

## **Facebook \$100 Million Grants Program. Who can benefit and how to apply?**

Due to the recent pandemic that is sweeping the nation, many organizations are donating money and offering grants for businesses, to ensure that they are still able to operate under the economic impact that coronavirus is having.

Facebook recently announced that they are investing \$100 million in grants to the news industry. This generous donation will be offered to news organizations worldwide through the COVID-19 Community Network grant program.

\$25 million is designated to go toward emergency grant funding for local news through the Facebook Journalism Project, and the remaining \$75 million for news organizations around the globe, to ensure that they are able to continue providing updates and information for those anxiously sitting at home concerned about their loved ones and the current state of the country.

*"Small businesses are the heartbeat of our communities, and many of the people who run these businesses are heavily affected by the crisis – especially as more and more people sensibly stay home. The longer the crisis goes on, the greater the risk to small businesses and to the livelihoods of their owners and employees. That's why today I'm announcing that Facebook is investing \$100 million to help 30,000 small businesses in over 30 countries where our employees live and work."*

(Facebook COO Sheryl Sandberg)

### **Who is eligible for Facebook's grant?**

While applications still aren't open, it looks like many businesses will be prospering from the Facebook grant. The grant will be available to up to 30,000 businesses in the 30-plus countries where Facebook operates, and will cover both ad credits and also cash grants, that businesses can apply to operational costs such as paying workers and paying rent.

### **How to apply for a grant**

Facebook has yet to give out the exact details about how businesses will be selected for the grant, and what the qualifications are, but it is worth any business that is struggling because of the current COVID-19 situation to look into the program.

Businesses can sign-up to learn more about the program (<https://www.facebook.com/business/boost/grants>) and stay up-to-date on information involving the grant, as things progress and more details about the application process are released.

Says Janis Ware, publisher of The Atlanta Voice, *"Local news organizations, especially hyper-local news organizations including those serving black and other underserved*

*communities, have experienced challenges with the sustainability and distribution of news and information in the current media environment. COVID-19 has exacerbated an already existing crisis and our jobs have just gotten tougher. With such a sizable infusion from Facebook, local news organizations across the country will benefit as will our readers, our viewers and our listeners."*

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