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Santa Barbara Better Together Fund Provides Grants for Goleta's Small Businesses

GOLETA, CA - The Santa Barbara Foundation announced today the launch of the Santa Barbara Better Together Fund Small Business Grant Program for the City of Goleta.

The Santa Barbara Better Together Fund (SBBT) was set up at the Santa Barbara Foundation as a committee advised fund in March of 2020 with an initial \$500,000 donation from [Deckers Brands](#). The fund will help local businesses survive these uncertain times which in turn will help sustain our community.

"We have yet to understand the long-term effects that COVID-19 will have on our region's small businesses," said Jackie Carrera, President & CEO of the Santa Barbara Foundation. "SBBT Fund is a great opportunity to help fill gaps in the short-term for these businesses where federal and private funding may not be readily available."

The Santa Barbara Better Together Fund is made up of representatives from Deckers and Santa Barbara Foundation, and local experts. Distribution of the funds are voted on by the committee members.

The Santa Barbara Better Together Fund provided its first grant in the amount of \$125,000 to [Women's Economic Ventures \(WEV\)](#) for financial support to the small business community in Santa Barbara County through [WEV's ReStart Loan Program](#). The next step for Santa Barbara Better Together Fund is provide grants directly to small businesses in the City of Goleta.

"It's amazing what we can do when great organizations work together to support our small businesses during this unprecedented time of economic upheaval



resulting from the COVID-19 pandemic,” said Paula Perotte, Mayor of the City of Goleta.

The City of Goleta and Santa Barbara Foundation partnership will support grants from the Santa Barbara Better Together Fund, **up to \$10,000 per grant** to qualifying local Goleta small businesses as they reopen and adapt to operating under proper public health guidelines due to COVID-19. Grant awards are available to eligible businesses until funds have been depleted.

Outreach will be comprehensive with targeted outreach to minority-held businesses and underserved/underinvested neighborhoods. In addition, priority will be given but not limited to child care, to-go food service, service industry, and outdoor dining businesses.

“Providing support to local small businesses will help to combat community deterioration,” said Jessica Sanchez, Director of Donor Services of the Santa Barbara Foundation. “We believe that this program will benefit the entire community.”

The application is available from Wednesday July 29 through Friday, August 7. Please review the **SBBT Small Business Grant Program guidelines** for further details.

Learn more in English: SBFoundation.org/covid-19-business-community-resources/sbbt-guidelines-english/ or in Spanish: SBFoundation.org/covid-19-business-community-resources/sbbt-guidelines-spanish/

About Santa Barbara Foundation

The Santa Barbara Foundation, the largest community foundation in the region and the county’s go-to resource for investment and capacity-building, strives to mobilize and elevate all residents to thrive. Nearly every Santa Barbara County nonprofit organization and essential community project has been supported by the Foundation during its 92-year history.



The Foundation is working to improve areas that affect quality of life in Santa Barbara County including childcare, workforce development, and workforce housing. The Foundation connects those who give with those in need - and all who dream of stronger communities. To learn more, please visit SBFoundation.org.

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