

THE *Legacy* FUND

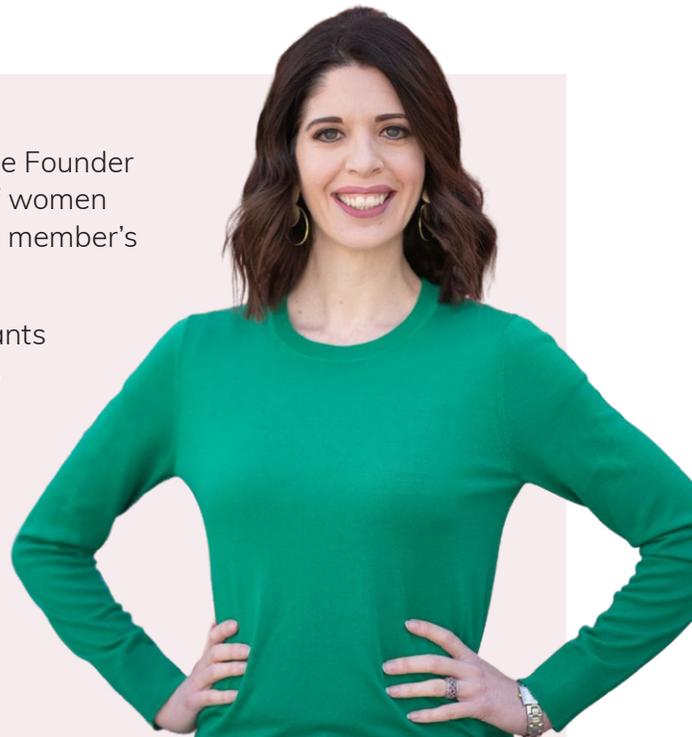


for **PURPOSE-DRIVEN
FOUNDERS**

Alexia Vernon, President of Step into Your Moxie, is the Founder of Legacy – an invite-only, service-driven collective of women entrepreneurs and thought leaders. A portion of each member's yearly investment goes into The Legacy Fund.

In 2022, The Legacy Fund will award unrestricted grants of \$1500-\$6000 to founders and CEOs who serve as business leaders of for-profit or nonprofit businesses.

The grants are designed for visionary founders who identify as women, transgender men, or non-binary. Applicants who are BIPOC, LGBTQIA+, living with disabilities, chronic illnesses, or who have survived trauma are particularly encouraged to apply.



HOW TO *Apply*

The Legacy Fund investment team is looking for visionary founders who lead for-profit or nonprofit businesses that are making the world a better place. We seek applicants who are in their first three years who **can clearly and compellingly answer the following 5 questions in a pitch video that is 3 minutes or less.**

Please note: Any pitch video that is longer than 3 minutes will not be considered.

- 1. What is the mission and vision of your for-profit or nonprofit business, and what problem is it addressing?**
- 2. Why are you a visionary leader deserving of this award?**
Please let us know about your successes, any struggles you have had to overcome, and where you see your business going in the next 12-18 months. The more we can experience your 'secret sauce' and short-term vision, the easier it will be for us to make our decision.
- 3. If you receive one of the awards (between \$1500-\$6000), how will you use it?**
i.e., Will you hire support? Enhance your website? Create a demo video? Apply for an important license or certification? Funds should not be used to pay off business debt or for coaching, education, or another form of professional development. Other than these exclusions, how you want to use the award is up to you **but we ask that you make a plan and stick with it.** So please, as succinctly as possible, let us know what you are hoping to put the award toward and how much you would need to make that vision a reality.
- 4. How do you pay it forward?**
We seek to invest in leaders who have a commitment to serving others. Please let us know about any causes, service-driven groups, etc. that you give your voice, resources, or funding to. If you are chosen to receive a grant, what can we count on you to contribute to others?

ELIGIBILITY

- Woman, transgender male, or non-binary for-profit or nonprofit business founder and primary business leader, i.e., CEO, President, Sole Proprietor, or Executive Director. (To further clarify, transgender men, not just transgender women, are encouraged to apply.)
- Early-stage (up to 3 years in business)
- Already generating revenue
- Business is incorporated in the U.S. and the Founder pays U.S. taxes

Please note that, before funds are awarded, you will be asked to:

- Show documentation that you are the owner or primary leader of your U.S.-based business
- Verify your revenue via submission of tax returns
- Complete a 1099-MISC form



HOW TO *Submit* YOUR PITCH VIDEO

On or before September 1, 2022, please email speaking@alexiavernon.com the following information in the body of an email:

- Your name
- Your email address
- Your mailing address
- Your best phone number
- The name of your for-profit or nonprofit business
- The year your business was started (Applicants should have businesses in existence for 1-3 years)
- Your gross revenue for each year in business (If you are selected, financial earnings may be verified)
- Your projected revenue for the current year
- Have you received any previous funding, grants, scholarships, loans, etc.? If so, what were they used for?
- What food best represents your brand and why?
- And most importantly, please share the link to your <3-minute video pitch (and the password, if it's password protected)

Prior to sending your email with the above answers in the body of that email, please pre-record your video and post it to YouTube or Vimeo.

Prior to sending, please double-check that the link to your video works and is accessible. If you choose to password protect it, please provide the password in your email answers. It's important that your pitch video can be viewed by multiple people, so please don't set-it up so that only the owner of speaking@alexiavernon.com can review it.

WHAT HAPPENS AFTER YOU APPLY?

- The Legacy collective will evaluate pitches submitted, verify financial and business formation information, and we will make the announcement of our two award winners on or before October 27, 2022.
- We will confirm we have received your submission via email, and then you will hear from us on or before October 27, 2022 with our decision.

QUESTIONS?

Please email speaking@alexiavernon.com with the Subject: **[Legacy Fund] Question.**

If you think you qualify for an award, you probably do! We have aimed to be as inclusive as possible to ensure that funding goes to underrepresented, marginalized leaders. If you have questions about whether you should apply, please reach out to us. We ask that if you reach out, please keep your email brief and review this document first to see if you can find an answer to your question.