



Grant Application

✓ Completed

Response ID	: jsC5YYOd
IP address	: 172.56.13.189
User agent	: Mozilla/5.0 (iPhone; CPU iPhone OS 18_7 like Mac OS X) AppleWebKit/605.1.15 (KHTML, like Gecko) Version/26.6.1 Mobile/15E148 Safari/604.1
Response link	: https://survey.zohopublic.com/zsir/rzCCla/jsC5YYOd
Survey URL accessed by the respondent	: https://survey.zohopublic.com/zs/rzCCla
Start time	: Sep 12, 2026 16:27:37
Completion time	: Sep 12, 2026 16:36:32
Time taken	: 8 mins 54 secs
Collector	: Grant Application

P1 : Business Grant Request

If you would like to apply for a grant, please complete the following questionnaire.

Q1. Is your business located in the Cumberland, Barronett, or Comstock, WI zip code (54829, 54813, or 54826)? If it is not, you are not eligible for this grant.

Yes

Q2. Are you the owner or authorized representative for the company?

Yes

P2 : Business Information

Please enter the following information about the business

Q3. Business Name

Dads Home Co.

Q4.

Field label	Response
Address1	1785 2nd Ave
Address2	
City	Cumberland
Zip Code	54829
State	Wi
Phone	7156711321
Email	s15abrit47@gmail.com

Q5. Website

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P3 : Applicant Information

Please enter the following applicant information

Q6.

Field label	Response
First Name	Anthony
Last Name	Britton

Q7. Phone Number

7156711321

Q8. Please enter your email if different from business email

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Q9. Please tell us about your business. Please be as specific as possible. If the form does not have enough space, please email additional pages to info@50peoplewhocare.org

Please include things like; type of business, number of employees, local suppliers used, what makes you unique or essential to our community.

Dad's Home Co. is a locally owned and operated mattress business based in Cumberland, Wisconsin. We provide new and gently used premium mattresses, adjustable bases, bed frames, and other sleep products to customers throughout our local community at significantly below traditional retail prices.

Currently, Dad's Home Co. is owner-operated, with plans to grow as the business expands. I personally handle sourcing, customer communication, cleaning and sanitizing, storage, sales, and delivery. My goal is to eventually create additional local employment as the business grows.

One of the things that makes Dad's Home Co. unique is our focus on premium mattresses at realistic, affordable prices. A quality mattress can easily cost a family \$1,000–\$2,000 or more through a traditional retailer. I work to acquire quality mattresses that would otherwise have limited resale opportunities, professionally clean and sanitize them, and make them available locally for a fraction of their original retail price. This gives families another option when they need a quality mattress but cannot or do not want to spend thousands of dollars.

We also provide a no-pressure, consultative buying experience. Rather than simply trying to sell someone the most expensive mattress, I talk with customers about their budget, sleeping position, preferred firmness, size, and comfort needs and help them find an option that makes sense for them.

Dad's Home Co. also has a sustainability component. By giving returned and gently used mattresses another opportunity to be used, we help keep quality products out of landfills while making them more accessible to local families.

As we grow, I hope to establish a stronger local presence, increase inventory, offer more delivery options, and eventually develop a small showroom or retail space where customers can see and learn about the products in person.

I believe Dad's Home Co. is valuable to our community because it combines affordability, sustainability, and local service. We give people an alternative to driving to larger cities or paying traditional retail prices, while keeping the business and its economic activity right here in our area.

Q10. What is the plan for using the grant money (How will it be used)?

The grant money would be used to help Dad's Home Co. expand from a small owner-operated business into a stronger, more established local mattress business.

My primary goal would be to increase the amount and variety of quality inventory I can offer. This would allow me to purchase and acquire additional mattresses, adjustable bases, bed frames, and other sleep products so that customers have more choices in different sizes, firmness levels, and price ranges.

A portion of the funds would also go toward business equipment and infrastructure, including additional storage solutions, professional cleaning and sanitizing equipment, protective mattress packaging, and equipment needed to safely and efficiently transport larger mattresses and furniture.

I would also invest in local advertising and marketing to increase awareness of Dad's Home Co. in Cumberland, Rice Lake, and surrounding communities. My goal is to build a recognizable local brand that people think of when they need an affordable, quality mattress.

Ultimately, the grant would help me move toward establishing a small local retail/showroom presence, where customers could see and compare mattresses in person rather than having to travel to larger cities to shop for them.

The goal is to use the grant as a foundation for sustainable growth—not simply to cover everyday expenses. By increasing inventory, improving our equipment and presentation, and reaching more local customers, I believe the funding would allow Dad's Home Co. to grow sales, eventually create local employment, and serve more families in our community.

Q11. Projected benefit of plan execution (e.g. viability of business, growth/expansion of business, impact on the community, etc...)

The projected benefit of this plan is to allow Dad's Home Co. to grow from a small owner-operated business into a sustainable local business with a stronger presence in the Cumberland and surrounding communities.

Increasing inventory and improving our equipment and delivery capabilities would allow me to serve more customers and provide a much larger selection of mattresses at different price points, sizes, and firmness levels. This would increase sales and give more local families access to quality mattresses without having to spend thousands of dollars or travel outside the area to shop.

The investment in marketing and a future retail/showroom presence would also help establish Dad's Home Co. as a recognizable local business rather than simply an online Marketplace seller. My long-term goal is to build a business that customers know and trust when they need a mattress or other sleep products.

There is also an environmental benefit to the business. By giving returned and gently used mattresses another opportunity to serve a customer, Dad's Home Co. helps reduce unnecessary waste while turning otherwise underutilized products into affordable options for local families.

As the business grows, I expect the need for additional help with cleaning, inventory, delivery, and sales to grow as well. This creates the potential for Dad's Home Co. to eventually provide local employment and contribute more directly to the local economy.

Most importantly, this grant would help create a foundation for long-term viability and expansion. Rather than using the funding simply to keep the business operating, I would use it to increase our capacity, reach more customers, improve the customer experience, and build Dad's Home Co. into a lasting local business.