
Farsi	**Portuguese**	**Thai**
French	**Punjabi**	**Vietnamese**

Important Note: For non-English language support in completing the application, please contact our call center.

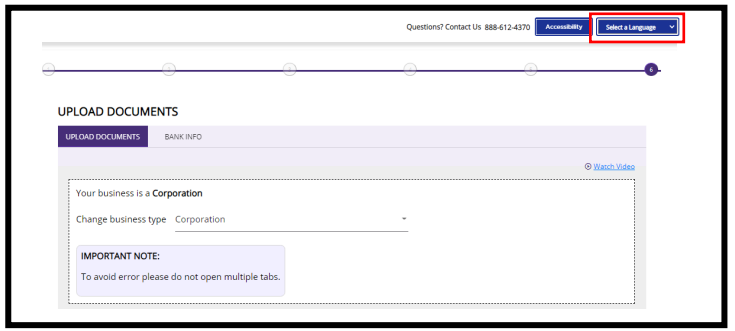
The translation tool will be available at the upper right corner of your web browser.



CARELIEFGRANT.COM WEBSITE



ONLINE APPLICATION

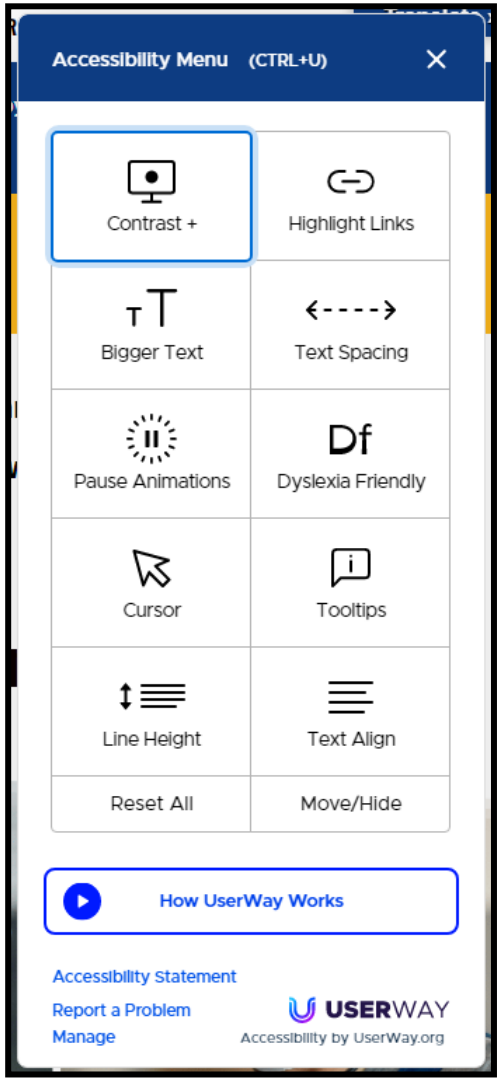


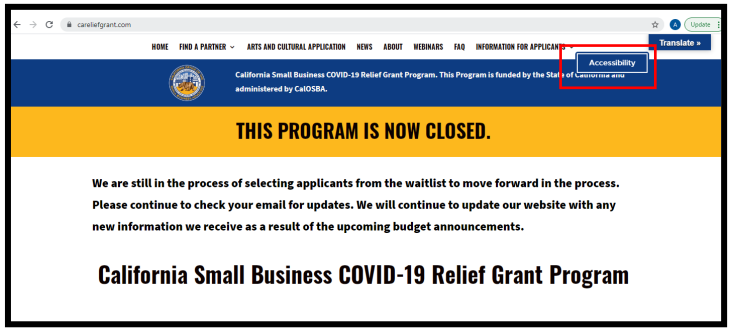
LENDISTRY PORTAL

ACCESSIBILITY FEATURE

Our website also has an accessibility feature to ensure that its services are accessible to people with disabilities, including without limitation by making its website easier to use and more accessible for people with disabilities.

The site careliefgrant.com makes available the UserWay's Web Accessibility Widget, which is powered by a dedicated accessibility server. The careliefgrant.com accessibility menu can be enabled by clicking the accessibility menu icon that appears on the corner of the page. After triggering the accessibility menu, please wait a moment for the accessibility menu to load in its entirety.





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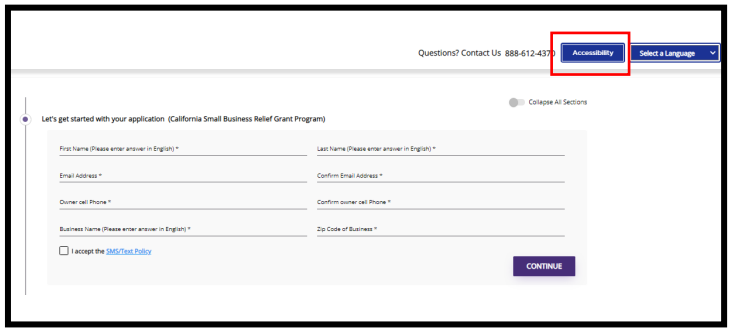
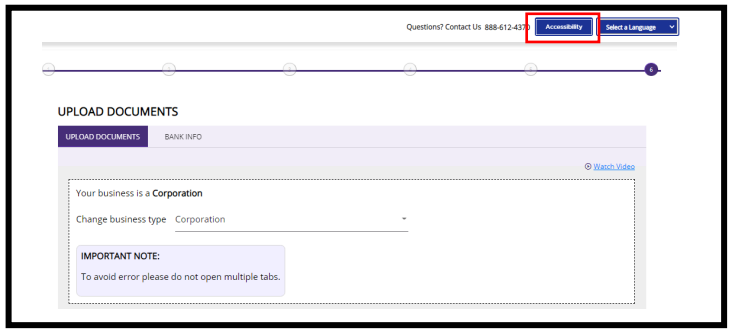
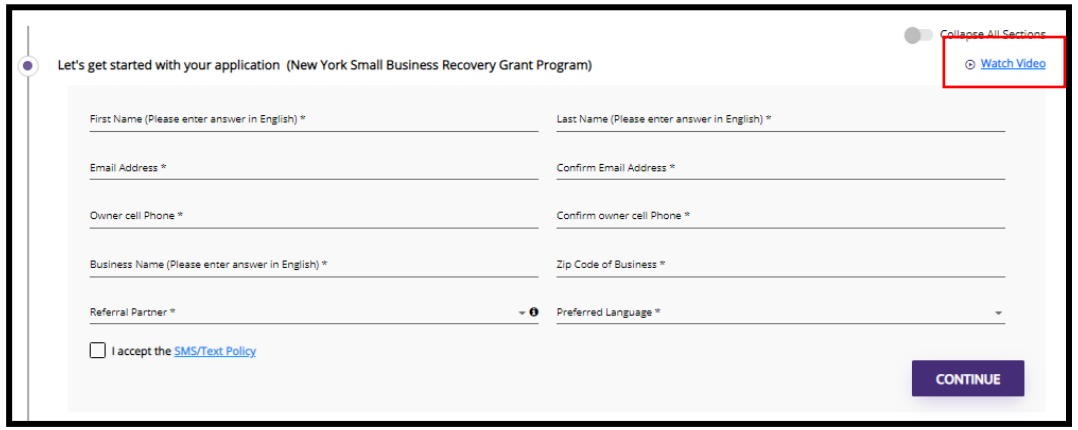
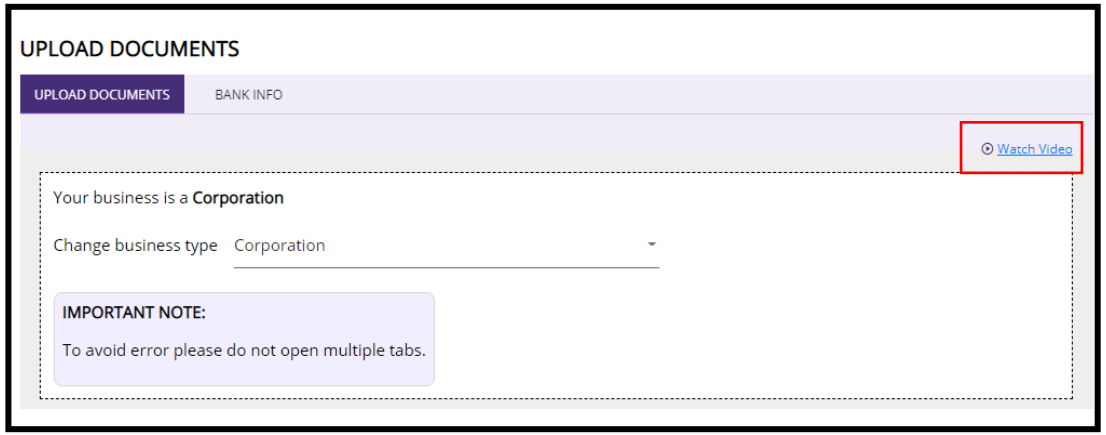
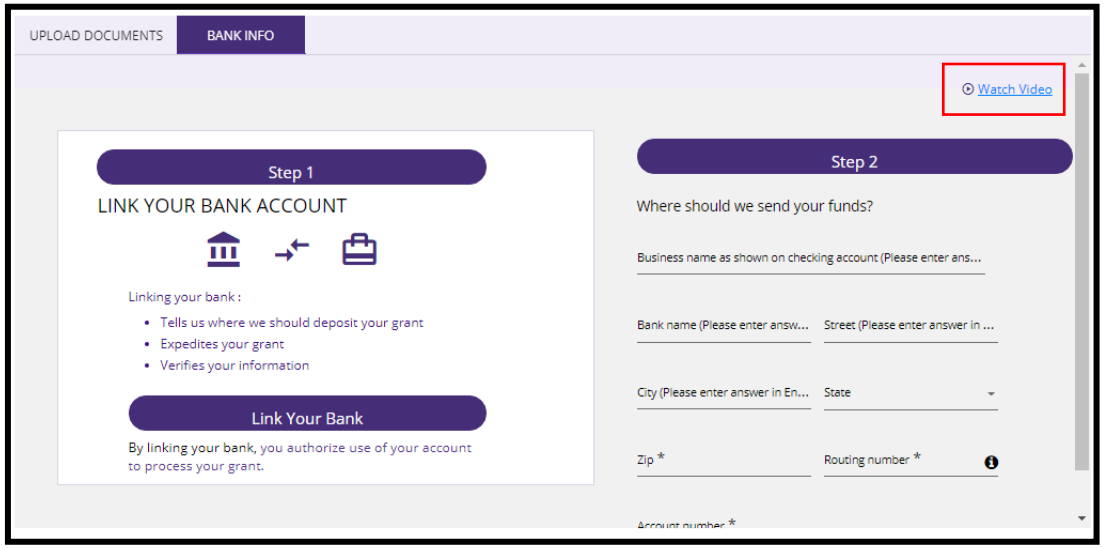


ONLINE APPLICATION



LENDISTRY PORTAL

VIDEOS

In addition to videos-on-demand on our website HERE, there will also be short videos embedded in each section of the online application. Each video will show you how to complete that section. To view the video, click “Watch Video”. The video will open in a new tab of your web browser.

There also videos in the Portal to help you upload documents and link your bank information.